

RELTIO

Reltio Data Movement

March, 2022

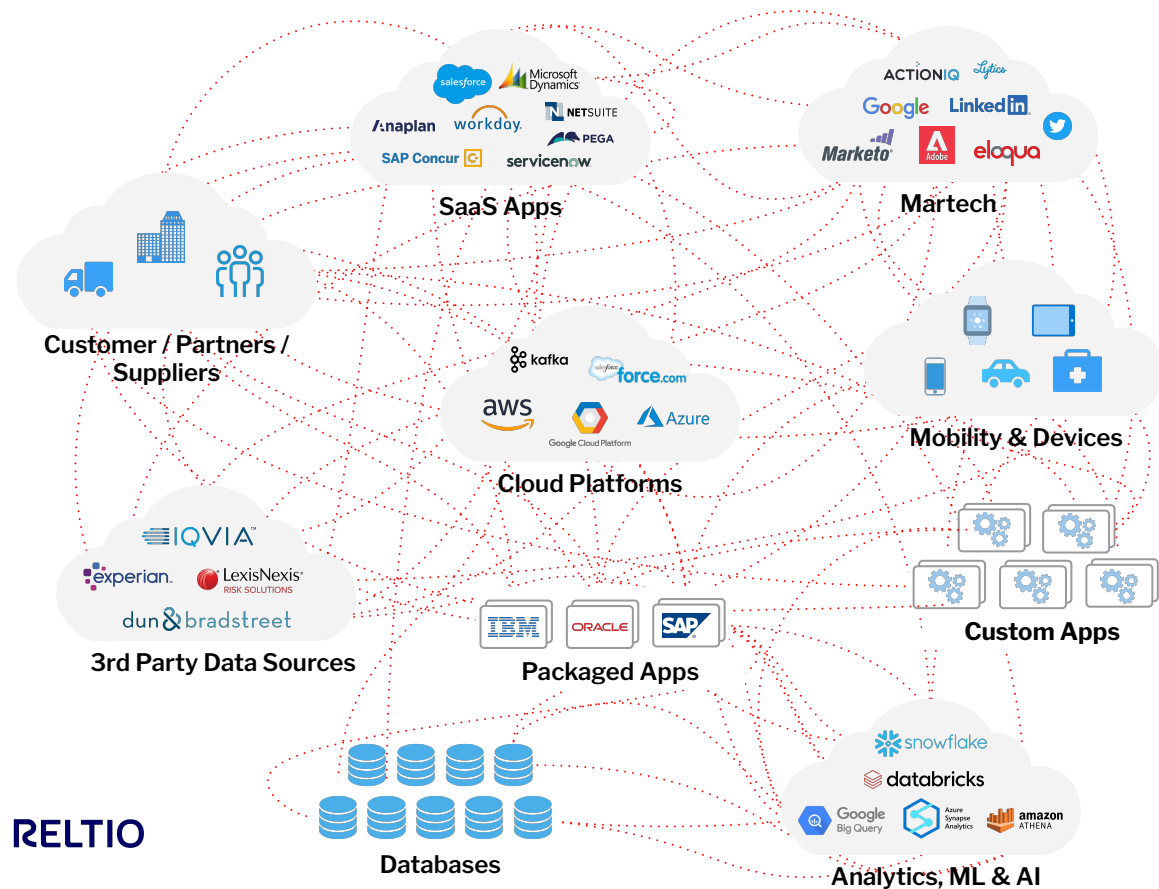
RELTIO



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& Chef [?!]

Data and applications are growing exponentially

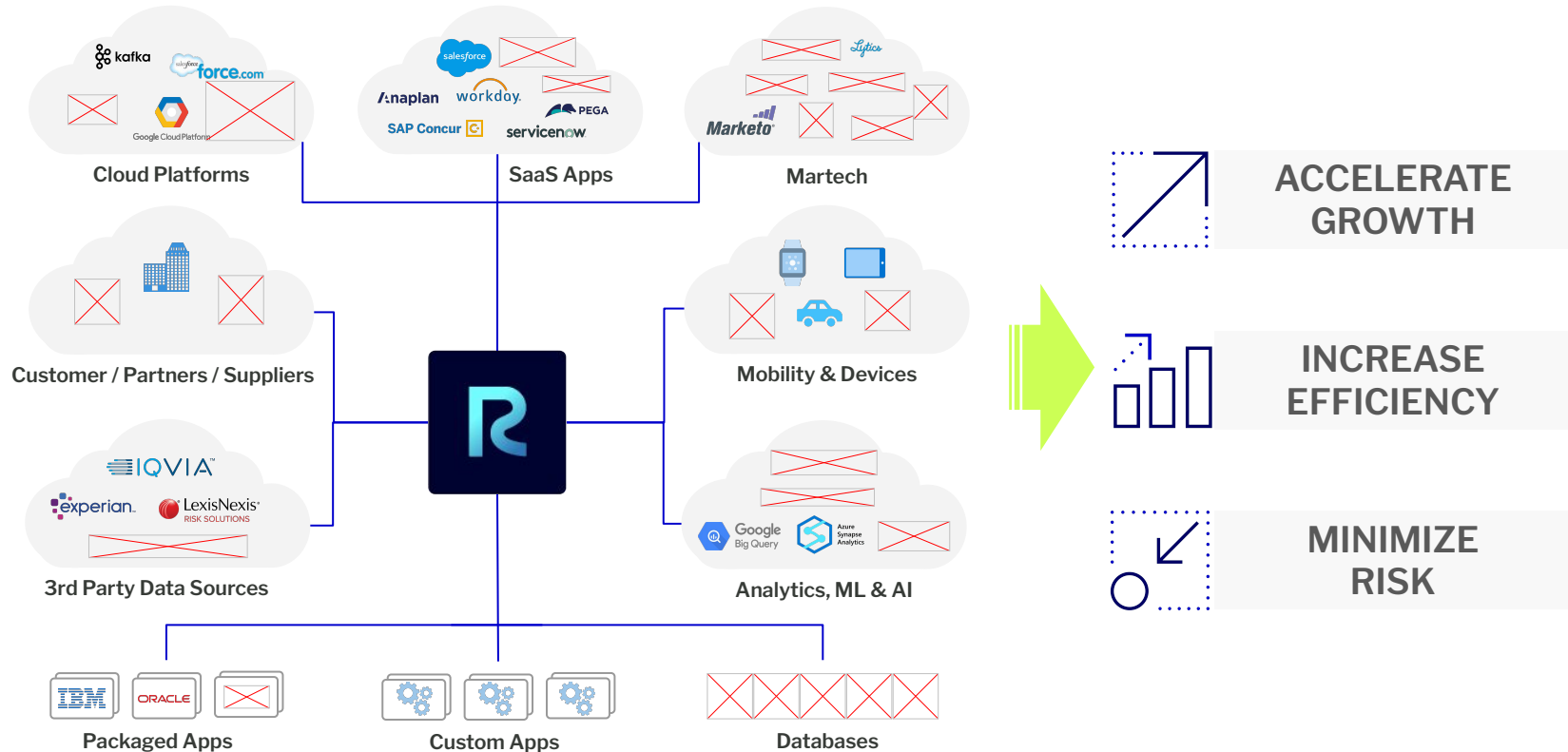


APP PROLIFERATION






























Massive Application Sprawl

- **460+** apps/ large customers
- **22%** increase in number of apps over last 4 years

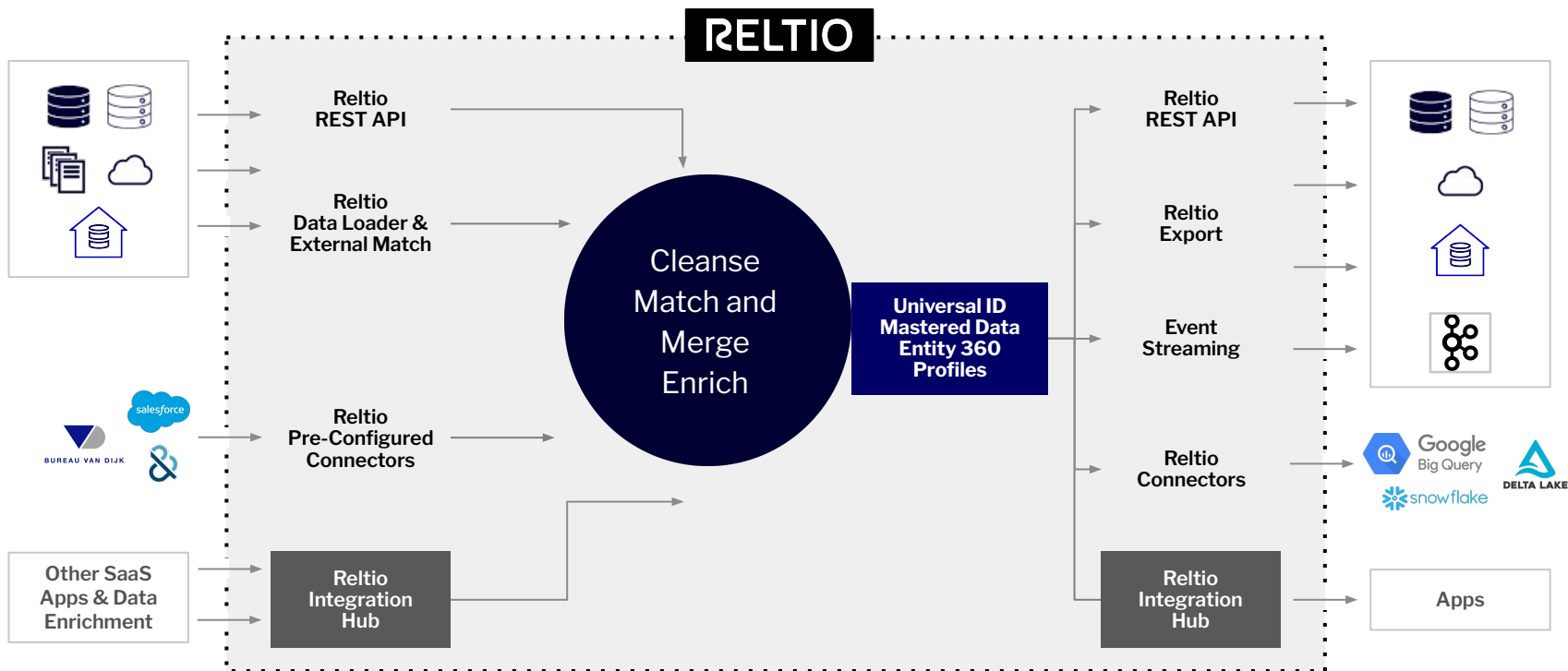
We are the world's **Real-Time OS for Data**



Reltio Connected Data Platform

Real-Time Integration	 Data APIs	 Integration Hub	 Connectors for Apps	 Connectors for Analytics and ML	 User Interfaces		
Entity 360 Capabilities	 Entity Resolution	 Data Quality	 Dynamic Survivorship	 Universal ID	 Progressive Stitching	 Hierarchies and Graphs	 Governance
Multi-domain Profiles	 Person	 Organization	 Supplier	 Product	 Asset	 Location	...and more
Security and Compliance	 Encryption at Rest and In-Flight	 HITRUST CSF Certified	 HIPAA Health Insurance Portability & Accountability Act	 AICPA SOC	 AICPA SOC 2	 GDPR	...and more
Modern, Cloud-Native Foundation	 Multi-Tenant SaaS for Scalability	 Entity Graph Model	 Flexible, Scalable Data Storage (NoSQL)	 Built-in HA/DR	 Zero Disruption Upgrade	...and more	

Reltio Data Integrations



Reltio Data Integrations

Use Case	Product	Use If You...
Bulk Loading Data	Option 1: Data Loader	have simple field mappings, and need a performant solution that's quick and easy
	Option 2: Reltio Integration Hub	need to do data transformations, flexibly, in a simple low-code, no-code manner
	Option 3: Enterprise ETL Tool	have your own ETL tool that you'd like to integrate seamlessly with Data Loader APIs
App-to-App Integrations	Option 1: Reltio Integration Hub	need to connect to different applications quickly and easily without having to code
	Option 2: Pre-built connectors	need to connect to Salesforce and do things like search before create etc.
	Option 3: Standard EAI (Enterprise Application Integration)	want to bring your own Integration platform to connect to Reltio
Event Streaming Distribution Integration	Option 1: Message queues (AWS SQS, GCP Pub Sub, Azure Message Bus)	are using specific cloud-native queues to read events and propagate to the rest of your enterprise
	Option 2: Kafka Integration	have a Confluent connector, Lambda to pull/push data between Reltio & Kafka topics
	Option 3: Reltio Integration Hub	would like to create a custom integration for your event streaming and propagation needs
Event Streaming Ingestion Integration	Option 1: Lambda Function	need to read events from AWS SQS and send data into Reltio via APIs (similar concept with GCP, Azure)
	Option 2: Reltio Integration Hub	would like to poll your queues, read events and send data into Reltio via APIs
Data Enrichment use cases	Option 1: D&B	need to enrich your data using Dun & Bradstreet data
	Option 2: Bureau van Dijk (BvD)	need to augment your data using Bureau van Dijk data
	Option 3: Data tenants (NPI, DEA, other 3rd party datasets)	want to access common 3rd party datasets in Reltio, e.g. NPI, DEA and others
	Option 4: Reltio Integration Hub	would like to create a custom integration to a different data enrichment provider, e.g. Clearbit

New & Enhanced Connectors for Analytics

	Connectors 1.0 (GBQ, Snowflake)	Connectors 2.0 (GBQ, Snowflake) & more coming
Data Performance & Delivery	2 / 4 hour lag in data updates; more complex setups Build queries in fixed resource environment (GBQ)	Streaming, updates processed on-the-fly Simple configuration; automated scaling
Data Types	Entities, relationships, interactions only (Snowflake)	Entities, relationships, interactions, matches, merges (Snowflake)
Data Monitoring	Manual user interactions for post-data delivery tasks to review schedules, status etc.	Easy setup and configuration, access to in-depth monitoring / logging
Data Security	Submit tickets for role, permission, access changes	User configurable access control Control over datasets

Salesforce Connector

- Built, managed and continuously upgraded by Reltio; available on Salesforce AppExchange
- Day 1 value with pre-built plug & play integrations
- Used for Integration with Salesforce Platform (Sales Cloud, Service Cloud, Veeva, Custom Objects)
- Bi-directional synchronization of data
- Search before create capability
- Basic data transformations including custom logic for more complex transformations

RELTIO

The screenshot shows the Salesforce AppExchange interface for the 'Reltio Connected Customer Data for Salesforce' integration. The header includes the Salesforce AppExchange logo, a search bar, and navigation links like 'Home', 'Solutions by Type', 'Product Collections', 'Industry Collections', 'Consultants', 'Learn', and 'Latest Collections'. The main content area features a video player with the title 'Seamless Consistency Between Salesforce and Reltio'. The video shows two scenarios: 'From Within Salesforce' and 'From Within Reltio', both illustrating data synchronization. To the right of the video, there are buttons for 'Get It Now' and 'Watch Demo', along with pricing information: '\$50,000 USD per company / data domain per year'. Below the video, there are tabs for 'Overview' and 'Reviews'. The 'Overview' tab is active, showing 'Highlights' and a 'Description'. The 'Highlights' section lists three key features: 'REALTIME PERFORMANCE' (API First, Low-latency & high availability, Multi-Cloud), 'BUSINESS AGILITY' (Time to Value, Adaptability, Flexibility), and 'TRUSTED INSIGHT-READY DATA' (Trusted, Valuable, Accessible). The 'Description' section explains why Reltio and Salesforce are a good fit, highlighting their cloud-native, graph-based architecture and MDM capabilities.

appexchange

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ALL APPS > IT & ADMINISTRATION > INTEGRATION

Reltio Connected Customer Data for Salesforce By Reltio

Seamless Consistency Between Salesforce and Reltio

From Within Salesforce

- Salesforce event triggered when a record is created, updated, deleted, or merged
- The Reltio connector pulls Salesforce data at set frequency, reads the data, converts to Reltio format and inserts, updates, or deletes in Reltio via API (crosswalks created if it does not exist)

From Within Reltio

- When an entity in Reltio is created, updated, deleted, or merged, an event is registered for the Connector to process
- Connector reads the data based on the event and converts into Salesforce format
- Salesforce action performed (insert, update, delete, or merge) and upon success, Salesforce ID is updated in Reltio crosswalk

RELtio

1 of 5

Get It Now

\$50,000 USD per company / data domain per year

Watch Demo

RATING
★★★★★ (0)

CATEGORIES
Integration

LATEST RELEASE
10/23/2020

Accelerate the value of data and maximize impact every day
Reltio unifies and cleanses multi-source, complex data into a single source of trusted information. You get insight-ready, real-time data that you can act upon with full compliance, security, and confidence.

Overview Reviews

Highlights

- ✓ REALTIME PERFORMANCE
 - API First
 - Low-latency & high availability
 - Multi-Cloud
- ✓ BUSINESS AGILITY
 - Time to Value
 - Adaptability (new sources, new data)
 - Flexibility (multi-domain, relationships, interactions)
- ✓ TRUSTED INSIGHT-READY DATA
 - Trusted (data quality, benchmarks, recommendations)
 - Valuable (multiple best versions, enrichment, continuous curation)
 - Accessible (distribution, orchestration)

Description

WHY RELTIO AND SALESFORCE?

Connected Customer Data for Salesforce is built on the only cloud-native, graph-based, and ML-ready Master Data Management (MDM) platform in the industry.

- Rationalize multi-cloud and multi-org Salesforce customer data
- Connect with a network of Reltio strategic partners such as Accenture, Deloitte, Cognizant, and IQVIA with expertise in Reltio's Connected Data Platform
- Get broad enterprise operability with Reltio Connected Customer Data for Salesforce and enterprise connectivity with the Reltio Cloud Connector for MuleSoft on the Anypoint Exchange

Data Enrichment Connectors

- Pre-built connectors to **Dun & Bradstreet, Bureau Van Dijk** data on hundreds of millions of companies
- Access to trusted, accurate data within Reltio
- Match Reltio records to D&B or BvD
- Enrich Reltio records with D&B or BvD data
- Build corporate hierarchies
- Schedule jobs or run real-time

