

# From Data to Business Impact

Modernizing MDM to Deliver Engaging,  
Real-time Customer Experiences at Scale

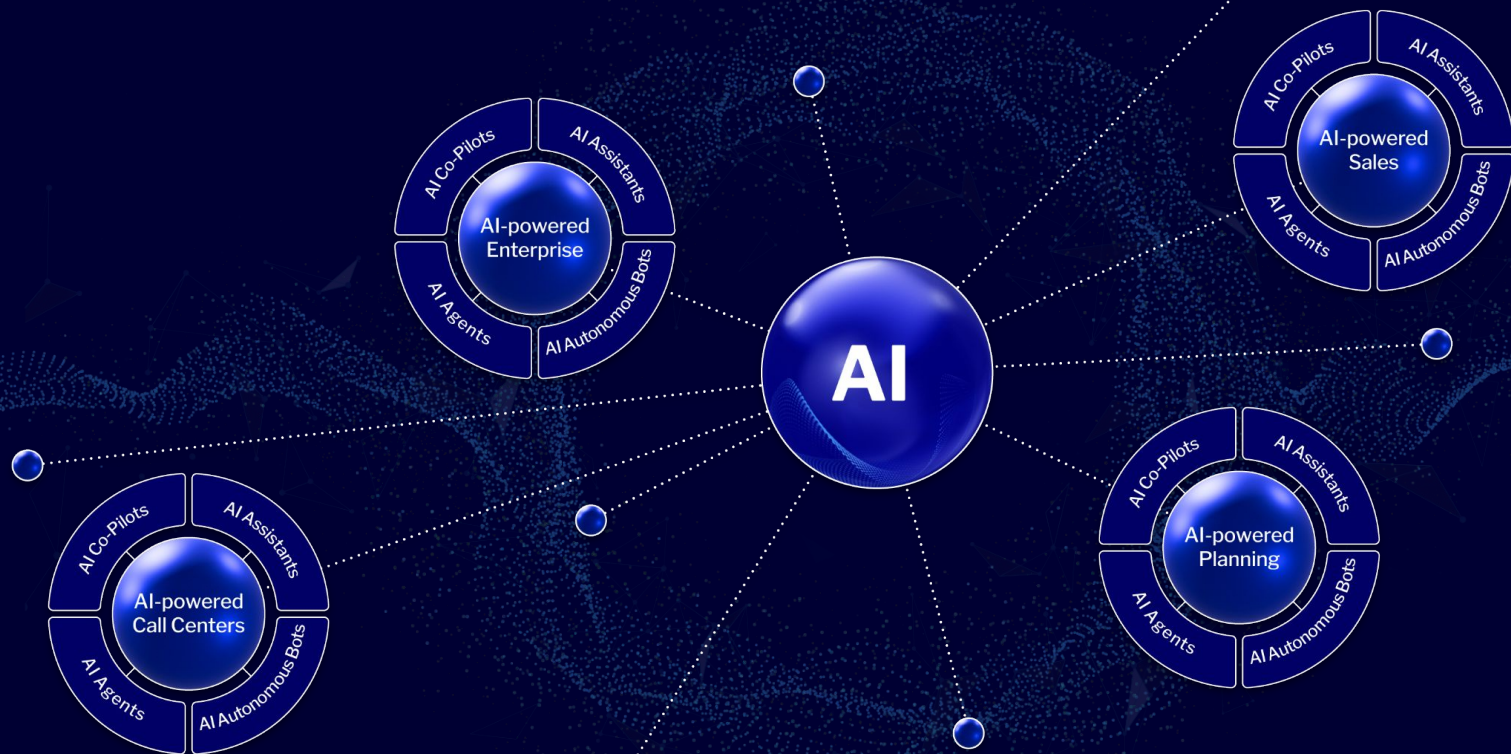
Pete Cory

SENIOR SOLUTIONS CONSULTANT, RELTIO

# AGENDA

1. Why real-time, AI-powered MDM matters
2. Pain points of legacy MDM
3. Key solution requirements
4. Live demo
5. Q&A

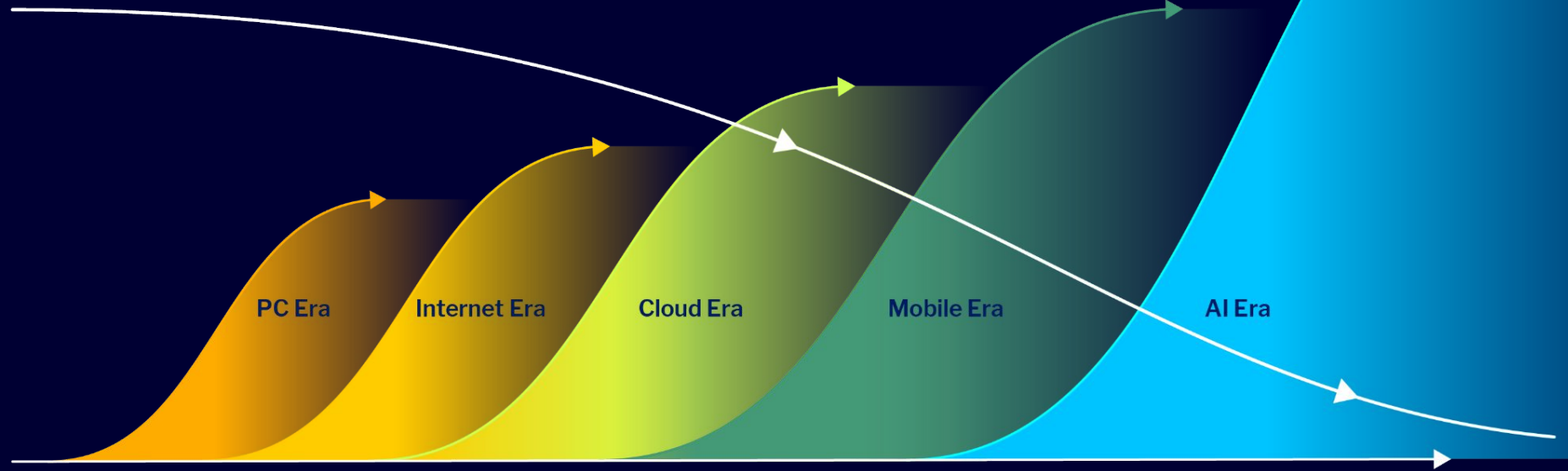
# Agentic AI is revolutionizing every enterprise



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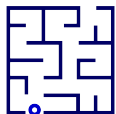
# Experience at the point of engagement— from a month to mere milliseconds

Reduced Time For Engagement



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# How legacy MDM will hold you back from agentic AI success



## DATA SILOS AND HIGH COSTS TO MANAGE

- **Narrow constraints** on use cases supported leads to persistent data silos
- **Complex** software and hardware implementations
- **Extensive** efforts to install updates and patches
- **Risks** losing version support



## TOO RIGID—LACKS AGILITY & SCALABILITY

- Confined environments **restrict** innovation and **ability to modify**
- Requires **large projects** to introduce even small data model changes
- **Cumbersome and costly** to architect for high volume use cases—can't autoscale



## CAN'T SUPPORT REAL-TIME OPERATIONS

- **Cost-prohibitive** to scale for real-time performance for operational use cases
- Architected for **batch** processing (data at rest), not data in motion
- Lacks modern, **AI-native & API-first** design for ease of integration

Legacy MDM was  
built for data at rest.

The **future** belongs to  
**data in motion.**



# Reltio unifies, manages, and mobilizes your core data



Trusted, unified data

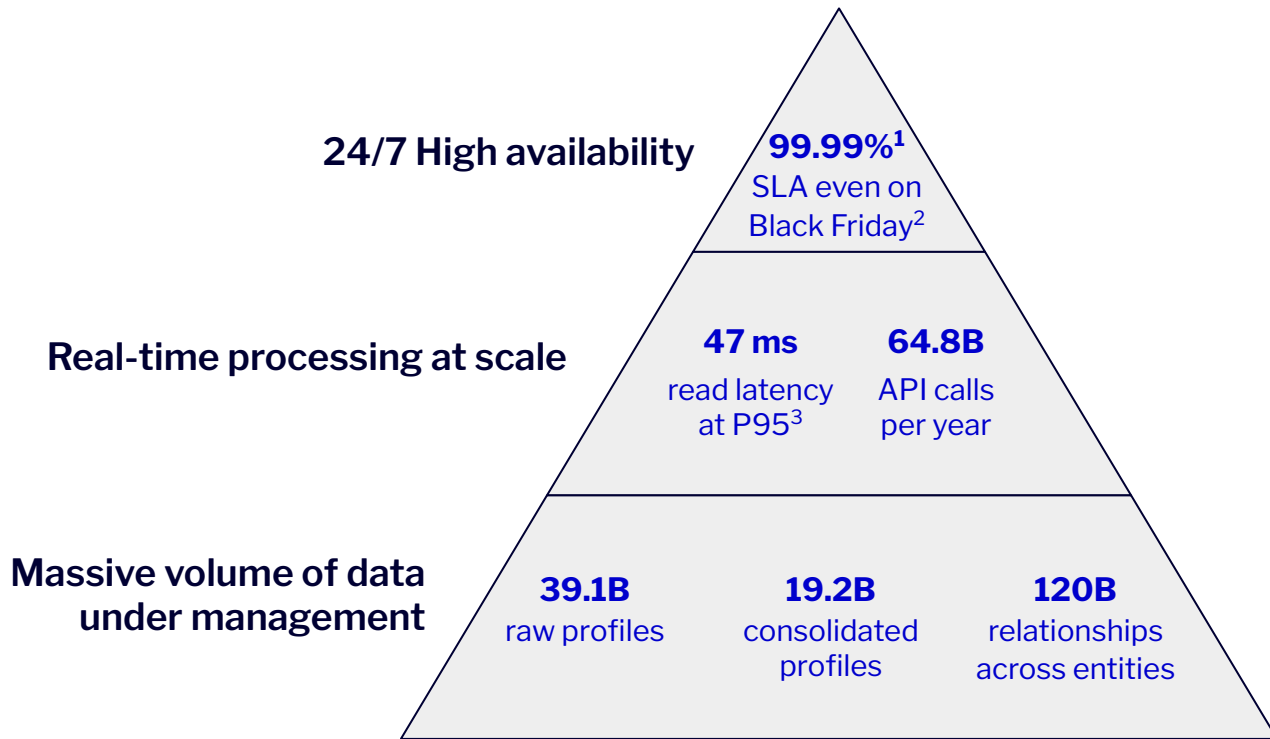
Real-time, always on

Secure, scalable,  
and flexible

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

**RELTIO**

# Our platform: Quantified



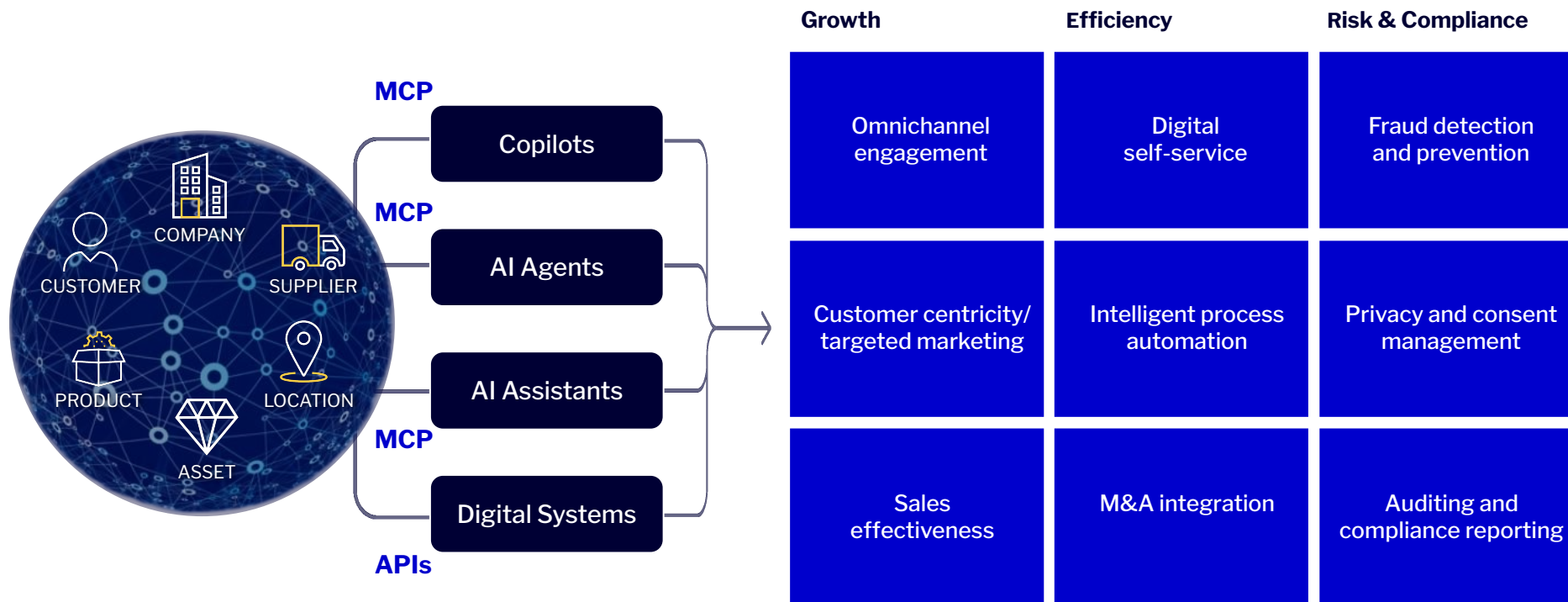
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<sup>1</sup> Standard Service Level Agreement is 99.95% - [www.reltio.com/sla](https://www.reltio.com/sla)  
<sup>2</sup> Example based on 15 customers' actual availability during one week of 2024 that included Black Friday.

<sup>3</sup> Example based on actual customer implementation in 2025. Performance may vary depending on implementation and use case.



# Real-time, trusted data for operational AI fuels business outcomes



Source: McKinsey, BCG, Deloitte, etc. studies estimating impact of AI on common business initiatives. See slide notes for details and links to source studies.

# Demo

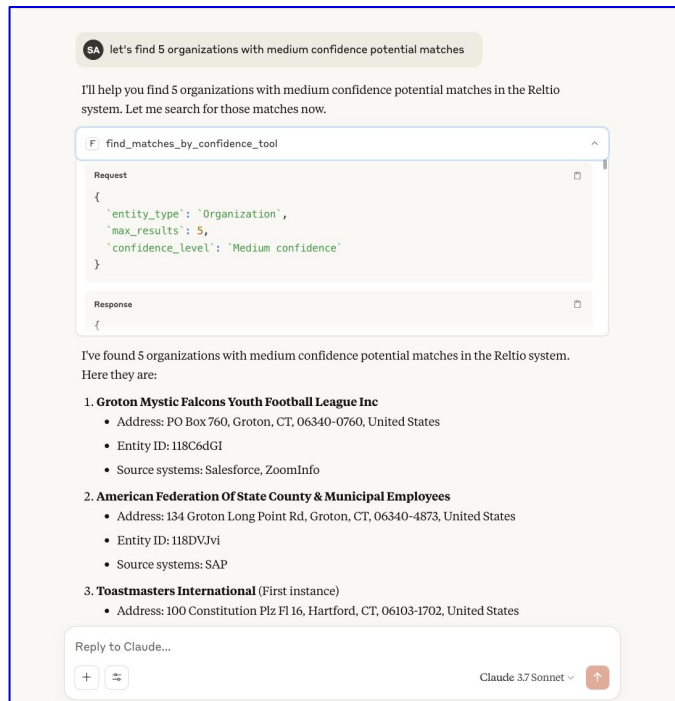
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# Instantly connect AI agents to trusted enterprise data

## Reltio Model Context Protocol Server

- ✓ **Accelerate agentic AI:** programmatically bring trusted, real-time Reltio data directly to your MCP-ready AI agents (Claude, Bedrock, etc.)
- ✓ **Slash integration timelines:** bypass extensive custom API development; connect agents to Reltio data & tools out-of-the-box. No custom coding!
- ✓ **Secure & govern access:** enforce end-to-end security with Reltio's robust role-based access control (RBAC) for all AI interactions
- ✓ **Boost data team productivity:** enable AI agents to discover tools, interact with unified Reltio data in real-time, and automate tasks with full auditability



Unlock profound productivity gains for data teams

# Reltio key differentiators

## Unified data at the speed of business



**Real-time,  
in milliseconds**



**Flexible and  
scalable**



**Built in, built with,  
and built for AI**



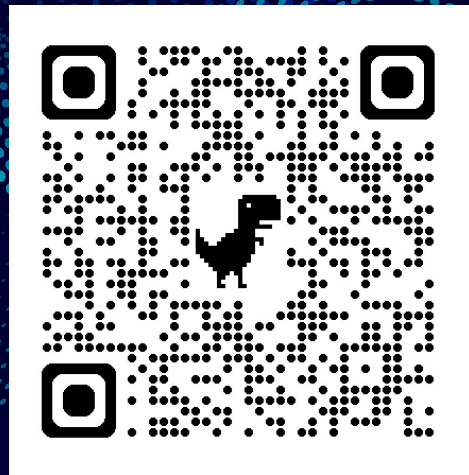
**Certified secure  
and compliant**



**Time to value  
in weeks**

**Accelerating business growth, efficiency, and  
compliance with data at the speed of business**

# Thank you



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