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Unified Data Unleashed:
A Closer Look at
Modern MDM (Master
Data Management)

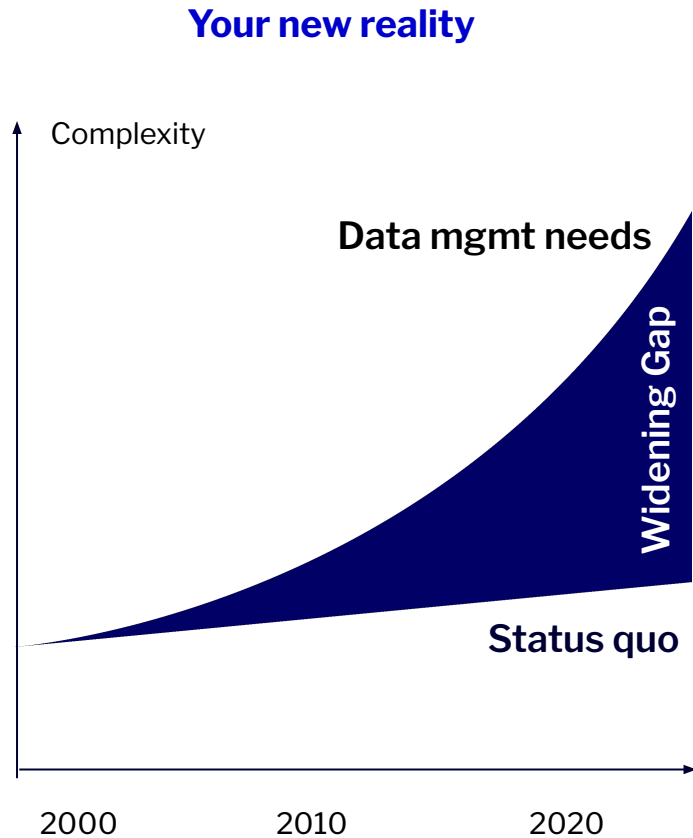Guy Vorster
PRINCIPAL SOLUTIONS CONSULTANT

AGENDA

1. Increasing challenges in managing data

2. Constraints of legacy MDM

3. Data unification with Reltio

4. Demo

5. Faster TTV with prebuilt components

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Every successful initiative starts with timely trusted core data.

COMPANY

CUSTOMER

SUPPLIER

PRODUCT

ASSET

LOCATION

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New data management needs have created a wide solution gap.

Your new reality

Complexity

Data mgmt needs

Widening Gap

Status quo

2000   2010   2020

Reduce data-related operational friction

Reusable, trusted data sets

Keep cutting the budget

Rapidly modify as needs evolve

Rapidly integrate new data sources

Modernize the stack, move to cloud

Ensure data security, privacy, & compliance

Hire and retain talent

Adopt and operationalize AI / ML

Enable omnichannel experience

Handle massive data volumes

No impact on existing stack

Access and use data in legacy systems

Demonstrate fast value

Choose plug and play only

Enable real-time operational use cases

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# Why your legacy MDM can't keep up with your new needs
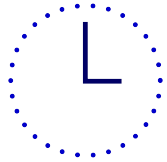
LENGTHY UPGRADES AND DEPLOYMENT

- **Complex** software and hardware Implementations
- **Extensive** efforts to install updates and patches
- **Highly manual** rule configuration process
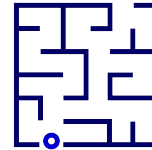
COST-PROHIBITIVE AND COMPLEX

- **Cost-prohibitive** to scale for performance and availability of real-time use cases
- **Complex** architectures create **security risks** and dependencies on sequential data processing
- **Volume limitations** constrain inclusion of transaction data
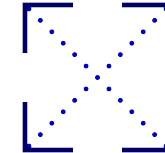
BATCH-ONLY, INFLEXIBLE

- Confined environments **restrict** innovation and **ability to modify**
- Requires **large projects** to introduce small data model changes
- **Cumbersome and costly** to integrate new sources and consumer

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Reltio unifies, manages, and mobilizes your core data
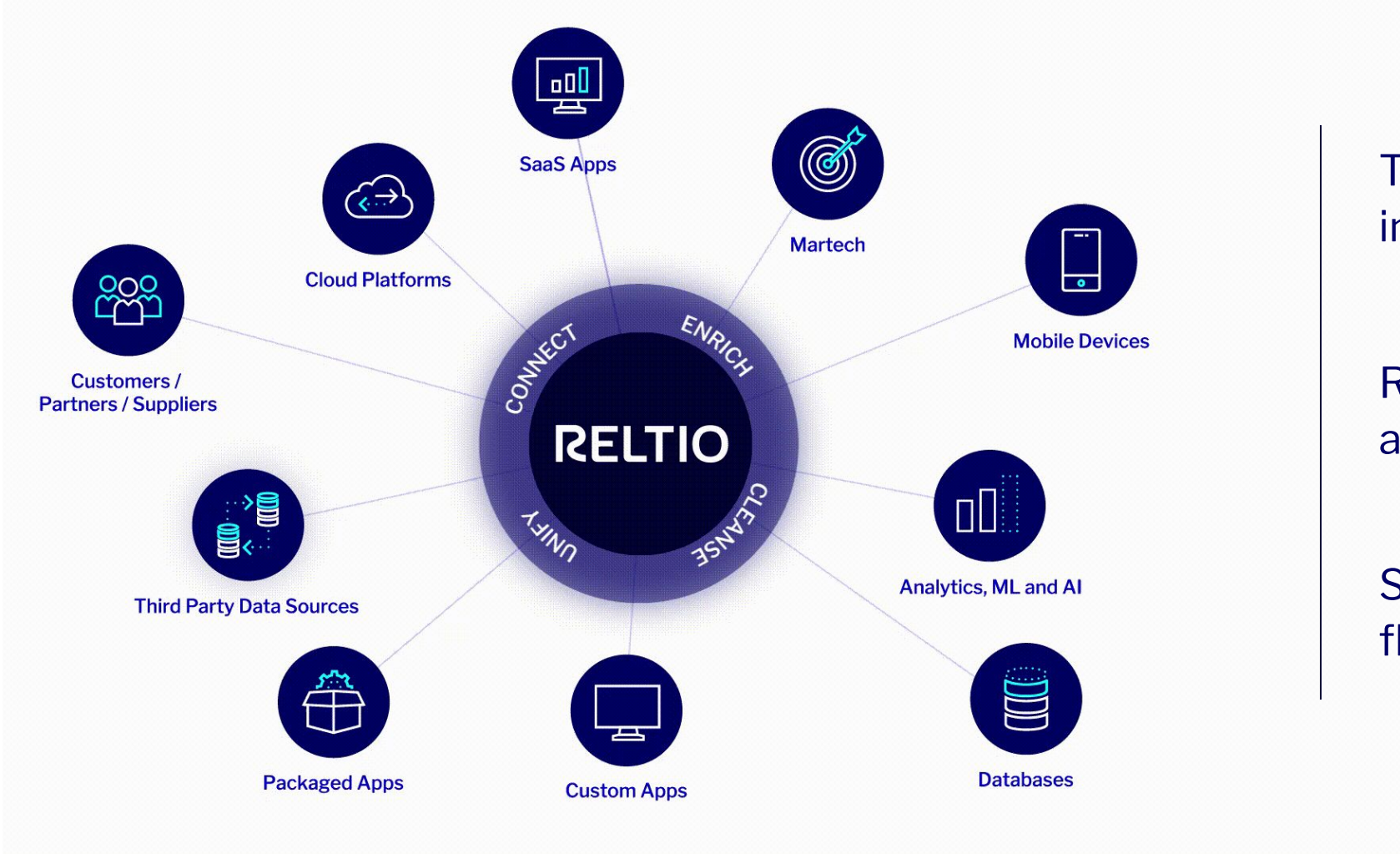
Trusted,
interoperable data

Real-time,
always on

Secure, scalable and
flexible

Unmatched business responsiveness with our data unification and management capabilities

Real-time, secure, interoperable data

- Continuous curation and governance for high quality core data
- Up-to-date data accessible where needed
- Intuitive, self-service interface for business teams
- Built-in security and privacy
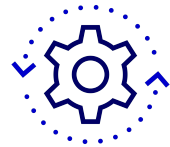
Highly-flexible, scalable architecture

- Extends to any data source or domain
- Flexible data model adapts to your business
- Rapid scalability and integration

Fast time to value

- Prebuilt velocity packs incorporating market expertise
- Low-code/no-code integration & pre-built connectors
- Prescriptive delivery methodology with go-live in 90 days

AI-driven innovation

- ML-powered MDM for 10X productivity improvements
- First industry-specific ML-powered entity resolution
- No 1 in Vision in Forrester Wave 2023

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Reltio Connected Data Platform

Core Capabilities

Entity Resolution

Relationship Management

Reference Data Management

Entity 360

Data Quality

Data Governance

Data Integration
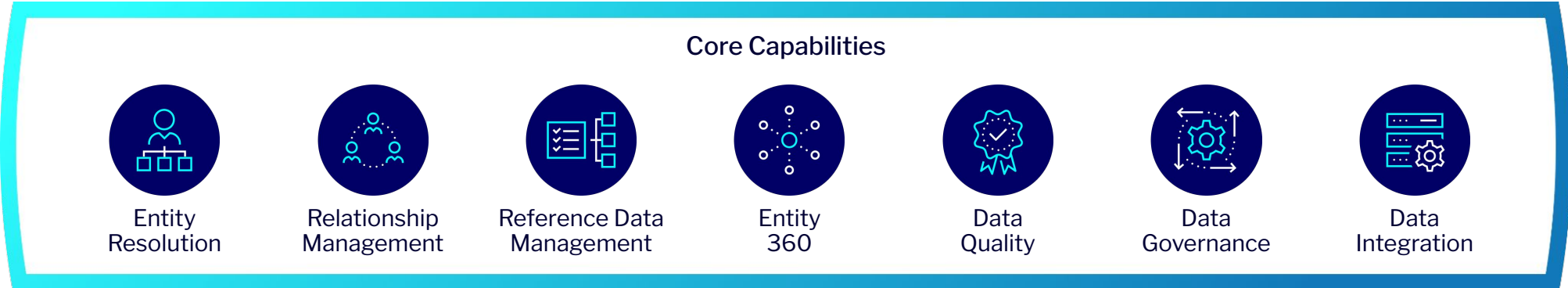
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Tap into cloud economics with enterprise-ready cloud-native SaaS

Core Capabilities

Entity Resolution

Relationship Management

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Entity 360

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Data Integration

Cloud Foundation

Hyperscale Clouds

aws

Azure

Google Cloud Platform

Certified Secure

HIPAA
Health Insurance Portability & Accountability Act

AICPA SOC
aicpa.org/soc

AICPA SOC 2

HITRUST CSF Certified

GDPR

MLPS 2.0 COMPLIANT

Data Sovereignty Regions

Real-time for Low Latency at Scale

High Availability and DR

AI/ML Ready

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Fast time to value with industry-specific solutions

Velocity Packs for Market Segments

Life Sciences
- HCO/HCP
- Study, site
- Product/IDMP
- ...

Healthcare
- Patient
- Provider
- Plan, payer
- ...

Financial Services
- Client
- Account
- Household
- ...

Insurance
- Customer
- Policy
- Broker
- ...

Horizontal (B2B/B2C)
- Customer
- Consumer
- Location
- ...

Core Capabilities

- Entity Resolution
- Relationship Management
- Reference Data Management
- Entity 360
- Data Quality
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Cloud Foundation

Hyperscale Clouds
aws Azure Google Cloud Platform

Certified Secure
HIPAA Health Insurance Portability & Accountability Act
AICPA SOC aicpa.org/soc Formerly SAS 70 Report
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MLPS 2.0 COMPLIANT

Data Sovereignty Regions

Real-time for Low Latency at Scale

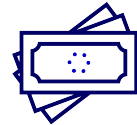**High Availability and DR**

AI/ML Ready

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Reltio delivers on today's business needs

FAST TIME TO VALUE

Prescriptive implementation. Velocity packs. No lengthy install required.

IMMEDIATE COST SAVINGS

Zero-downtime, zero-cost upgrades. Built-in scalability.

SIMPLIFIED & EASY TO USE

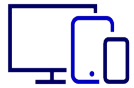Low-code/no-code development. Prebuilt connectors. Agile & flexible.

BATTLE-TESTED. ENTERPRISE-GRADE.
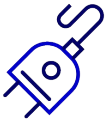12+ years cloud-native SaaS. Real-time operational use cases with Fortune 100. Multicloud. Multidomain. API-first.

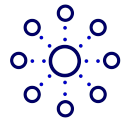**RELTIO**

Your Day 1 Experience With Reltio

Multiple Environments - Development, test, & production + RDM tenant (reference data)

Preconfigured UIs for data stewards, business analysts, & administrators

REST API's for real-time use

Reltio Integration Hub - low-code / no-code UI for inbound & outbound integration

Streaming API - asynchronous data delivery to AWS SQS, Google Pub-Sub, or Azure Service Bus
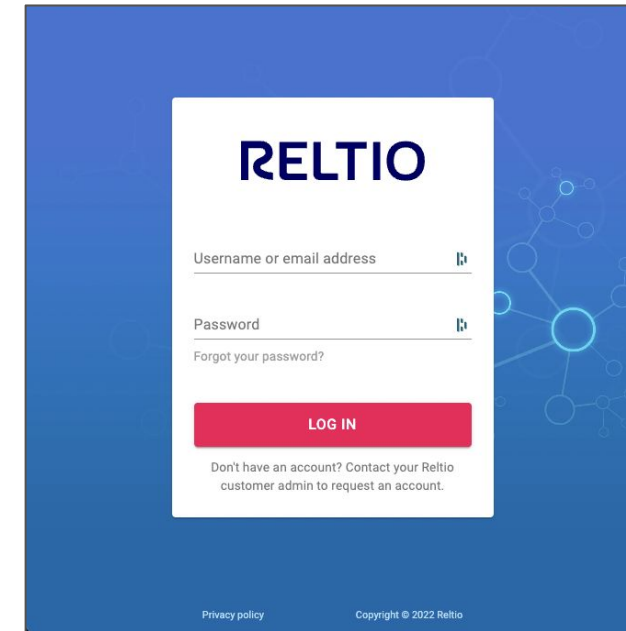
Third-Party Enrichment - NPI, DEA, 340B, D&B, BVD, and others fully integrated

Preconfigured Industry Specific Velocity Pack:
Entities, attributes, relationships, interaction types, match rules, data validation rules, survivorship rules, stewardship UIs, dashboard charts, governance workflows, industry-specific reference data

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Username or email address

Password

Forgot your password?

LOG IN

Don't have an account? Contact your Reltio customer admin to request an account.

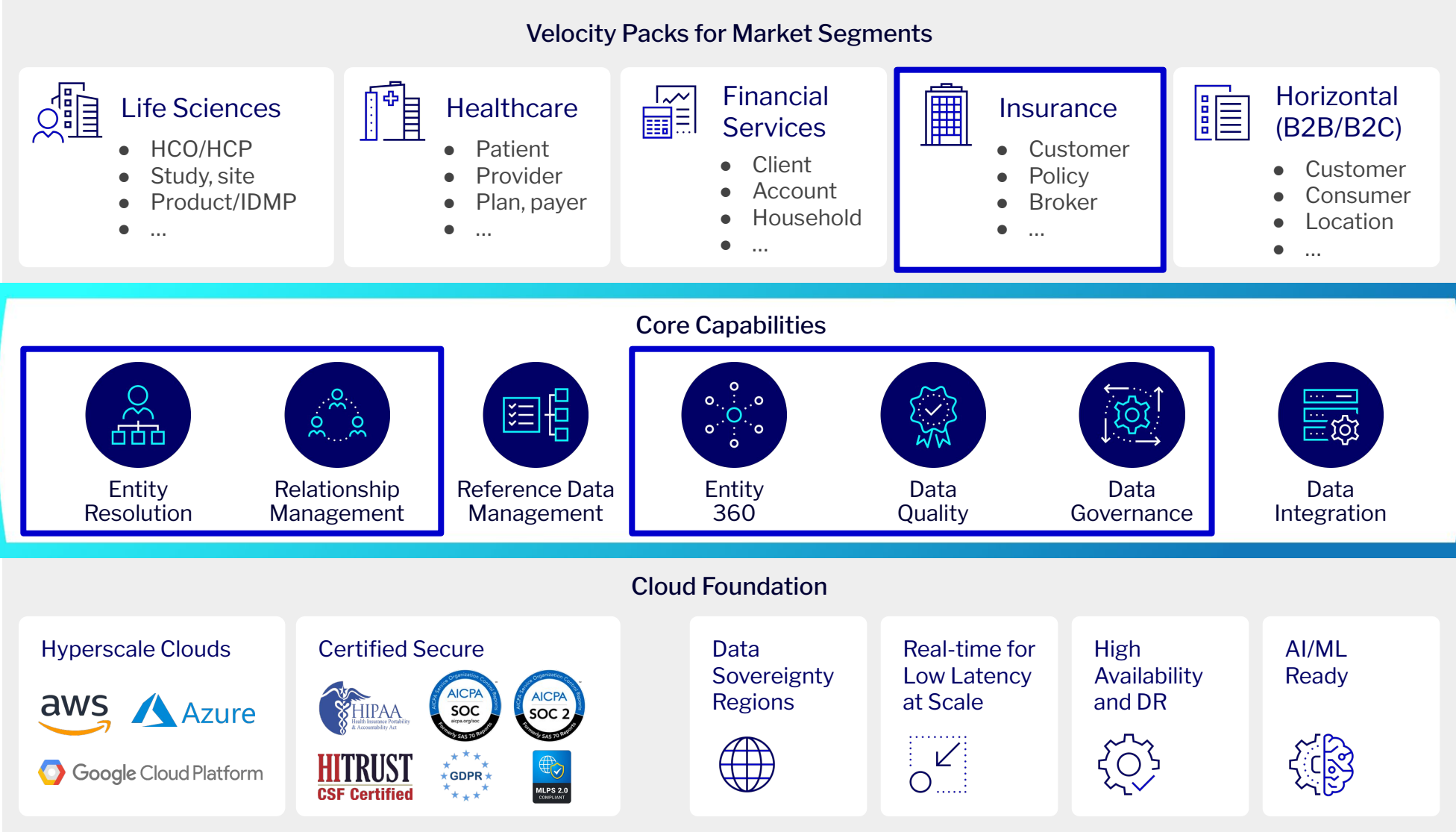Privacy policy   Copyright © 2022 Reltio

Demo

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What you will see

An intuitive UI and robust set of capabilities to dramatically increase data stewardship productivity. We'll take a look at...
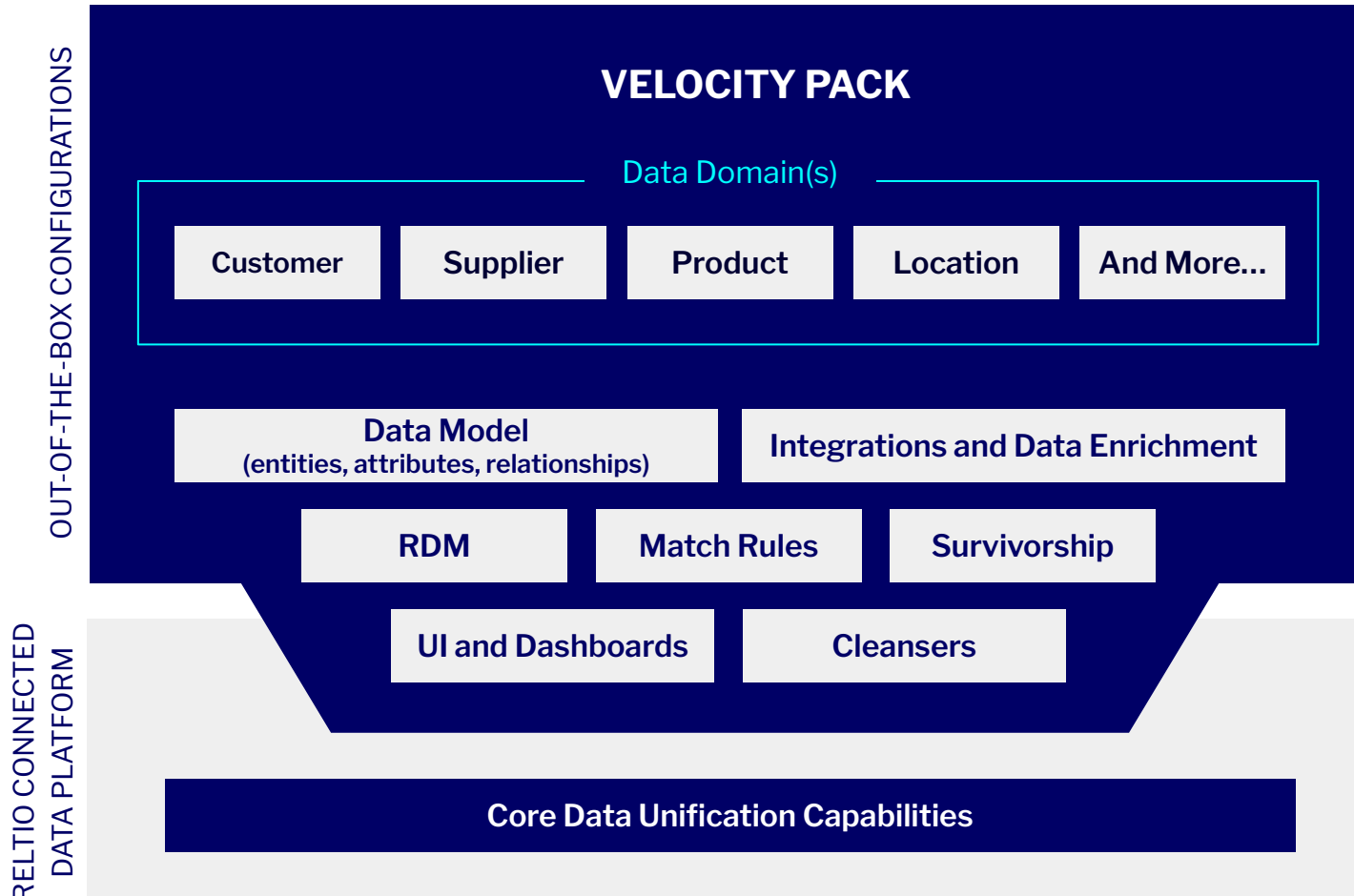
- ❏ Customer Profile View
- ❏ Entity Resolution
- ❏ Data Quality
- ❏ Source Data Lineage

- ❏ Relationships
- ❏ Householding
- ❏ Machine Learning Match
- ❏ Interactions
- ❏ History / Compliance

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What you saw

Velocity Packs for Market Segments

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- Provider
- Plan, payer
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Data Sovereignty Regions

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AI/ML Ready

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See value in 90 days with our industry-specific velocity packs

VELOCITY PACK

Data Domain(s)

| Customer | Supplier | Product | Location | And More... |

Data Model
(entities, attributes, relationships)

Integrations and Data Enrichment

| RDM | Match Rules | Survivorship |

| UI and Dashboards | Cleansers |

Core Data Unification Capabilities

Available for 6 key market segments:

Vertical - Life sciences, healthcare, insurance, financial services

Horizontal - B2B, B2C

Simplifies and accelerates deployment with:

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

Prebuilt connectors to popular applications and data enrichment sources

Prescriptive implementation with predefined assets enabling **value in less than 90 days**

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Examples of what customers have achieved

~$1M	60%	3X	10X	50%
Annual savings in call center	Higher first call resolution	registered users	Faster sales access to data	Faster new account creation

AstraZeneca · GE HealthCare · petco · Empire Life · Pfizer · Schneider Electric

sanofi · EQUINIX · hp · unity · D·N Dodge Construction Network · ADVARRA

Fulton Bank · CARMAX · SHISEIDO · RHG RADISSON HOTEL GROUP · L'ORÉAL · SCHOLASTIC

xerox · PENNYMAC · equinor · MASSACHUSETTS · Takeda

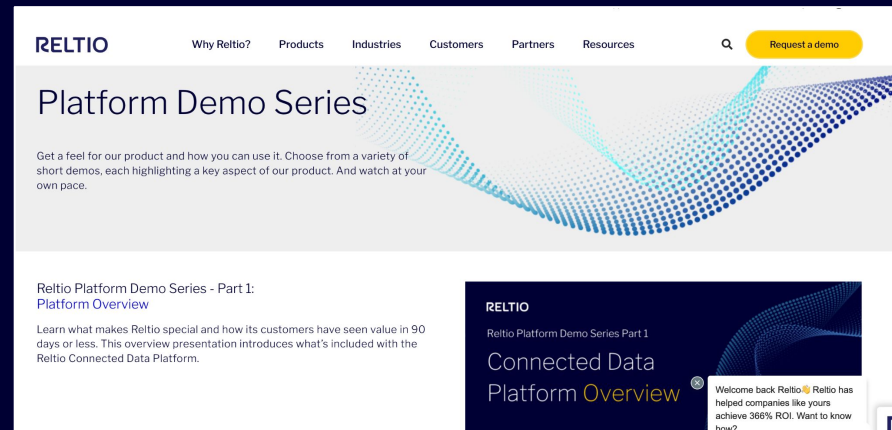| 9 months	78%	~$12M	>9.8x	£3.6M
saved time to add data source	more efficient IT operations[1]	5 year TCO savings[1]	data steward productivity	annual MDM cost savings

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Want to see more of Reltio in action?

➡️ reltio.com/platform-demo-series/

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Thank you

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