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## Reltio Cloud

### The company

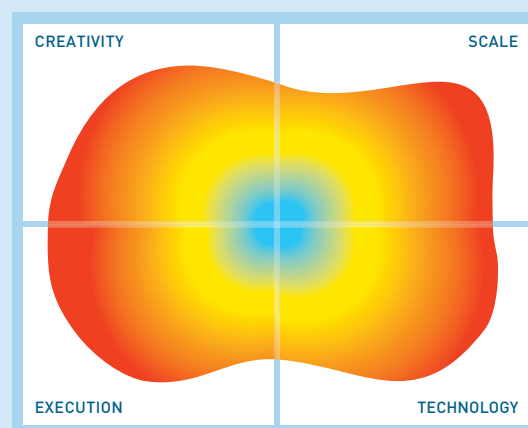
Reltio was formed in 2011 by a cadre of experienced MDM (Master Data Management) professionals. It was initially self-funded but since 2015 it has raised four rounds of funding. Prior to 2015 the company had relied on word of mouth for sales purposes but then started a direct sales programme, with offices now in the UK, Russia and India, as well as the United States, plus data centres in Ireland and Singapore. Users are spread across more than 140 countries.

The company had an initial focus on healthcare and life sciences and that has since been extended into the retail/distribution, media and high-tech sectors, along with the energy sector and government. Initial forays into financial services are now being made. Reltio also has a significant partner program with both ISVs (independent software vendors) and Systems Integrators such as Deloitte, Accenture, PwC, Tata Consultancy Services (TCS) and Cognizant, as well as with other technology suppliers.

“It turned out to be better, easier, and cheaper to replace the legacy system with Reltio... Moving to the cloud on the Reltio system was a huge factor in the success of the project, including better performance and lower costs.”  
Top 5 global pharmaceutical company

### What is it?

Reltio's “modern data management” platform provides a multi-tenant native cloud (AWS and Google Cloud) environment that enables the deployment of data-driven applications for a variety of use cases across the enterprise. These are enabled by master data management, a data catalogue, a graph database, analytics capabilities (that do not compete with specialist vendors: the company has a partnership with Tableau) and extensive support for machine learning, both used within the platform and in supporting users to implement machine learning via Apache Spark. The flagship product is Reltio Cloud, which includes built-in reference data management, Reltio IQ (for analytics and machine learning), what the company refers to as a “self-learning” graph, workflow, and Data as a Service. On top



The image in this Mutable Quadrant is derived from 13 high level metrics, the more the image covers a section the better. Execution metrics relate to the company, Technology to the product, Creativity to both technical and business innovation and Scale covers the potential business and market impact.

of these customers deploy various applications that are provided, to solve a variety of challenges, which include, but are not limited to, Key Account Management, Mergers & Acquisitions, Data Monetization, various 360° applications (Consumer, Account, Supplier, Product) and Compliance (including GDPR). The company has partnerships with numerous data providers such as IQVIA, Lexis Nexis, and D&B to enrich data and support 360° applications.

### What does it do?

The Reltio platform provides the sorts of things that you would expect from a master data management solution, including data governance capabilities (data profiling, cleansing, cataloguing, and so on). More than a “single version of the truth” it offers multiple best versions of the truth, one for each user role, based on the understanding that under different business scenarios and with different users, one value may take precedence over another. Similarly, it includes collaborative workflow capabilities that enable business and IT people to work together within a governance environment, and it provides data lineage, audit capabilities, and so forth.

Analytics	★★★★★
Architecture	★★★★★
Collaboration & self-service	★★★★★
Cross-domain capability	★★★★★

Ease of use	★★★★★
Governance & compliance	★★★★★
Integration	★★★★★
Performance & scalability	★★★★★

“ Reltio helped us become a customer-centric organization instead of a policy-centric one by leveraging its graph technology and discovering relationships among our customers and other data entities. ”  
Global speciality insurance company

Reltio Self-Learning Graph (as illustrated in **Figure 1**), makes it easy to traverse and discover relationships, with much better performance than when you join across multiple tables in a relational database. Under the covers, it employs a multi-model architecture (leveraging Cassandra) to optimise storage for various structured and unstructured data types along with in-memory search via Elasticsearch. This means that it is practical to implement cross-domain master data, and bring in transactions and interactions, as well as media within Reltio Cloud where that is often not the case when using traditional MDM approaches. New data types, attributes and changes to the business data

model are immediate and seamless with no downtime.

Another major feature of the Reltio Cloud is provided by Reltio IQ. This provides machine learning based insight and recommendation (see **Figure 2**) capabilities built into the product via Apache Spark. These

include ranking, segmentation and clustering algorithms as well as trending and predictive capabilities. Thanks to the use of Google Maps, location attributes can be used in search and displayed geographically where required. We should make clear here that Reltio is not claiming to be an analytics or visualization vendor, simply that it has functionality that provisions reliable data for analytics, using Reltio IQ to improve data quality and enabling the ranking and scoring of profiles. In fact, Reltio partners with Spark vendors such as Qubole and Databricks, as well as BI visualisation tools such as Tableau. Further, leveraging these analytics, there is machine learning built into Reltio that will make recommendations based on a user's role and goals, allowing them to take action based on insight, then close the loop on the outcomes for continuous self-learning.

Finally, we should comment that the Reltio platform includes significant collaborative and



**Figure 2 – Reltio IQ**

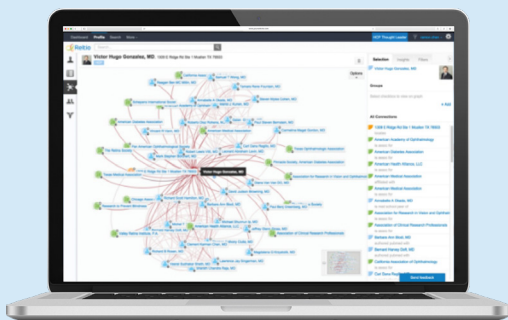
crowd sourcing capabilities. It allows annotation, commenting and social “thumbs up or down” by frontline business users. This provides much greater transparency than is usually available and can foster a real sense of trust in the data, with information being updated in real-time.

### Why should you care?

From an MDM perspective the use of a graph technology provides a significant advantage when it comes to understanding and exploring complex relationships. Further, the underpinning of Cassandra means that multi-domain applications are a practical proposition because of the support for both structured and unstructured data. From a governance perspective, Reltio adds not only conventional data quality capabilities and data enrichment but also the provision of a data catalogue. On top of this, Reltio IQ means that you can develop your own operational and analytical applications based on this foundation or implement one of the company's predefined solutions. Finally, the implementation in the cloud, plus the collaborative capabilities offered, mean that Reltio offers a range of potential advantages for building user friendly data-driven applications.

### The Bottom Line

We are big fans of Reltio. The company has re-imagined master data management: extending it, making it simpler and evolving it so that it isn't just a part of your data governance story but also something that drives better business decisions.



**Figure 1 – Reltio Self-Learning Graph**

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