



Reltio Connected Data for Snowflake

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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.



Purpose of This Webinar

This webinar will be a great session if:

- The **business challenges and benefits** that Reltio and Snowflake solve together are clear and why this combination is the best choice for our customers
- Participants understand **how it works** and the set-up process
- We clearly communicate **where to find enablement resources and assets** to send to prospective customers and see end user engagement

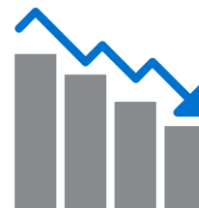
Business Challenge



Fragmented data
lacks clean, consistent,
and unified
entity profiles



BI, operational, and
machine learning
applications are fed
poor quality data



This can lead to poor
customer experiences,
poor decisions, and
business outcomes

Business Solution



Send **inconsistent**
warehouse data
to Reltio

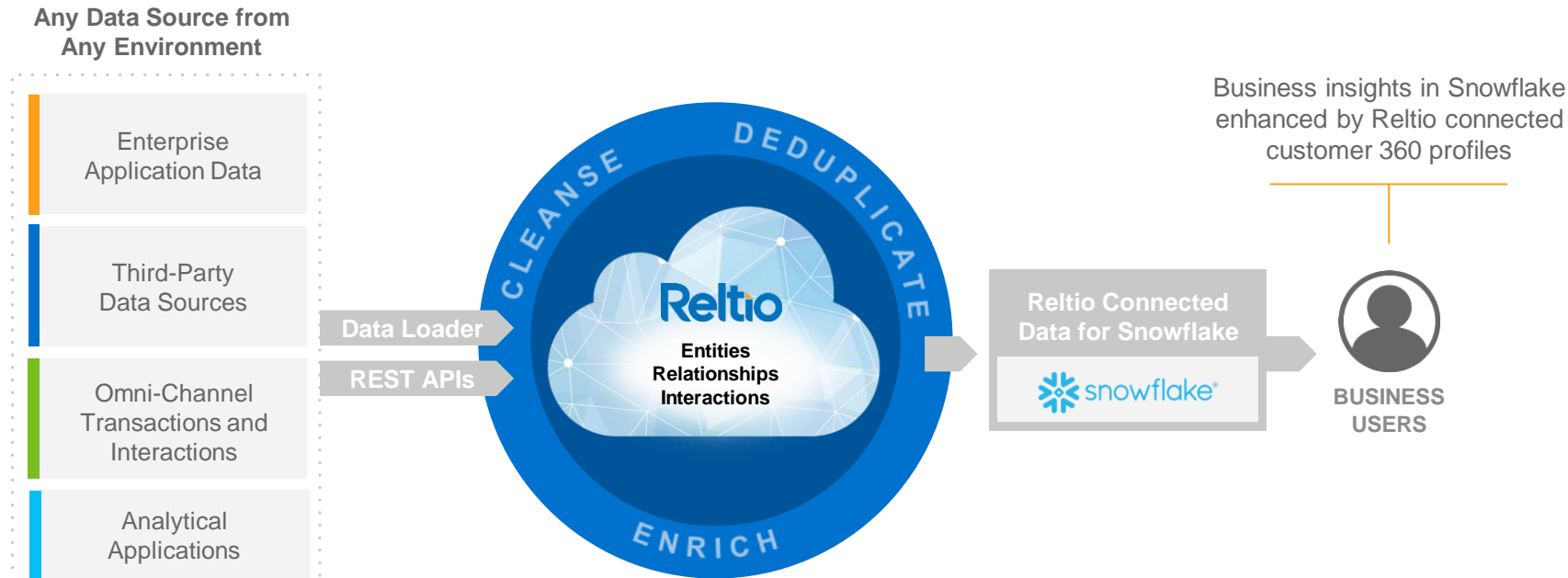


Cleanse, deduplicate,
and **enrich** the data
in Reltio



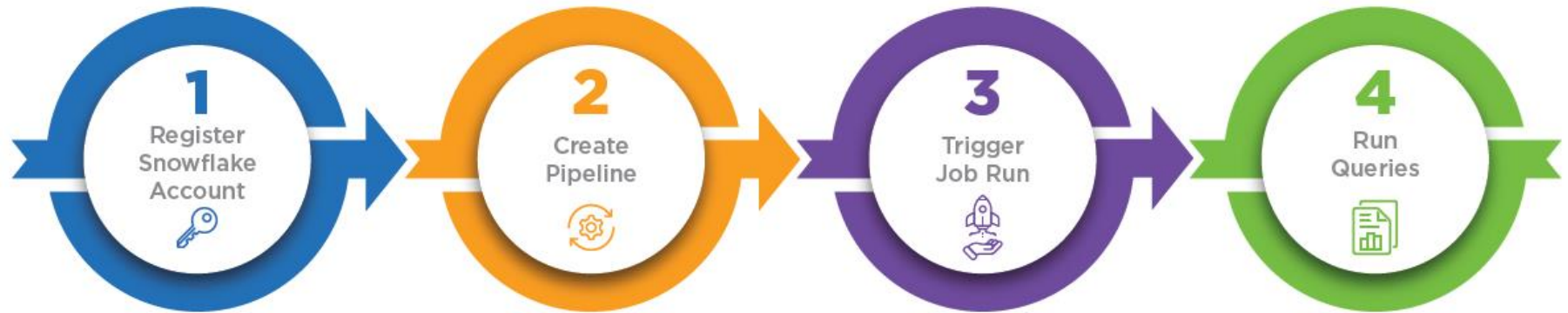
Load **clean, unified**
data to fuel decisions
and produce **better**
business outcomes

Better Together: Snowflake + Reltio



- Reltio loads data from any data source
- Reltio scrubs, deduplicates, standardizes, and enriches
- Reltio Connected Data for Snowflake maps, transforms, and loads trusted data into Snowflake (scheduled or on demand)
- Snowflake business users can use their preferred BI tools

Quick & Easy Set Up



Business Benefits

Rely on Trusted Data for Reporting and Insight

Reltio Connected Data for Snowflake delivers **clean, merged, and validated** profile data to Snowflake

You always have **accurate dimensional data** to fuel analytics and decision support

Onboard Quickly and Easily

Self-service onboarding helps you **automatically convert** your Reltio data model into Snowflake tables, keeping them **always in sync**

Easy to configure transfer of data into Snowflake **on demand or as scheduled**

Reduce Costs and TCO

Reduce development and operational costs by eliminating the need for data exporting and custom programming to move data to Snowflake

Reltio **provides the code and operational staff** to ensure smooth operation

Focus on the Business

With the time saved, your organization can **focus on delivering business value** and actionable insights

Reltio manages the pipeline to move data to Snowflake and update it on an automated basis

Secure and Compliant

Reltio Connected Data for Snowflake Features

Create Pipeline and Schedule Definitions

This enables customers to create pipeline and data delivery definition to extract unified, trusted data and deliver it to Snowflake.

Deliver Reltio Data to Snowflake

The Reltio platform manages the process, performed as scheduled or on demand.

Onboard Using Self-Service

After self-service onboarding, create and update pipeline definitions and trigger jobs through APIs.

Monitor Jobs

Monitor the status of jobs while they are running including the number of objects sent to Snowflake.

Deliver Data

Data is delivered to Snowflake in its original JSON form or via relational views, which can be used by business users with their preferred data analytics and reporting tools.

Ensure Secure Pipeline

The connector complies with Snowflake best practices and uses Snowflake's channel and storage encryption.



Reltio Connected Data for Snowflake

Demo - Ganesh Palanisamy

Reltio Connected Data for Snowflake helps you...



**Rely on Trusted Data
for Better Business
Outcomes**



**Reduce Costs
and TCO**



**Focus on
Business Value**

For More Information

Search of the solution brief in [Highspot](#) by typing [Snowflake Solution Brief](#)

Search: Type “Snowflake”
in the search bar to locate
the *sales play* and all
relevant assets



Reltio Connected Data for Snowflake

General Release: August 30, 2021

What to Know

The purpose of this Reltio Connected Data for Snowflake play is to prepare extended sales to have impactful conversations around leveraging trusted data to fuel business decisions and operational systems by using Reltio and Snowflake. After reviewing this play, you should;

1. Understand the business challenges & benefits that Reltio and Snowflake solve together and why this combination is the best choice for our customers.
2. Understand how the Snowflake connector process works & be able to explain the setup.
3. Know where to find enablement resources and assets to pitch to prospective customers and see end-user engagement.

Business Challenges

- 1) Fragmented data that lacks clean, consistent and unified entity profiles
- 2) Business intelligence, operational, and machine learning applications are fed poor quality data

These business challenges result in poor customer experiences, poor decisions, and poor outcomes.

Reltio Connected Data For Snowflake Business Benefits

**Rely on Trusted Data
for Reporting and
Insight**

Reltio Connected Data
for Snowflake delivers

**Onboard Quickly
and Easily**

Self-service onboarding
helps you **automatically**

**Reduce Costs
and TCO**

**Reduce development
and operational costs by**

**Focus on the
Business**

With the time saved, your
organization can **focus on**



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Appendix

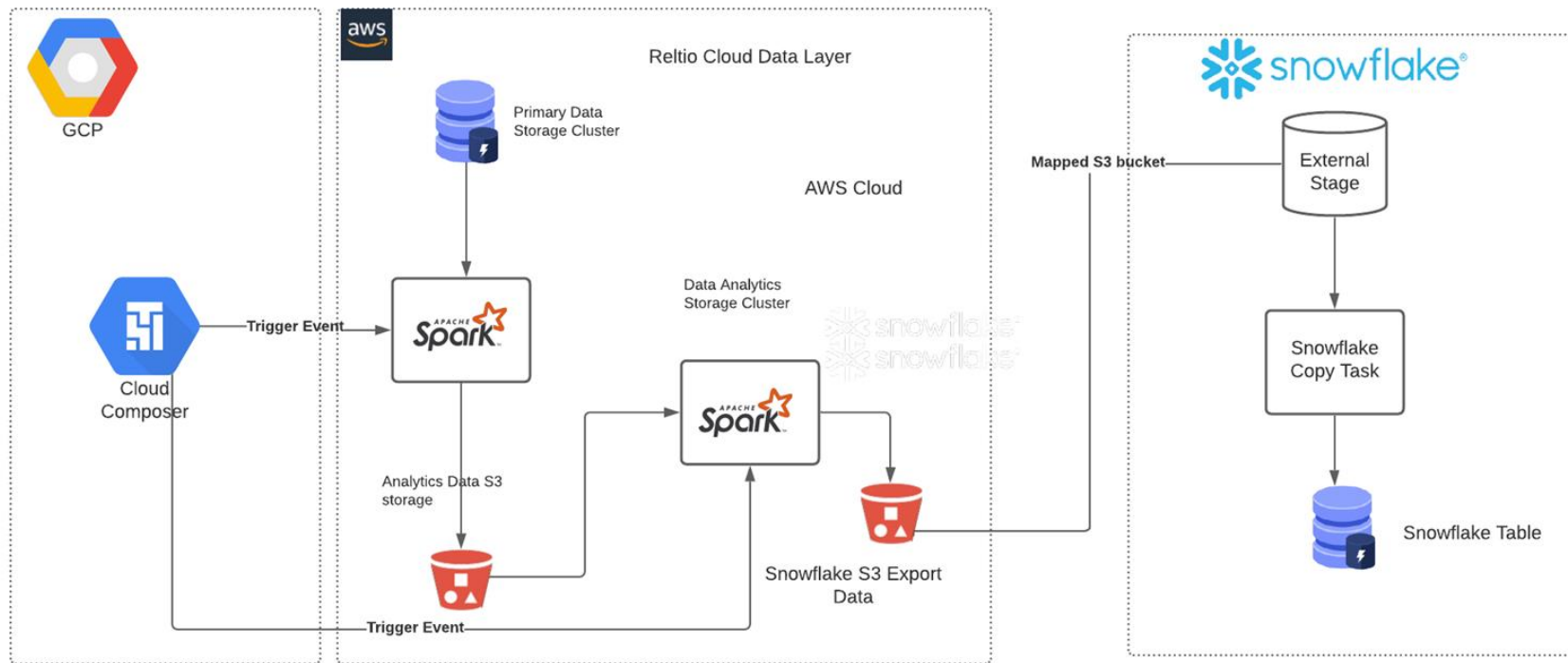
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Roadmap and FAQs

www.reltio.com

Architecture Overview



Resources

- [How to Guide](#) located on the Reltio Documentation Portal
- [Snowflake Connector videos](#) on the Reltio Documentation Portal
- [Snowflake Schema, Custom Views and Data access](#) located on the Reltio Documentation Portal
- [API Reference](#) located on the Reltio Documentation Portal
- Snowflake Questions? Ask the experts on the [Reltio Community](#)!