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SOLUTION BRIEF

Reltio Customer 360™

From data projects to data products



Poorly governed data projects hinder agility and market responsiveness

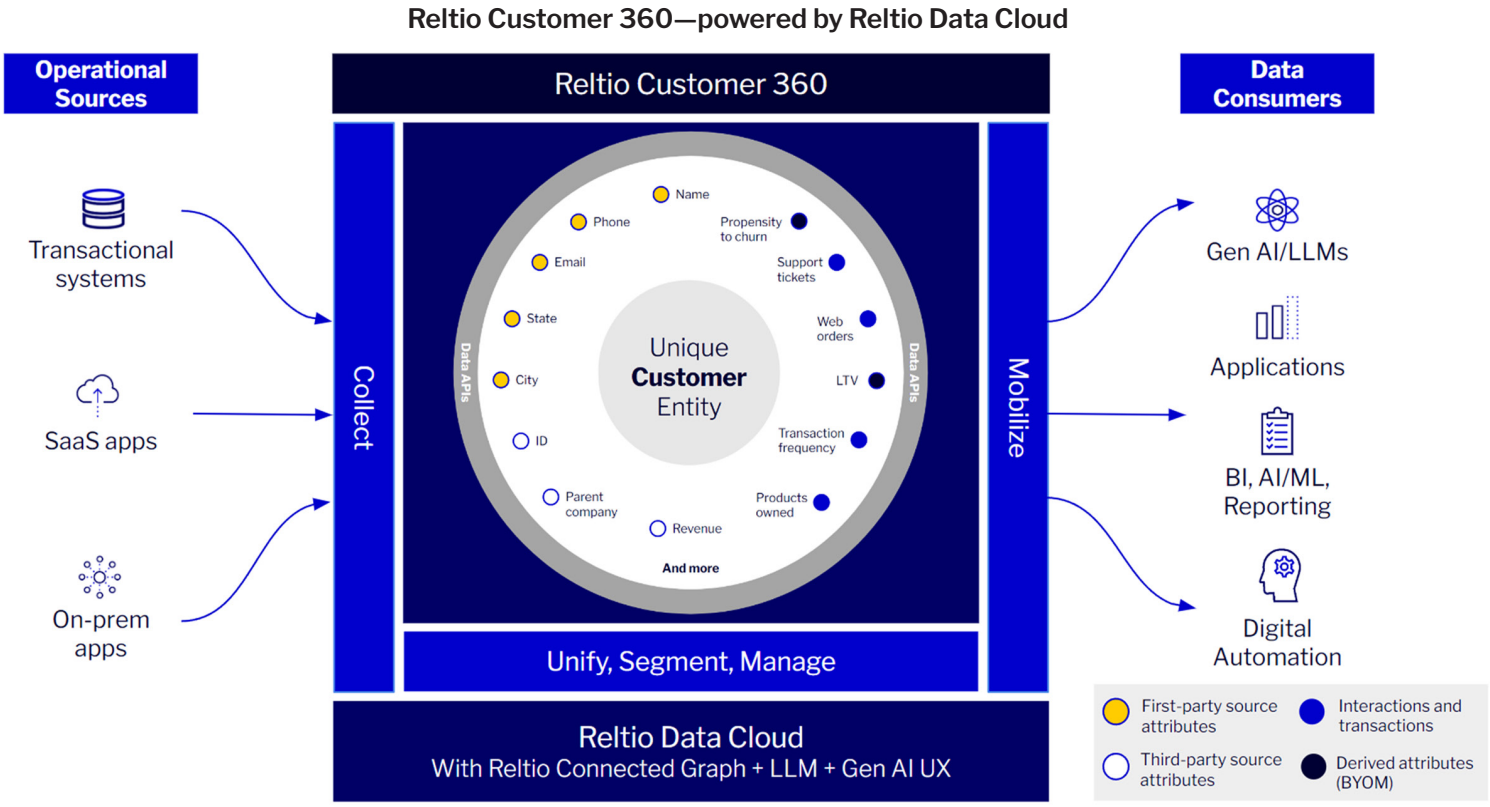
Customer data is everywhere in your organization—but is it the right data? Business teams often request specific customer data for various projects or use cases, prompting data teams to create separate customer 360 views. These projects typically start from scratch with heavy data manipulation and reconciliation to tailor to each project's specific attributes. This "data project" approach leads to siloed data sets with varying attributes, definitions, recency, and quality levels, hindering interoperability and reusability. These new data silos atop existing system silos cause delays and governance issues. And the age of AI puts even more time pressure on having unified, trusted data for the new services the market demands.

Address diverse data demands with prepackaged, ready-to-consume data products

To address these challenges, many organizations are shifting to treat their data as a product. Rather than relying on assembling data sets for every ad hoc request, "data products" deliver prepackaged, ready-to-consume data assets designed for various specific data consumers and their use cases. A data product includes information about the data model and its definitions, who can use it, how to access it, and its quality to enable data consumers to select the right data for their use cases and rapidly kick off their initiatives.

Meet Reltio Customer 360™

Our prepackaged customer data product is a next-generation, cloud-native data unification SaaS solution built on top of our battle-tested Reltio Data Cloud™. Reltio Customer 360 delivers a comprehensive view of individual and organization data—in milliseconds—and represents a significant leap forward in preparing your enterprise for the evolving data challenges of the digital age. You can segment customers flexibly based on their profiles and behaviors, then activate ready-to-use data in real time within any downstream application. Reusable, well-governed data assets modernize your architecture and simplify data governance.



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Our Reltio Customer 360 uniquely addresses the pain points your data teams might experience in securing a unified customer view by streamlining how they unify, enrich, and mobilize individual and organization information across your enterprise. When compared with traditional customer data platforms, our Reltio Customer 360 provides a variety of important advancements:

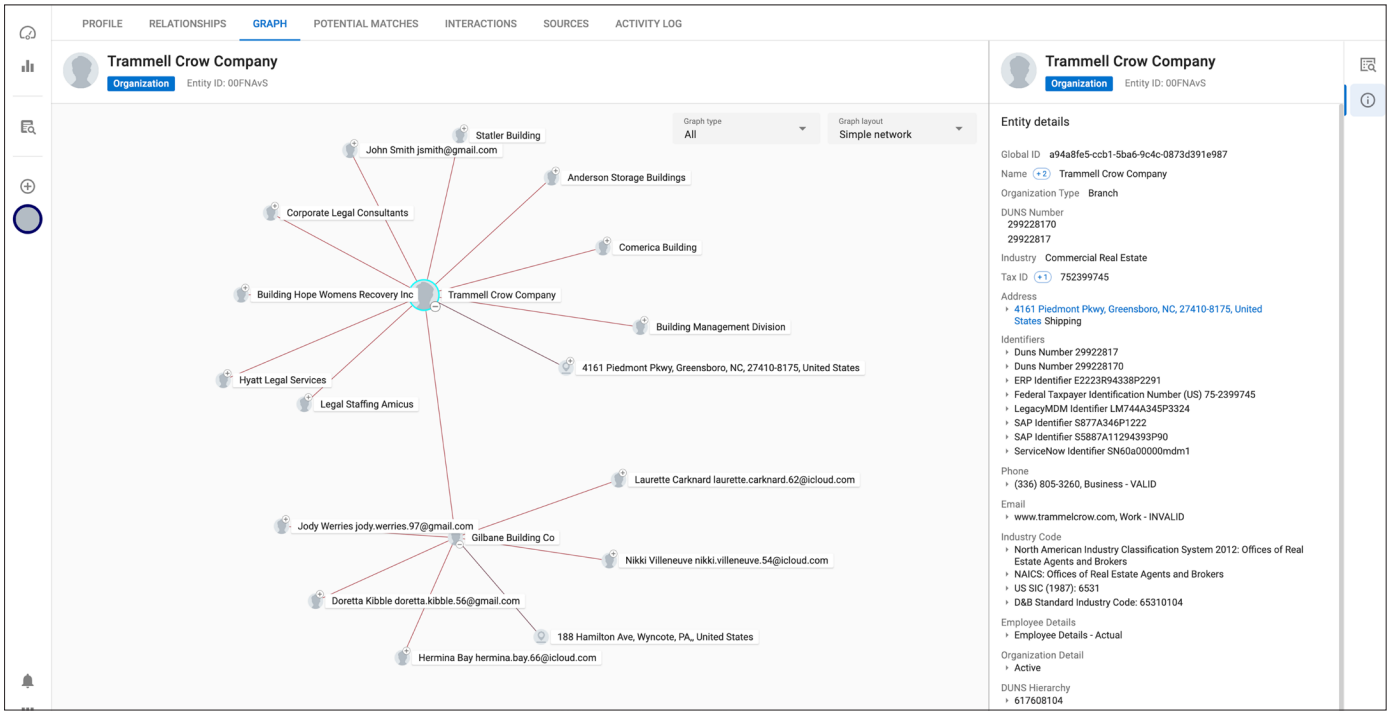
- Enterprise-wide view: Comprehensive profile across multiple first-party and third-party sources for domains such as customer, product, supplier, and location
- AI-powered entity resolution: Accelerate your journey to high-quality, unified customer data with Flexible Entity Resolution Networks (FERN)—our secure, AI-driven matching engine that taps into the power of LLMs pretrained for entity resolution
- Support for real-time operations in any industry: Mobilize continuously curated individual and organization profiles in milliseconds and at scale across downstream systems with prebuilt connectors and integrations

Comprehensive 360 views for all—delivered in real time

With our Reltio Customer 360, you get a ready-to-consume, 360° customer view persistent across the full customer journey—from initial lead to established customer. It includes trusted customer data from enterprise-wide sources, including interactions and derived attributes—for both individual and organization customer types. Not only is the customer data harmonized, but you can enrich it easily from data sources of your choice using our prebuilt connectors and no-code integration development environment.

Our Reltio Customer 360 supports real-time operations for any B2B, B2C, or B2B2C use case. It unifies organization and individual domains, and maps their complex relationships to other entities such as product or supplier. So you can mobilize comprehensive customer data in milliseconds and at scale across downstream systems.

Comprehensive 360 view



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Accelerate time to value with AI-powered entity resolution

You can't see value from your customer data until it is unified and validated, but often it can be a lengthy, mostly manual process to get there. Our platform harnesses the power of LLMs and gen AI to strengthen data unification and automate the experience—increasing the accuracy of match predictions and data steward productivity. Unlike other identity resolution solutions, our secure, LLM-powered Flexible Entity Resolution Networks (FERN) suggest matches out of the box and can find "edge cases" traditional rules can't easily identify.

No matter what industry you are in or the specifics of your customer data, FERN provides fine-tuned, private deep learning models. Working seamlessly with rule-based and manual matching methods, FERN enables high-quality, high-confidence match recommendations. So you can unify customer data at scale and deliver it to your downstream applications while improving productivity.

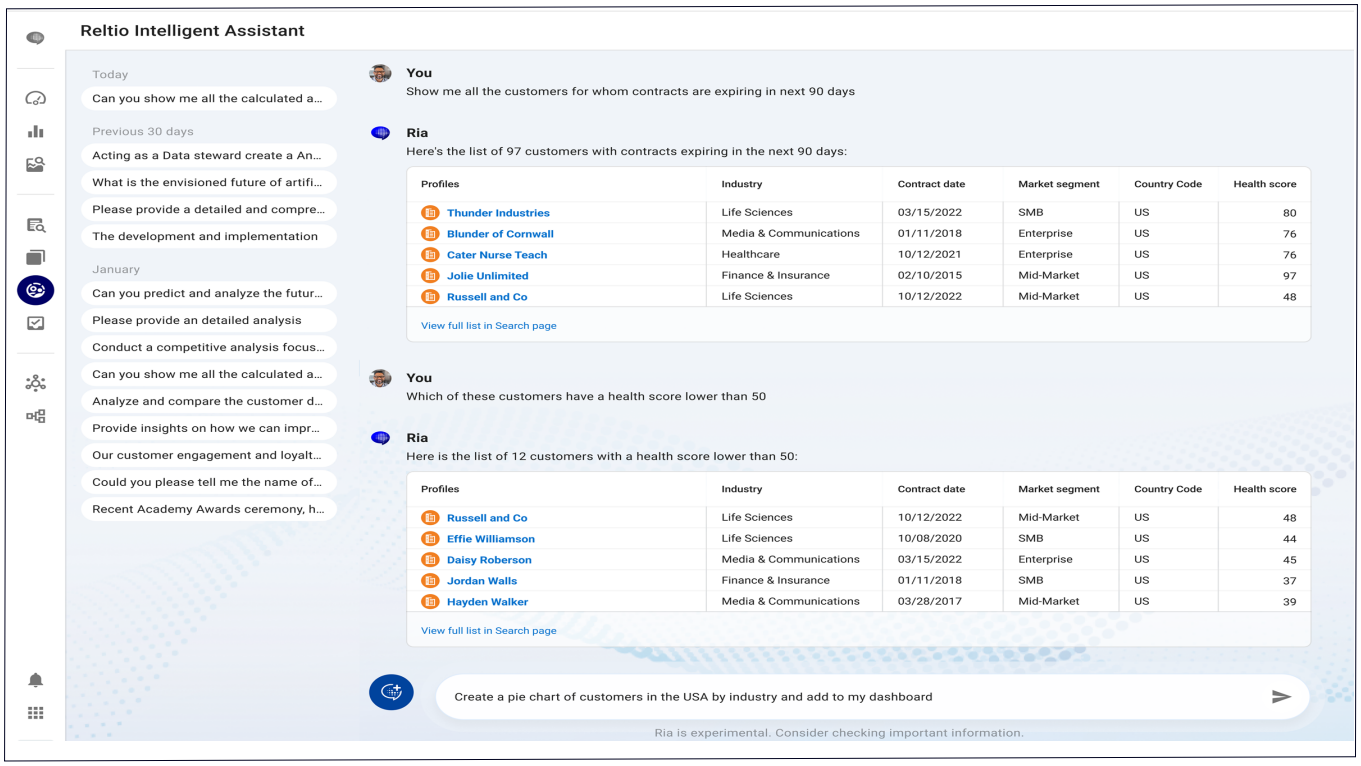
Dynamic segmentation and activation of customer data

Our genAI-powered, conversational data exploration with Reltio Intelligent Assistant (RIA) makes it easier than ever for non-technical users to explore customer data—no IT help required.

Business users can identify and create customer segments via RIA's conversational interface. For example, creating a segment of customers up for renewal is as simple as asking RIA, "Which customers are up for renewal in the next three months?" RIA streamlines this process with a genAI-based UI. Segments can also be created based on customer behaviors and derived attributes such as propensity to buy, next best actions, and intent scoring.

After creating customer segments, you can activate them with prebuilt integrations and connectors to popular sales, service, and marketing applications such as Salesforce CRM, ServiceNow, Marketo, and more. Reltio Integration Hub has over 1,000 prebuilt connectors, and enables integration with any application via a low-code/no-code interface.

Use natural language to create customer segments with RIA



Reltio Customer 360 overview

Comprehensive and ready to consume	• Unified, standardized profiles sourced across the enterprise • Connected-graph-based flexibility • Includes interactions and derived/computed attributes • Enriched from external data sources • Cloud-native technology scaling to hundreds of millions of profiles • Mobilization in milliseconds for real-time activation of customer data
Trusted and secure	• Secure, private, pretrained LLM-powered Flexible Entity Resolution Networks (FERN) for individual and organization entities • Dynamic survivorship • Data lineage • Continuous data quality management • Zero-downtime upgrades • Fine-grained access control, SSO, and encryption
Reusable, easy to manage	• GenAI-powered, simplified UI and UX for data exploration and segmentation via Reltio Intelligent Assistant (RIA) • Harmonized, rich, interoperable data • API access for streaming or batch consumption • Data pipelines for data warehouses • Data quality and consumption metrics • Auditability with activity logs • Rich metadata and semantics

ABOUT RELTIO

At Reltio, we believe data should accelerate the speed of business and fuel success. Reltio Data Cloud™, our AI-powered data unification and management platform, transforms siloed data from disparate sources into unified, trusted data and delivers it where and when it's needed, so that enterprises can be responsive to changing business needs. Leading enterprise brands—across multiple industries around the globe—rely on our award-winning data unification, cloud-native master data management (MDM), and customer 360 capabilities to improve efficiency, manage risk, and drive growth.

To learn more, visit www.reltio.com

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