



RELTIO®



Uncover & Accelerate Master Data Management ROI

Anthony Colichio, Senior Value Consultant
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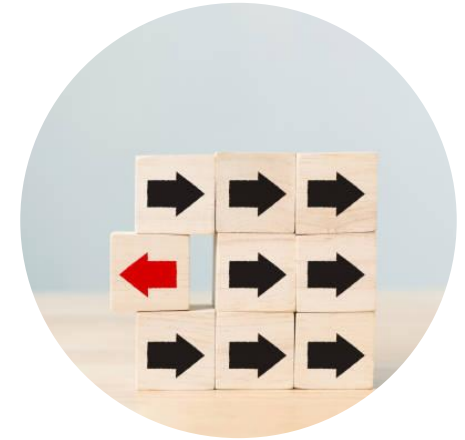
Organizations are faced with pressures of rapid change, while navigating greater complexity



The speed of business
is increasing



Digital maturity
matters with AI



Innovate, or be
disrupted

Every successful initiative starts with trusted data



Reltio unifies, manages, and mobilizes your core data, *unlocking accelerated value.*



Trusted, unified data

Real-time, always on

Secure, scalable, and flexible

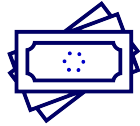
Built for AI, built-in AI, built with AI

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Pressures for speed to value and clear ROI increased



Tie to business outcomes
to make it a priority
investment

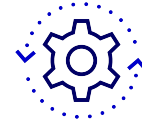


Demonstrate **clear and ongoing ROI** to keep the
budget

Part 1



Go live in weeks to
seize business
opportunities



**Perform continuous, rapid
iterations** to respond to
business needs

Pressures for ROI Velocity



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Pressures for ROI Velocity



Business outcomes

**Metrics and KPIs
(Baseline and Target)**

**Data and Governance Requirements
(first party, third party)**

**Business Process and
Application Improvements**

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Pressures for ROI Velocity



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Pressures for ROI Velocity



**Metrics and KPIs
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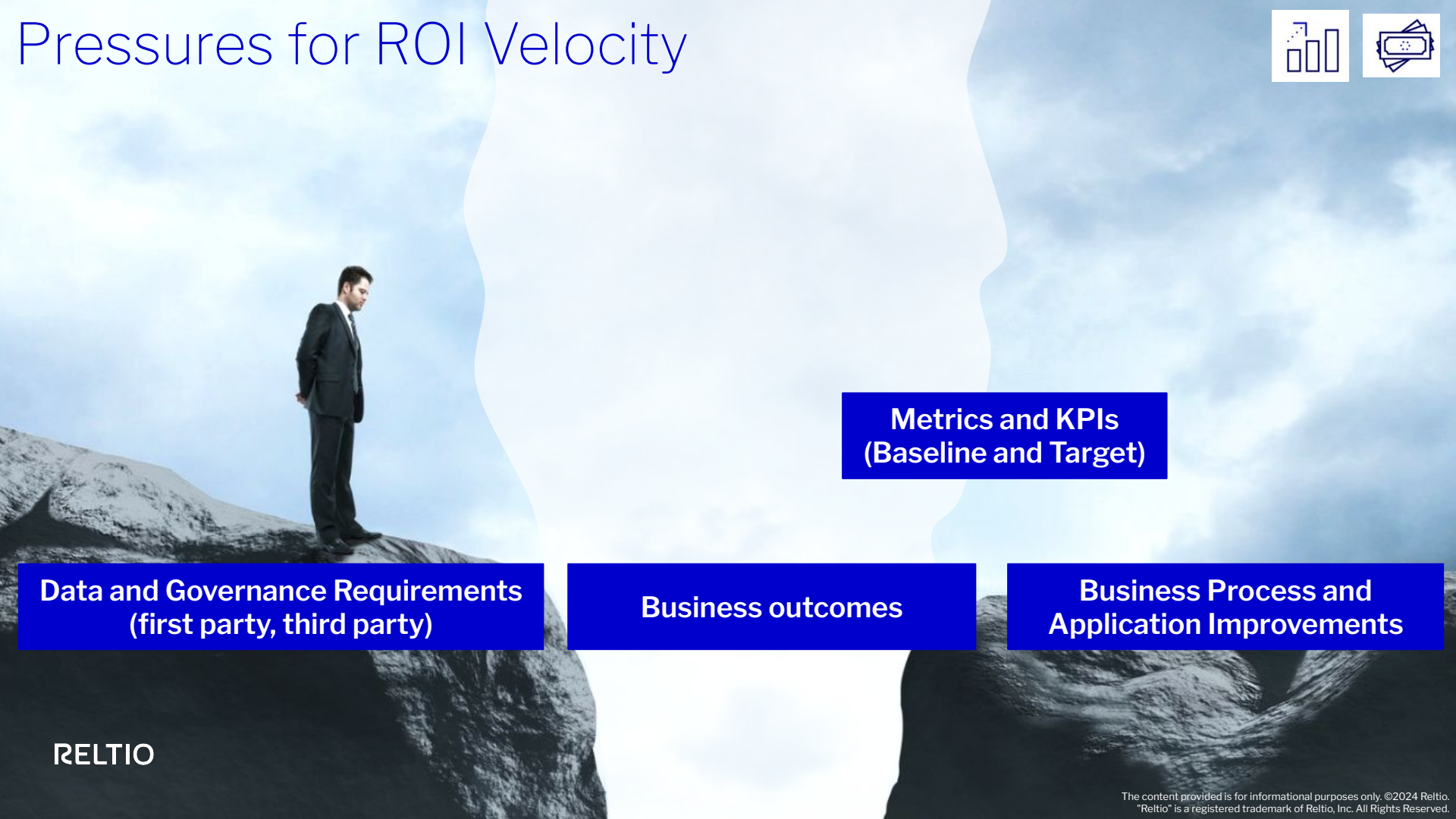
Business outcomes

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Pressures for ROI Velocity



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Business outcomes

Pressures for ROI Velocity



**Data and Governance
Requirements (first party, third
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Business Process and Application Improvements

Metrics and KPIs (Baseline and Target)

Business outcomes

ROI Velocity



Data and Governance Requirements (first party, third party)

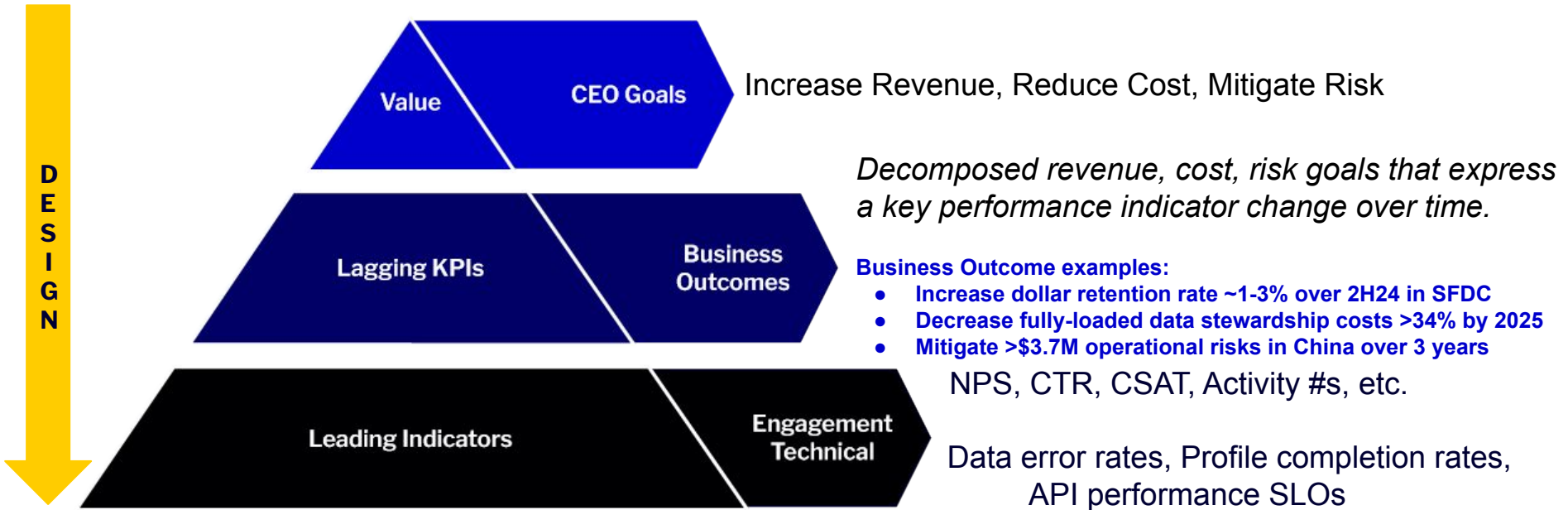
Business Process and Application Improvements

Metrics and KPIs (Baseline and Target)

Business outcomes

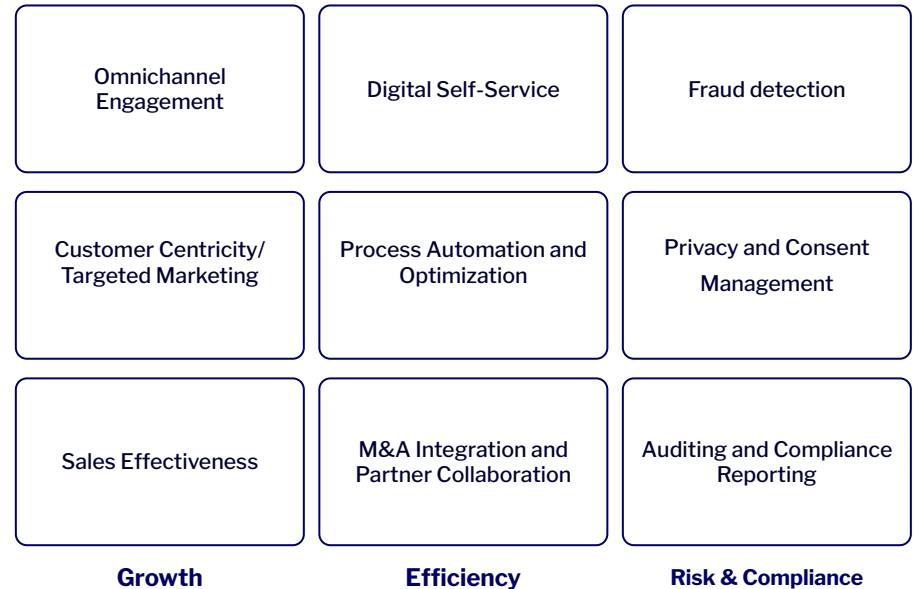
Discover Goals+KPIs before Aligning Execution

Types of Objectives

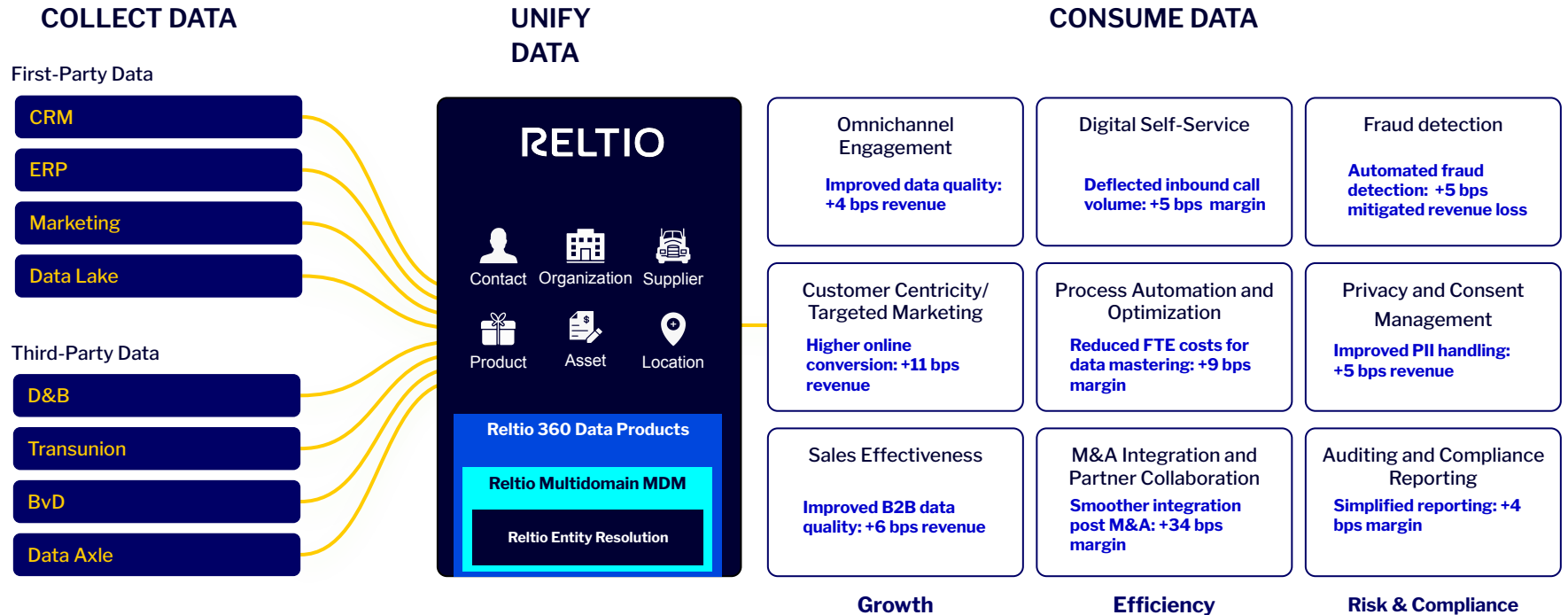


Key business initiatives we enable across industries

CONSUME DATA



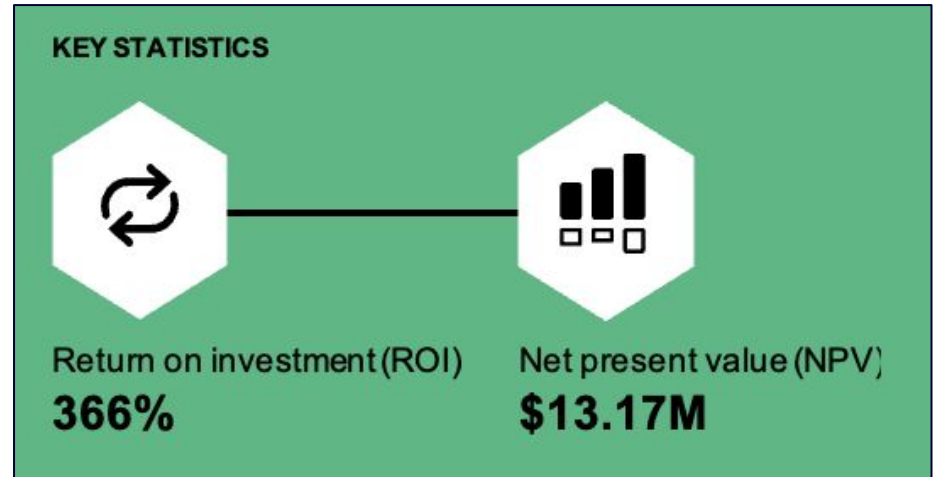
Key business initiatives we enable across industries









Forrester TEI Study overview

Composite organization assumptions

- Technology vendor
- B2B and B2C channels
- \$15 billion annual revenue
- 10 data team FTEs
- 47 million annual calls to call center



Quantified benefits derived from customer interviews

		% of total benefits' present value
	Increased repurchase rate due to real-time data performance	\$4.9M (30%)
	Increased profit with improved data quality for B2B targeting	\$4.1 M (24%)
	Reduced operating costs due to improvement in first call resolution	\$3.1 M (18%)
	Reduced operating costs due to reassignment of data stewards and engineers	\$2.3 M (14%)
	Reduced costs by sunsetting legacy systems	\$1.7 M (10%)
	Increased data management team efficiencies	\$0.7 M (4%)

Improvement In First-Call Resolution

Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Annual customer calls to contact center	Composite	47,000,000	47,000,000	47,000,000
C2	Percentage of calls requiring follow-up in previous environment	Forrester	20%	20%	20%
C3	Of total follow-up calls, percentage of calls requiring purely data related follow-up calls in previous environment	Forrester	35%	35%	35%
C4	Reduction in follow-up calls to contact center due to improvement in first-call resolution	Interviews	40%	40%	40%
C5	Average follow-up call handle time (minutes)	Interviews	4	4	4
C6	Contact agent hourly rate	TEI standard	\$19	\$19	\$19
Ct	Improvement in first-call resolution	$C1 * C2 * C3 * C4 * (C5/60) * C6$	\$1,666,933	\$1,666,933	\$1,666,933
	Risk adjustment	↓25%			
Ctr	Improvement in first-call resolution (risk-adjusted)		\$1,250,200	\$1,250,200	\$1,250,200
Three-year total: \$3,750,600			Three-year present value: \$3,109,062		

Deeper look into productivity gains


Reassignment Of Data Stewards And Systems Engineers

Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Number of data stewards reassigned	Interviews	10	10	10
D2	Fully burdened salary of a data steward	TEI standard	\$81,900	\$81,900	\$81,900
D3	Number of systems engineers reassigned	Interviews	2	2	2
D4	Fully burdened salary of a systems engineer	Forrester	\$106,000	\$106,000	\$106,000
Dt	Reassignment of data stewards and systems engineers	$(D1 \times D2) + (D3 \times D4)$	\$1,031,000	\$1,031,000	\$1,031,000
	Risk adjustment	↓10%			
Dtr	Reassignment of data stewards and systems engineers (risk-adjusted)		\$927,900	\$927,900	\$927,900
Three-year total: \$2,783,700			Three-year present value: \$2,307,550		

Deeper look into benefit of replacing legacy system

Cost Savings From Sunsetting Legacy MDM

Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Reduced license, upgrade, hardware, and system maintenance costs	Interviews	\$800,000	\$800,000	\$800,000
Et	Cost savings from sunsetting legacy MDM	E1	\$800,000	\$800,000	\$800,000
	Risk adjustment	↓15%			
Etr	Cost savings from sunsetting legacy MDM		\$680,000	\$680,000	\$680,000
Three-year total: \$2,040,000			Three-year present value: \$1,691,059		



Reltio online ROI calculator demo

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A few examples of savings our customers achieved

9 months

saved time to add
data source

78%

more efficient IT
operations¹

~\$12M

5-year TCO
savings¹

>9.8x

data steward
productivity

£3.6M

annual MDM
cost savings

AstraZeneca 

 GE HealthCare

petco

sanofi



¹ [The Total Economic Impact of the Reltio MDM Platform](#). Forrester. Sep 2022.

Where do you start?

DRIVING TOWARDS



Strategic Initiatives

Vendor 360 Project

Next Best Product Recommendation Initiative 2H23

CompanyGPT 2026



WHAT CAN WE ACHIEVE? (Outcomes and Metrics)



Business Outcomes

Reduce fully-loaded data management costs >34% by 2025

Reduce vendor on-boarding costs ~\$12k / vendor YoY

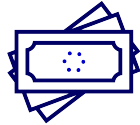
Mitigate >\$3.7M operational risks in China with >4% reduced incident likelihood

Increase dollar retention rates >0.5% over 2H24 in SFDC?

Pressures for speed to value and clear ROI increased



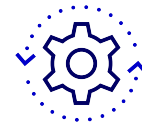
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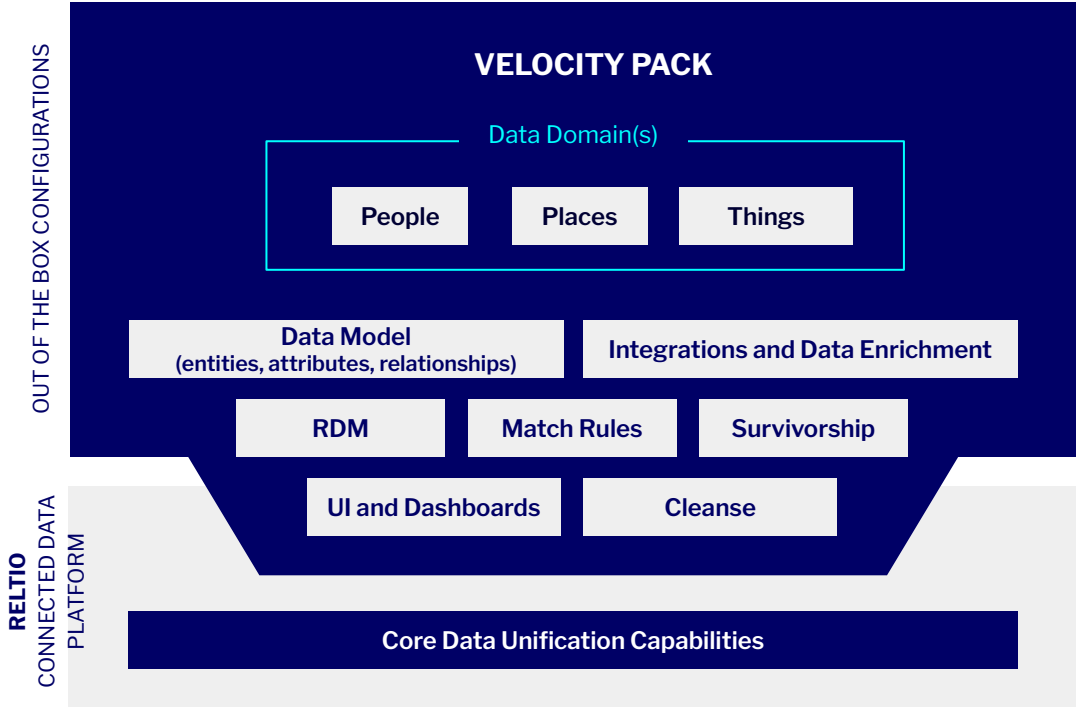
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Part 2

Simplifying your journey to go-live with velocity packs



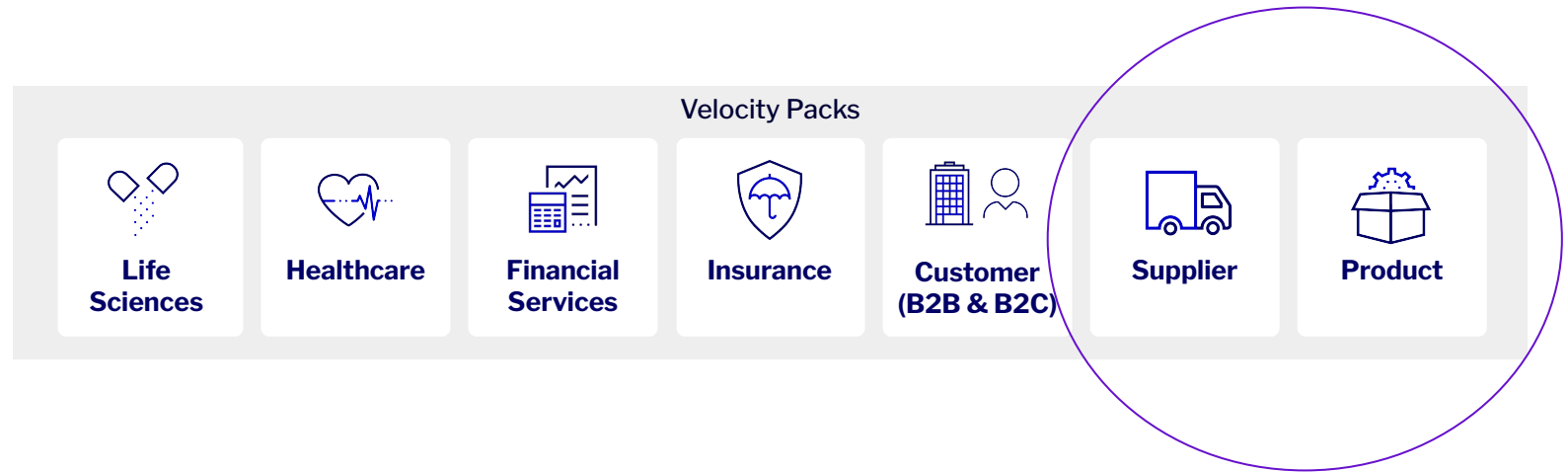
Simplifies and accelerates deployment with:

Out-of-the box, industry-specific configurations and data models

Prescriptive implementation with predefined assets enabling 2-, 6-, and 10-week value milestones

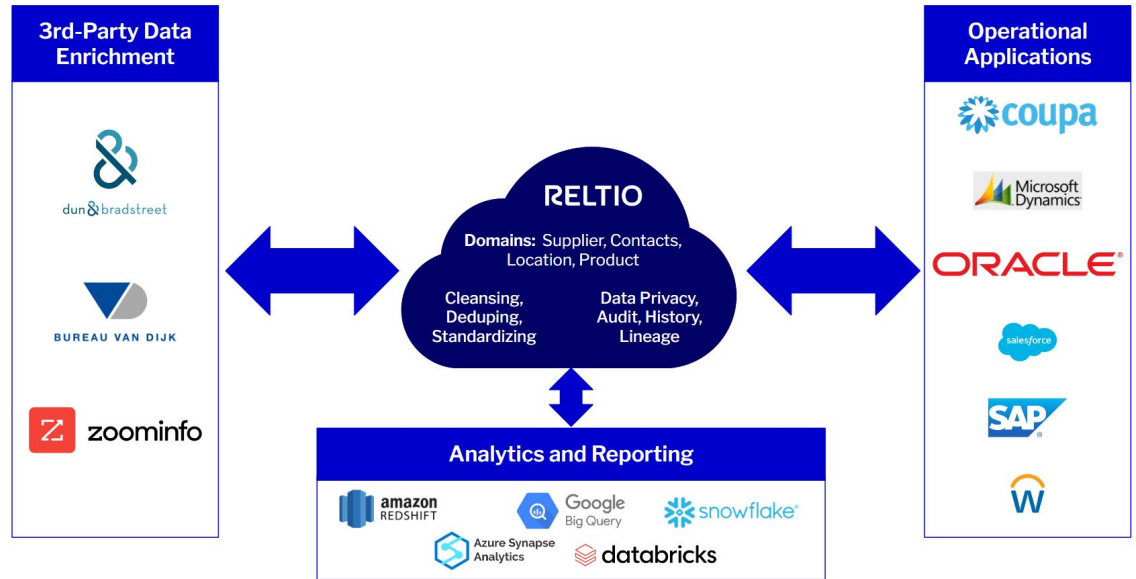
Prebuilt connectors to popular applications and data enrichment sources

Accelerating value across key market segments



Reltio for Supplier velocity pack reference architecture

- **Accelerates deployment** with out-of-the box data model, match rules, and configurations for the supplier domain
- **Streamlines requirements definition and test case development** with predefined implementation assets
- **Speeds integration** using prebuilt integrations for D&B, BvD, Salesforce, and prebuilt connectors—available as an add-on



Reltio for Supplier data model



Relationship Types

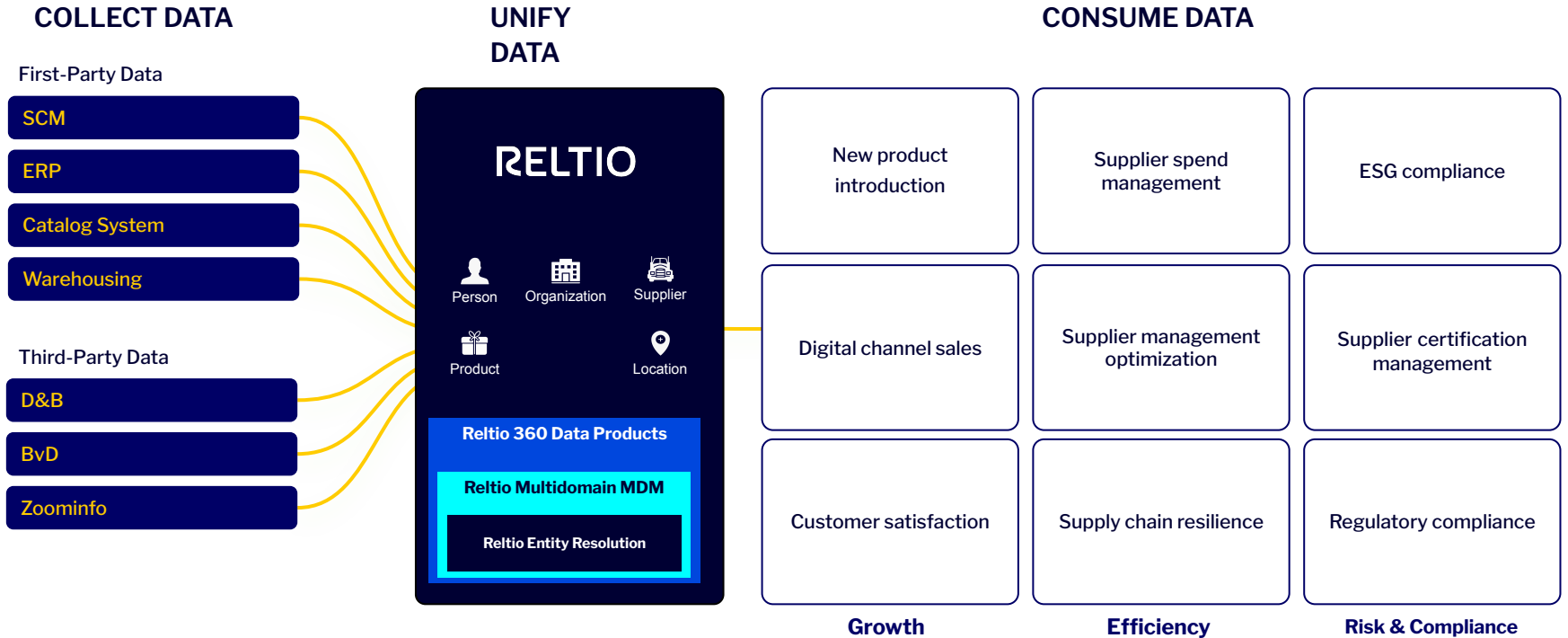
- Supplier ↔ Supplier
 - is Subsidiary of
 - is Joint Venture with
 - is Affiliated with
 - is Division of
 - is Operating unit of
 - is Branch of
 - is Holding unit for
 - is Non-operating entity for
- Supplier ↔ Location
 - is Billing address for
 - is Shipping address for
 - is Return address for
 - is Remit-To address for
- Supplier ↔ Product
 - has Product
 - is Product of
- Supplier ↔ Contact
 - is Primary contact for
 - is Contracting contact for
 - is Invoicing contact for
 - is Support contact for
 - is Shipping contact for
 - is Warranty contact for
- Contact ↔ Contact
 - reports To



Reference Data

- Active Inactive Statuses
- Address Types
- Channel Types
- Communication Frequencies
- Communication Types
- Company Types
- Countries
- Email Types
- Financial Period Duration
- Identifier Types
- Industry Types
- Job Level
- Legal Status Codes
- NAICS Industry Codes
- Organization Types
- Other Name Types
- Phone Types
- Prior DUNS Number Reason Code
- Prior DUNS Number
- Transfer Reason Texts
- Salesforce Industry Types
- Sectors
- States
- Stock Exchange
- Vendor Verification Statuses
- Gender
- Individual Entity

Key business initiatives we enable for sourcing teams



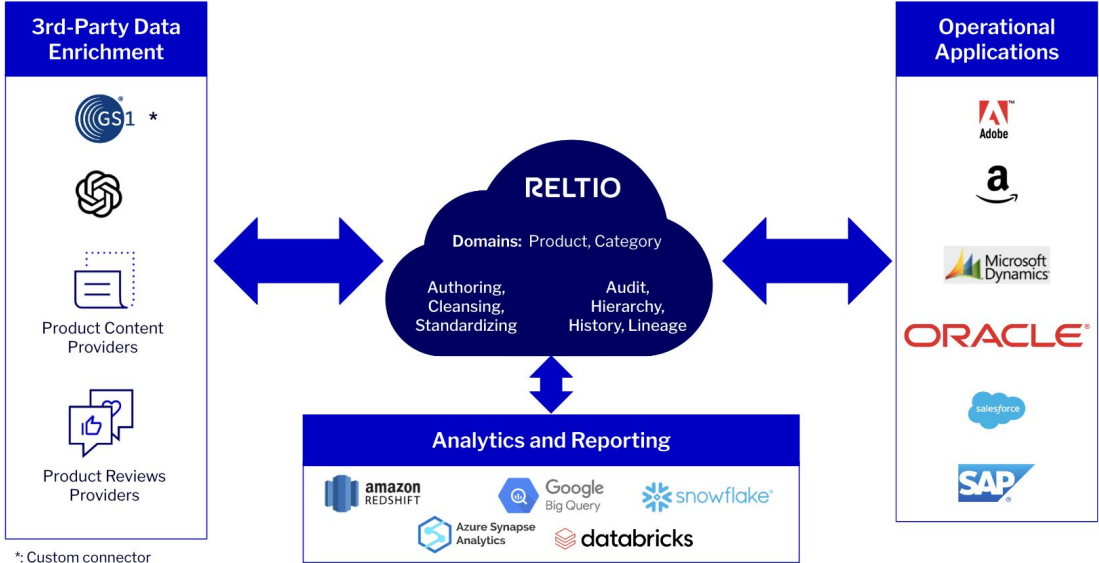
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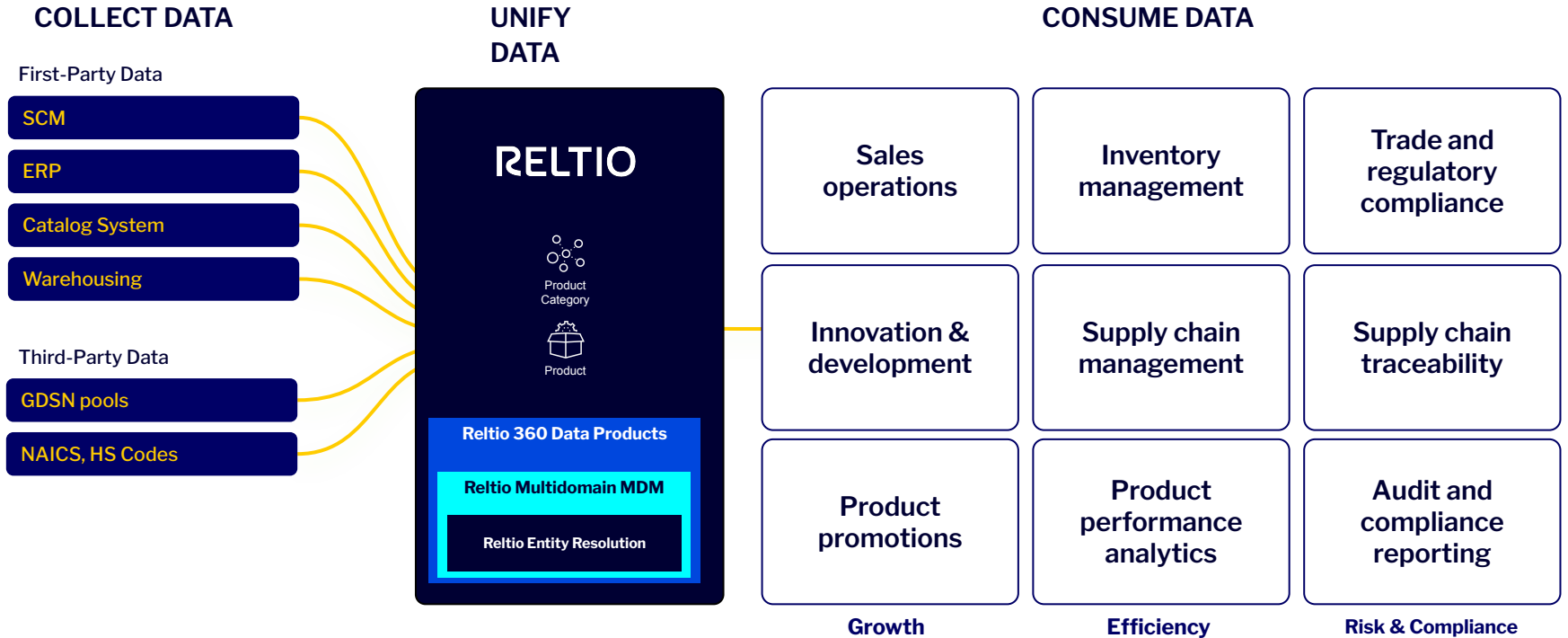
Reltio for Supplier velocity pack demo

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Reltio for Product velocity pack reference architecture



Key business initiatives we enable for product teams



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Reltio for Product velocity pack demo

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Join other data leaders and stay in touch

DATA DRIVEN

MODERN DATA MANAGEMENT CONFERENCE

October 7-9, 2024

Orlando, FL

Save the date

Attend DataDriven Conference:
www.datadriven2024.com

Explore Reltio
www.reltio.com

Calculate your own ROI
www.reltio.com/roi-calculator/

Thank You
Q&A

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A decorative graphic at the bottom of the slide consisting of a series of horizontal lines of blue dots. The dots are arranged in a way that creates a sense of depth and movement, with the lines curving and overlapping. The color of the dots transitions from a lighter blue on the left to a darker blue on the right.