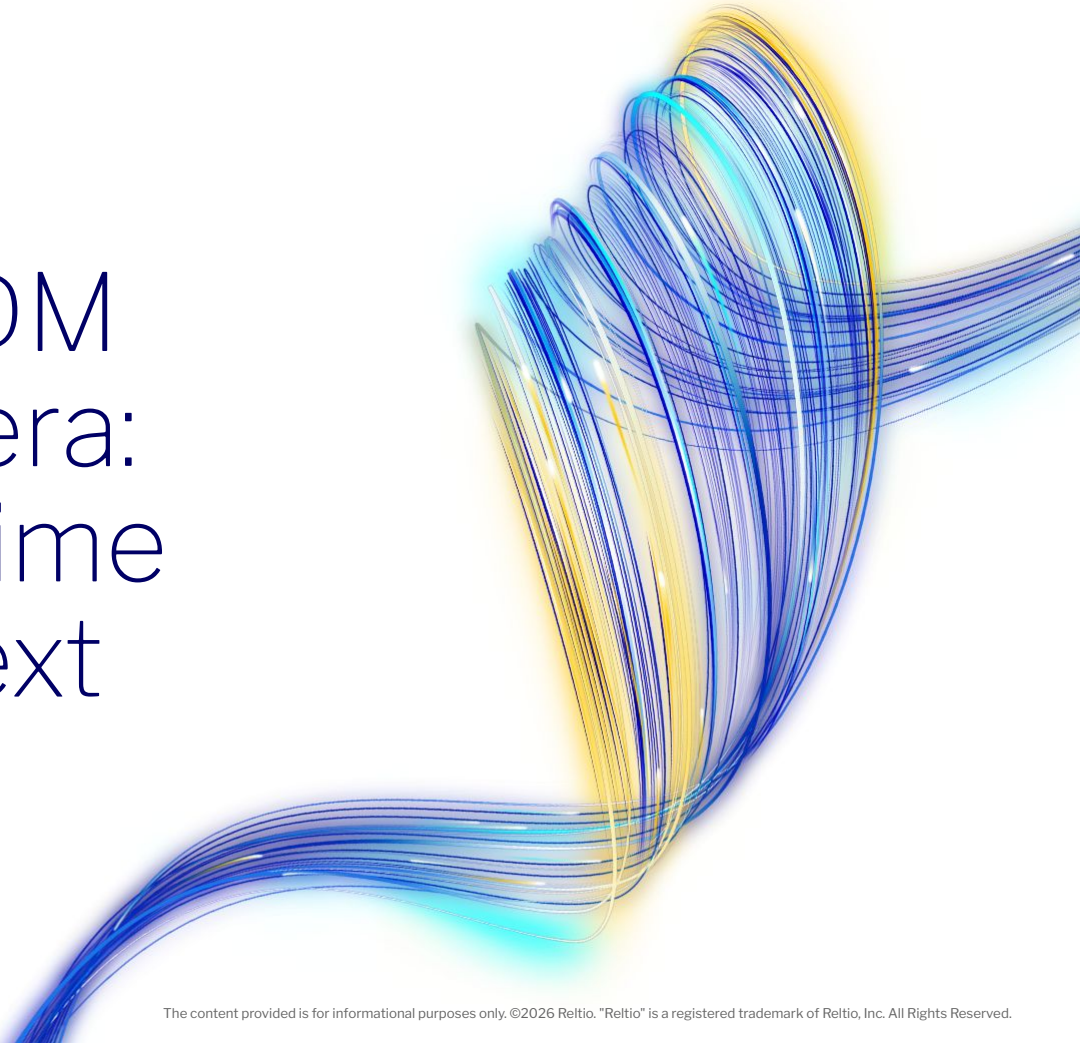




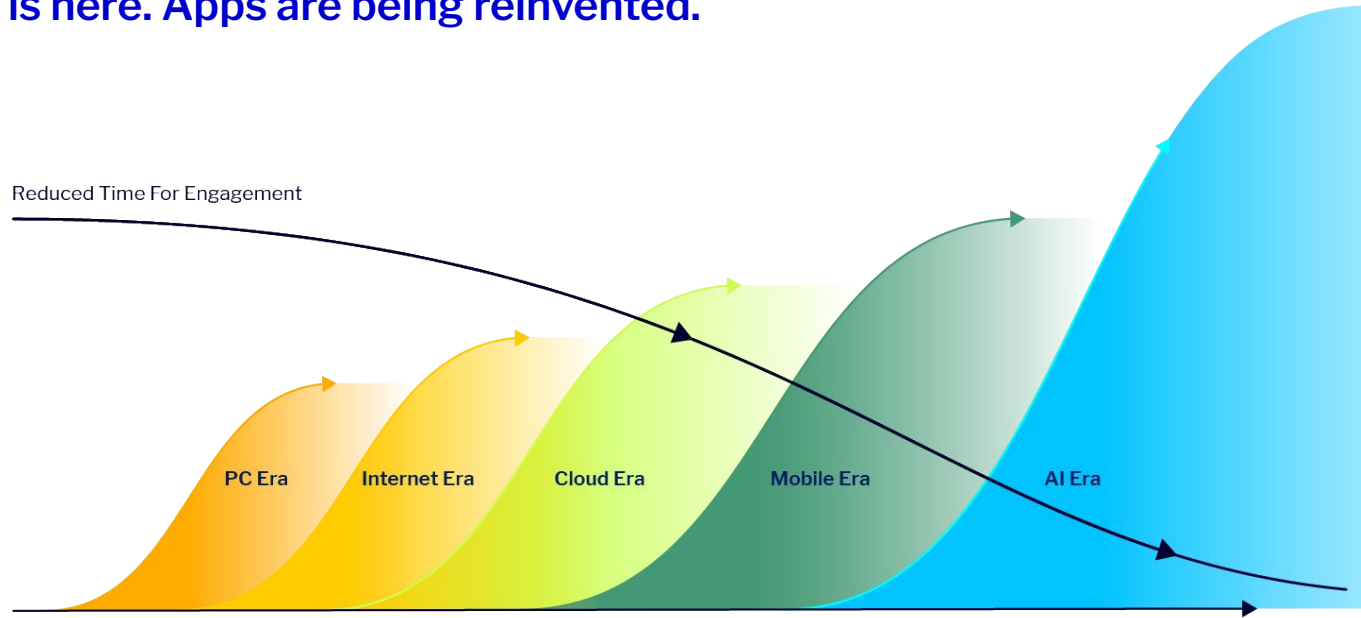
Modernizing MDM for the agentic era: Building a real-time system of context

Steve Shissler
Sr. Solutions Consultant



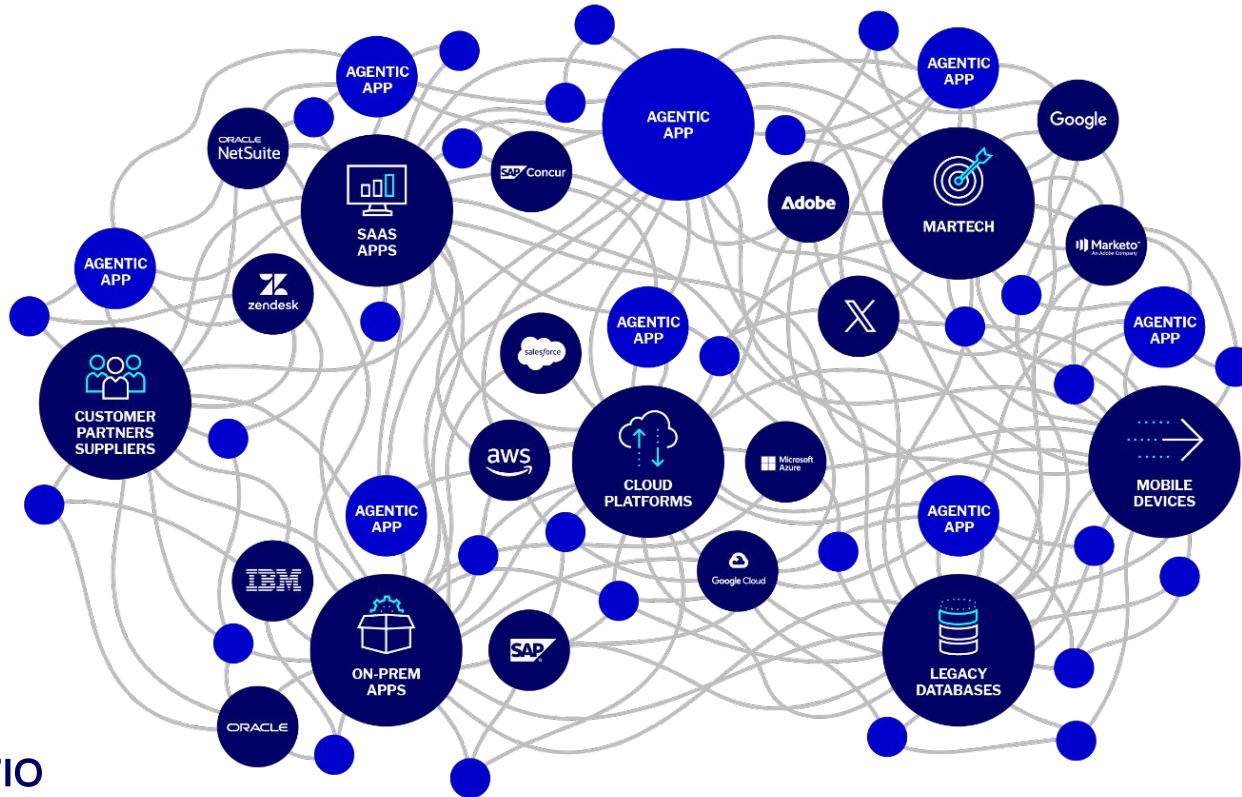
AI trends are increasing the need for MDM-powered context intelligence

Agentic AI is here. Apps are being reinvented.



Unified data is the fuel. But data silos continue to explode.

Siloed data creates a context gap for AI



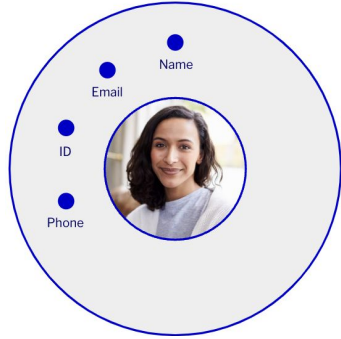
Data silos fragment context

AI agents lack a true 360 understanding

AI initiatives break down without a human-in-the-loop

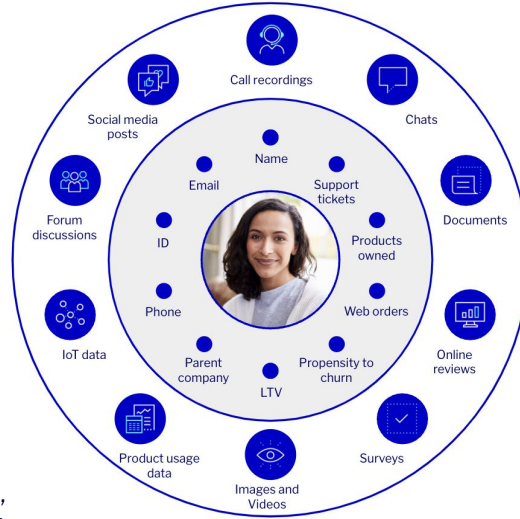
Modern MDM as the foundation of system of context

Golden Record



Behavioral & Fact,
Unstructured data,
Derived Attribution

Multi-modal Trusted Profile

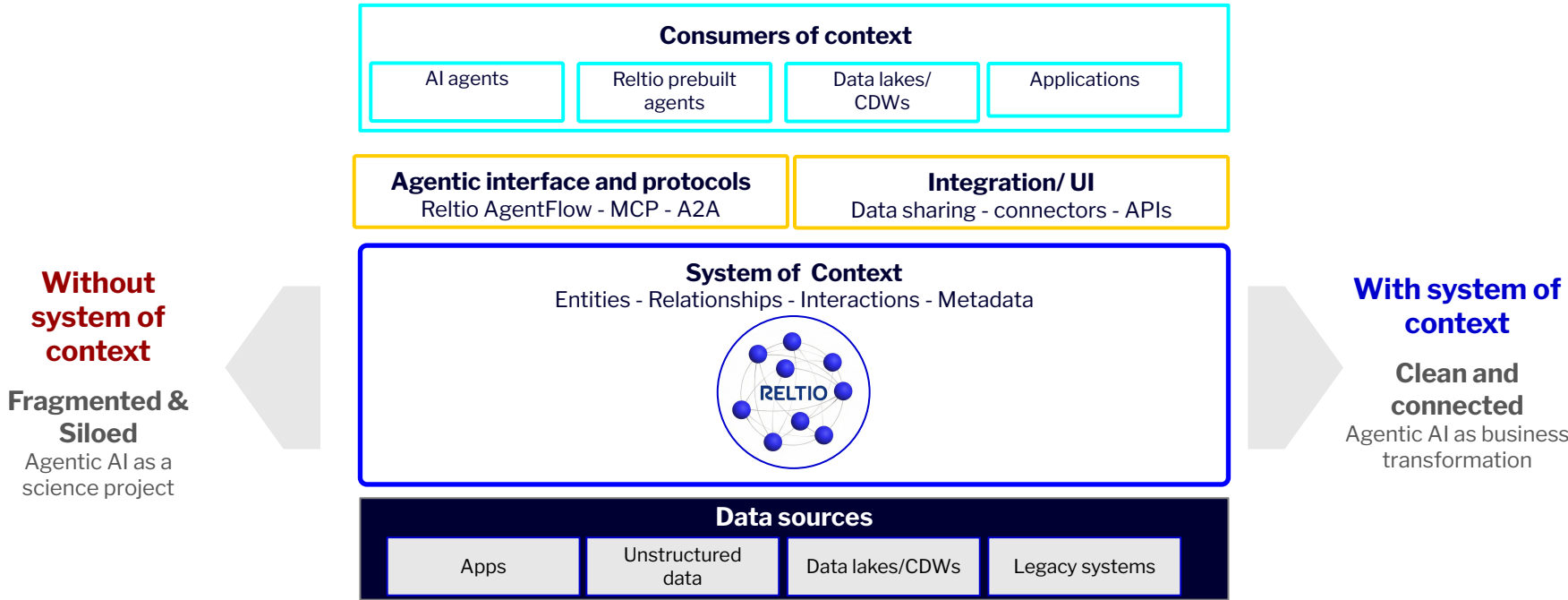


Relationships

System of Context

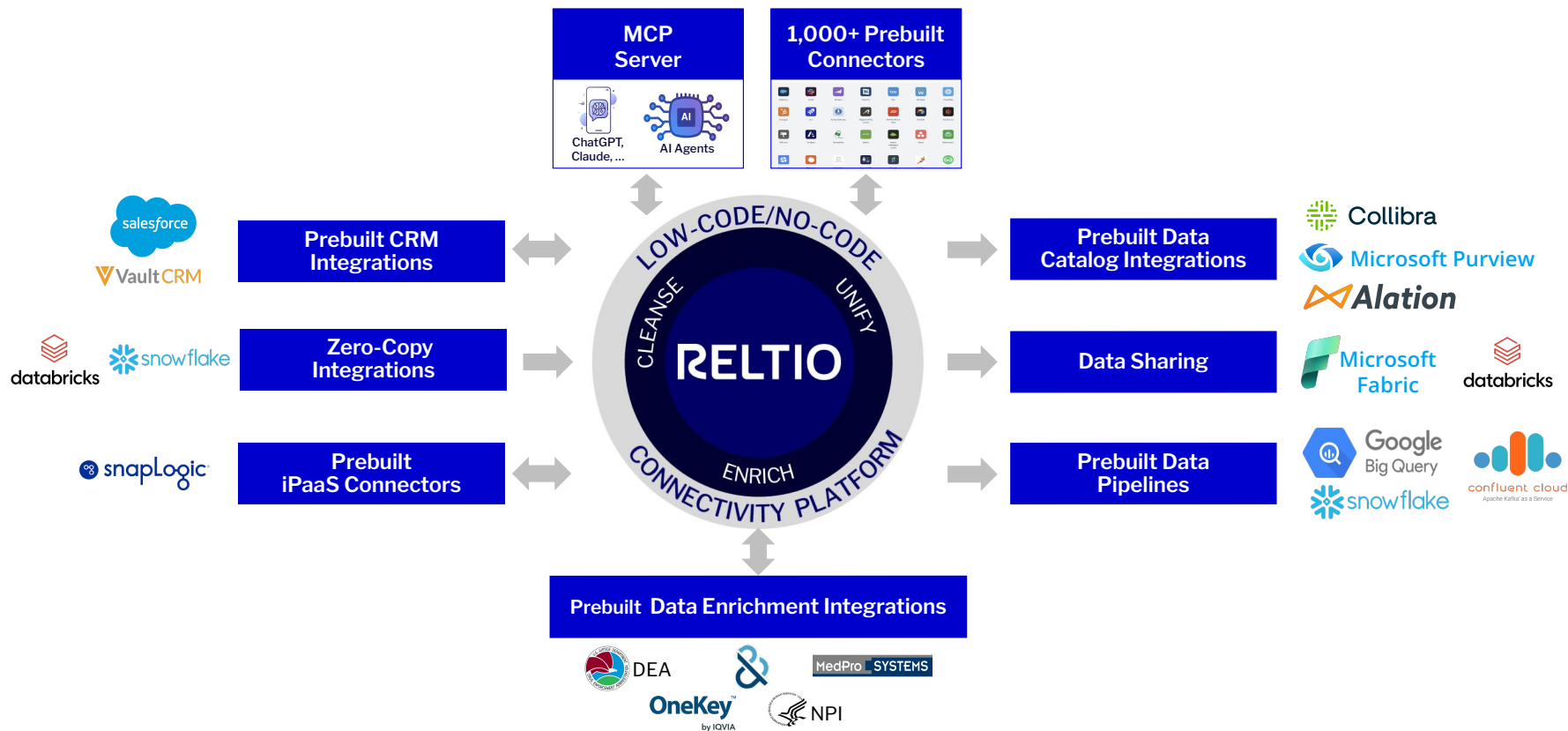


System of context is the bridge between enterprise AI and data



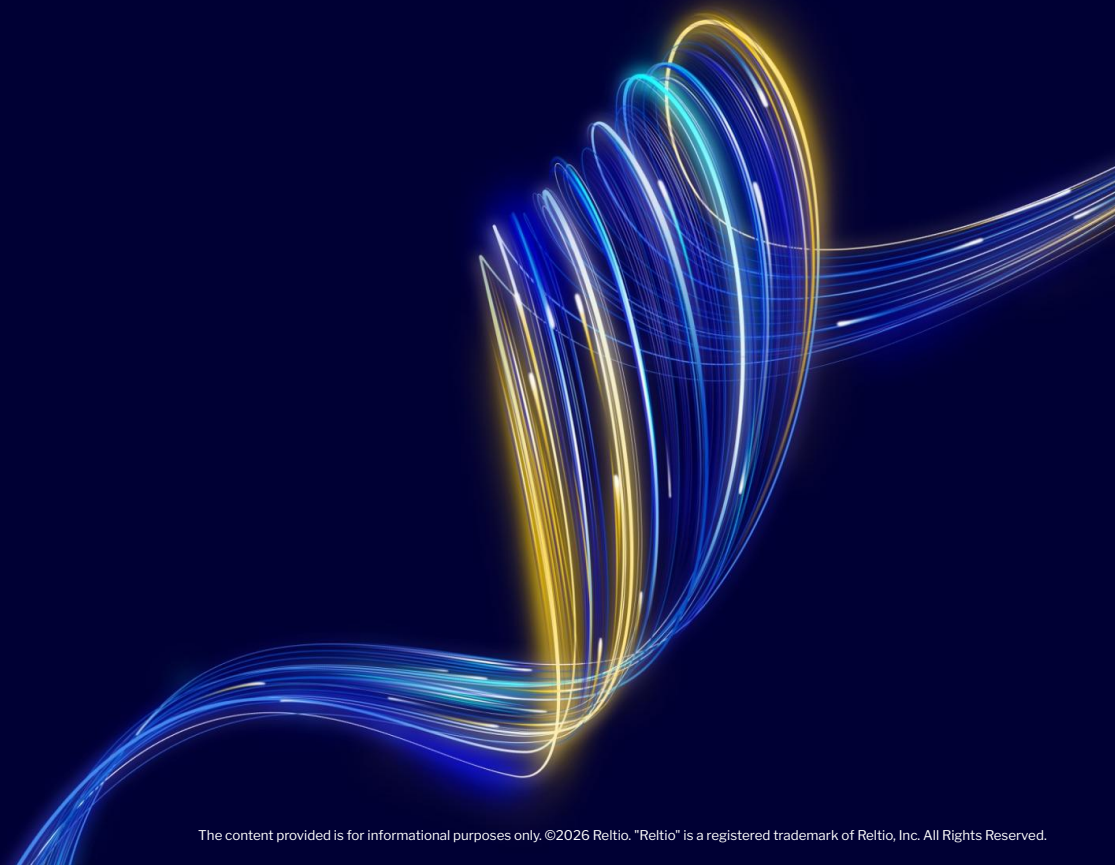
Integrate with anything—fast

Develop in hours, access data in milliseconds



Demonstration

RELTIO



Reltio named a Leader in the 2026 Gartner Magic Quadrant for Master Data Management Solutions

The report states:

- “Organizations recognize that MDM is going beyond consolidating records for reporting and toward providing the trusted context required to ground GenAI, support agentic workflows and fuel real-time operational decision making.”
- “Leaders are at the forefront of the AI-for-MDM and MDM-for-AI trends. They not only use AI to automate stewardship tasks (e.g., anomaly detection, match tuning) but also position MDM as the critical trusted context layer required to ground generative AI and agentic AI systems, preventing hallucinations in enterprise applications.”

Reltio was named a Leader in the report, which evaluates for Ability to Execute and Completeness of Vision, and was **positioned furthest for Completeness of Vision**.



Gartner, Magic Quadrant for Master Data Management Solutions, Stephen Kennedy, Lyn Robison, Divya Radhakrishnan, 6 April 2026. Gartner and Magic Quadrant are trademarks of Gartner, Inc. and/or its affiliates.

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This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Reltio Inc.

Additional examples of what customers have achieved

~\$1M

Annual savings
in call center

60%

Higher first call
resolution

3X

Registered
users

10X

Faster sales
access to data

\$14M

Annualized rebate
leakage savings

77%

Increase in
data quality



9 mos.

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

6 weeks

Time saved to
create revenue
report

RELTIO

See your ontology

Get a Reltio version of your existing data models in minutes. Available at no cost.

reلتio.com/ontology-builder



The background features a large, abstract graphic composed of numerous overlapping, wavy lines in shades of blue and yellow. These lines flow from the top right towards the bottom center, creating a sense of movement and depth. The lines are semi-transparent, allowing them to blend and create a vibrant, multi-layered effect.

Thank you

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