

RELTIO

Match IQ  
Pre-trained ML  
Matching

An abstract graphic consisting of a dense field of small blue dots. These dots are arranged to form a series of overlapping, wavy, ribbon-like shapes that flow from the left side towards the right. The dots are more concentrated in some areas, creating a sense of depth and movement. The overall effect is a dynamic, digital-looking pattern against a solid dark blue background.

# Rules of the Show

- Please keep yourself on mute
- All questions should be asked in chat or take yourself off of mute and ask
- Community show will be recorded and posted to Reltio Community


# Upcoming Community Events


## Upcoming Events

[Go to Events](#)

24  
JUL


Leveraging Pre-Trained Machine Learning Models for Efficient Entity Resolution


 Reltio Webinar Events

 Jul 24, 10:00 - 11:00 (CT)

23  
AUG

From Foundation to Future: Harnessing MDM for Democratic Data Governance

 Reltio Webinar Events

 Aug 23, 10:00 - 11:00 (CT)

# DATADRIVEN

## MODERN DATA MANAGEMENT CONFERENCE

October 3–5, 2023

Dallas, TX

DATADRIVEN23

Registration News Agenda FAQ



### Featured Speakers



DATADRIVEN23

Registration News Agenda FAQ



Vivian Wu,  
Associate Director  
abbvie



Jay Franklin,  
Senior VP, Enterprise Data and Analytics  
First Tech



Sajid Malik,  
CTO and Director, Enterprise Data Governance  
Fulton Bank



Matthew Cox,  
Enterprise Data Management Lead  
Google



Chad McCord,  
CIO, IT Manager, VEO  
hp



Patti Resdon-Gordon,  
Sr. Director of Business Data Solutions Engineering  
Liberty Mutual  
INSURANCE CO.



Nishith Trivedi,  
Director of Global Master Data Management  
Pfizer



Joe DosSantos,  
Vice President, Enterprise Data and Analytics  
workday

DATADRIVEN23

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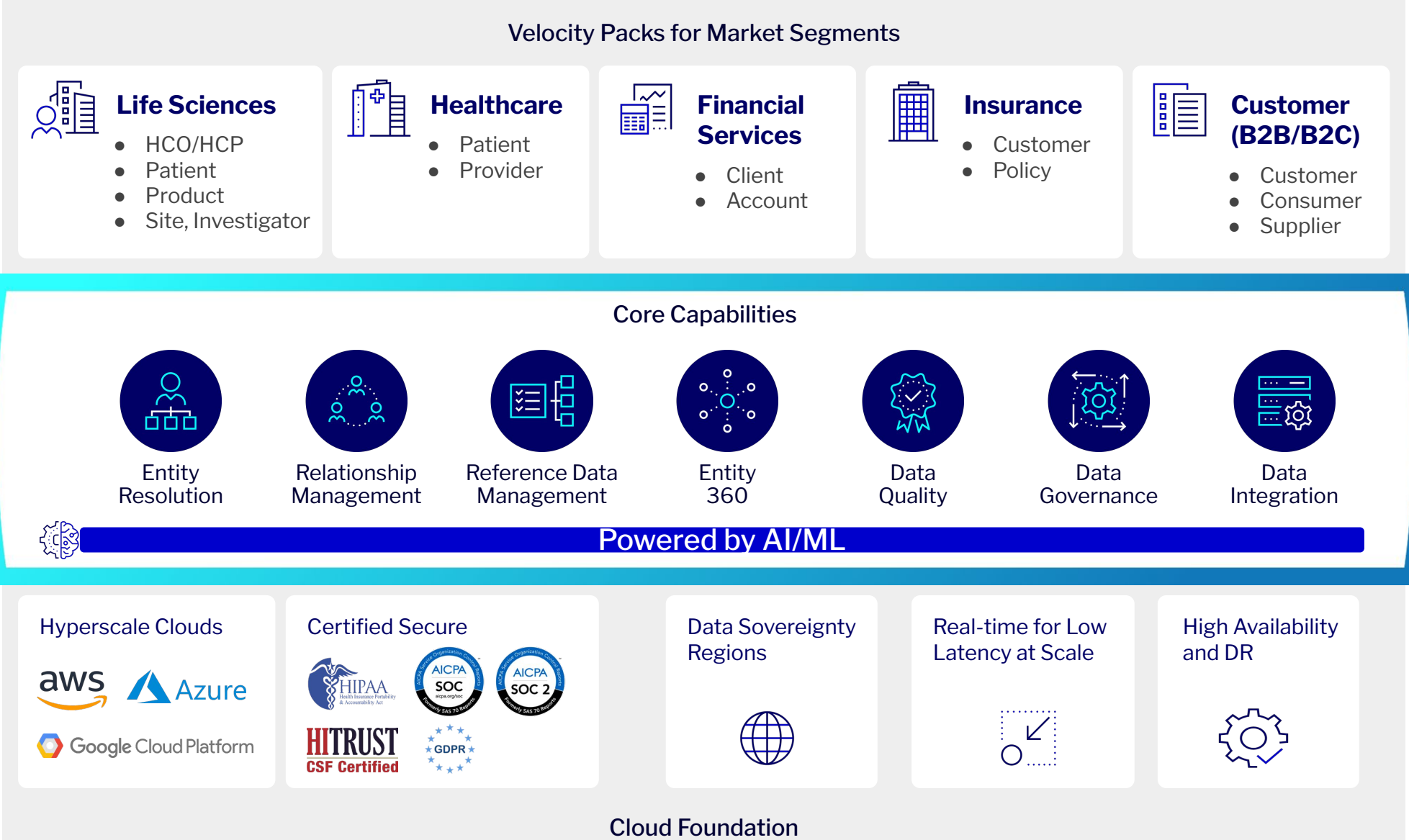
# Safe Harbor

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, and timing of any features or functionality described for Reltio's products remains at the sole discretion of Reltio.



# Reltio Connected Data Platform



# Goal: 10x Data Steward Productivity

## Today

- Mature data management program current productivity maxes out at 75 resolutions per day.
- Multiple person years worth of backlog.
- Human in the loop as the sole tie-breaker.

75  
Matches/day

Augmented  
Entity  
Resolution

Conversational/  
Bulk UIs

Research and  
reference

750  
Matches/day

## Tomorrow

- Combination of AI capabilities increases productivity by 10x
- Human in the loop as a collaborator

# What is ML Powered Entity Resolution?

ML Powered Entity Resolution leverages pre-trained machine learning models that provide an hassle free way to instantly match records across multiple source systems with little upfront work.

They learn by observing industry specific data and matches which means they can make decisions on what to match with context.

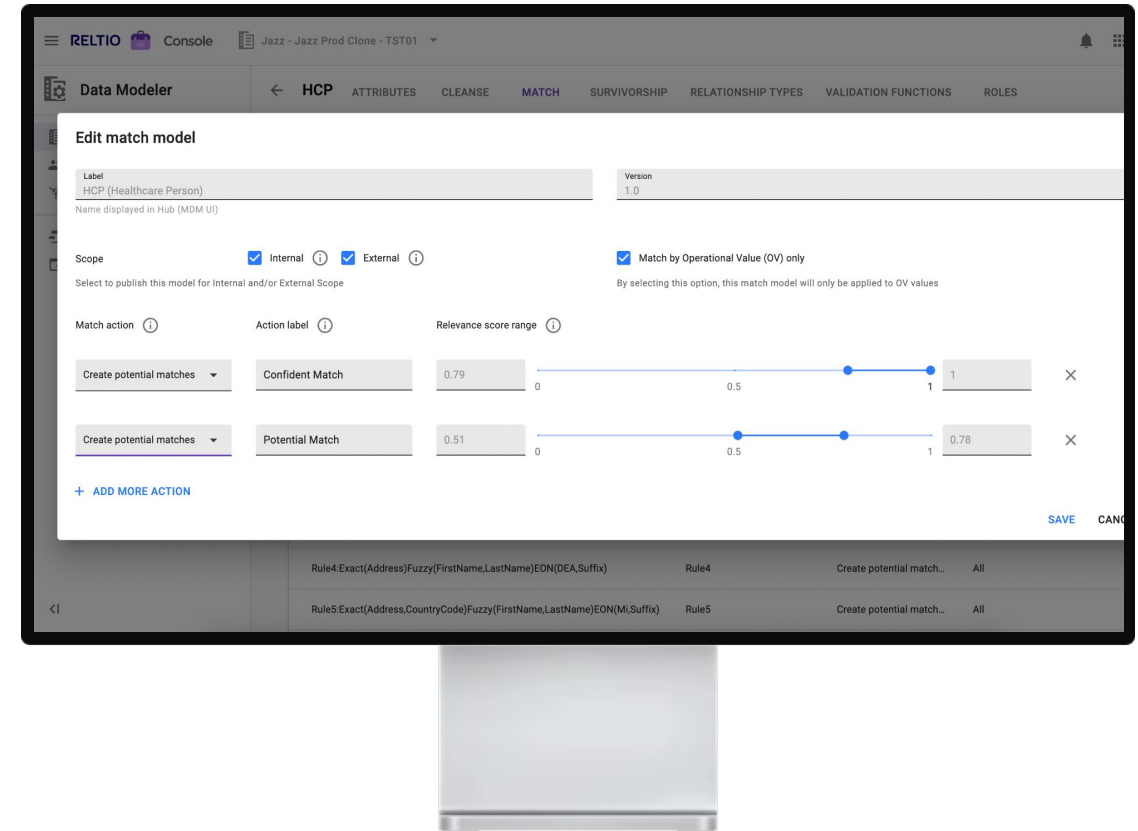


# Accelerate implementation with pretrained ML models for matching\*

- ✓ **Fast, simple, accurate matching** using pre-trained ML models increasing speed and productivity.
- ✓ **Deliver high quality data to downstream applications** with a fraction of the effort and cost.
- ✓ **Eliminate the hundreds of person-hours** previously required to define, configure and iterate match rules.
- ✓ **Empower data stewards** with a simple UI to turn on a model with a few clicks.
- ✓ **Improve entity resolution accuracy** with ML models pretrained on 5-10 years of Life Sciences active learning data from data stewards.

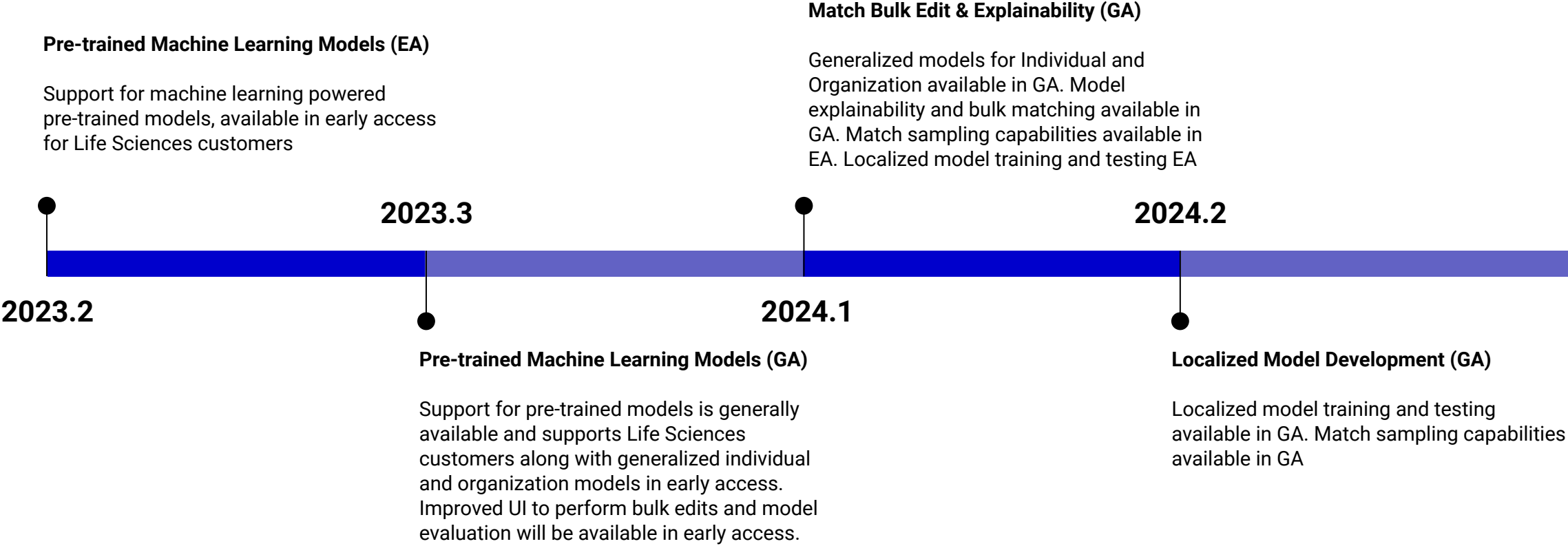
\*EA - Feature currently only available to limited Life Sciences customers.

**RELTIO**



Augment data team productivity by automatically and accurately matching/merging

# Match IQ Roadmap



# AI/ML will Accelerate Data Management

To be trustworthy, AI capabilities must be robust

Reproducible

e.g. Repeated runs produce the same output.

Transparent

e.g. Decisions can be easily explained and examined for bias.

Compliant

e.g. Data for training is shared within legal and contractual limits.

Performant

e.g. Technology meets the latency and other performance criteria

# Modern MDM boosted by AI - what is coming ?

Augmented  
Entity  
resolution

Match accuracy,  
data steward  
productivity

Ingestion and  
data modelling

Easy  
classification and  
mapping

Quality &  
Anomaly

Continuous &  
proactive DQ &  
data prep and  
feature  
engineering

Governance  
workload  
reduction

Mitigating risk  
through intelligent  
controls





Thank you