



RELTIO®

SOLUTION BRIEF

Reltio Enrichment with D&B

Know and serve your
customers better with trusted,
interoperable data.

The success of any customer-based strategy depends on complete, current, and correct customer information. Incomplete and inaccurate data results in poor planning, incorrect sales alignment, and even lost opportunities, inaccurate discounting, or erroneous credit risk assessments. Unified, reliable, and real-time customer and prospect views provide the right information about the right business opportunity at the right time, enabling marketing, sales, and all other customer-facing teams to strategically manage the customer lifecycle.

Reltio Enrichment with D&B, built on our Reltio Connected Data Platform, delivers trusted customer data from the industry-leading business data provider Dun & Bradstreet (D&B). Enrichment from D&B Direct+ helps you learn more about your customers' firmographics and demographics, offering relevant insights to improve customer engagement and upsell to the broader customer organization.

Enrich customer views across the enterprise

Our platform consolidates all information about customer organizations from multiple sources in one place and makes it accessible in real-time as trusted, interoperable data. Reltio Enrichment with D&B helps you easily match and enrich your lead or customer profiles in Reltio to create comprehensive, reliable customer profiles.

Uncover relationships using D&B hierarchy

Our platform helps you discover relationships across organizations, business units, products, and places and to create custom hierarchies using D&B data. We provide the flexibility to create and manage hierarchies and relationships. So you can define custom hierarchies beyond just formal legal structure, adding business logic such as sales territory alignments to create actionable views of your customers.

Features



Customer data governance

Discover matching records from D&B, and automatically merge the best possible matched record with your customer profile.



Enriched profiles

Enrich your customer and prospect data with D&B data (the world's largest depth and breadth of company and contact information) via real-time web services or a batch integration process.



Hierarchies and relationships

Dun & Bradstreet's upward family linkage can be optionally brought in or constructed automatically during customer enrichment, and visualized as a parent/child hierarchy.



Monitoring

Receive timely notifications when attribute values change for a monitored D-U-N-S number.

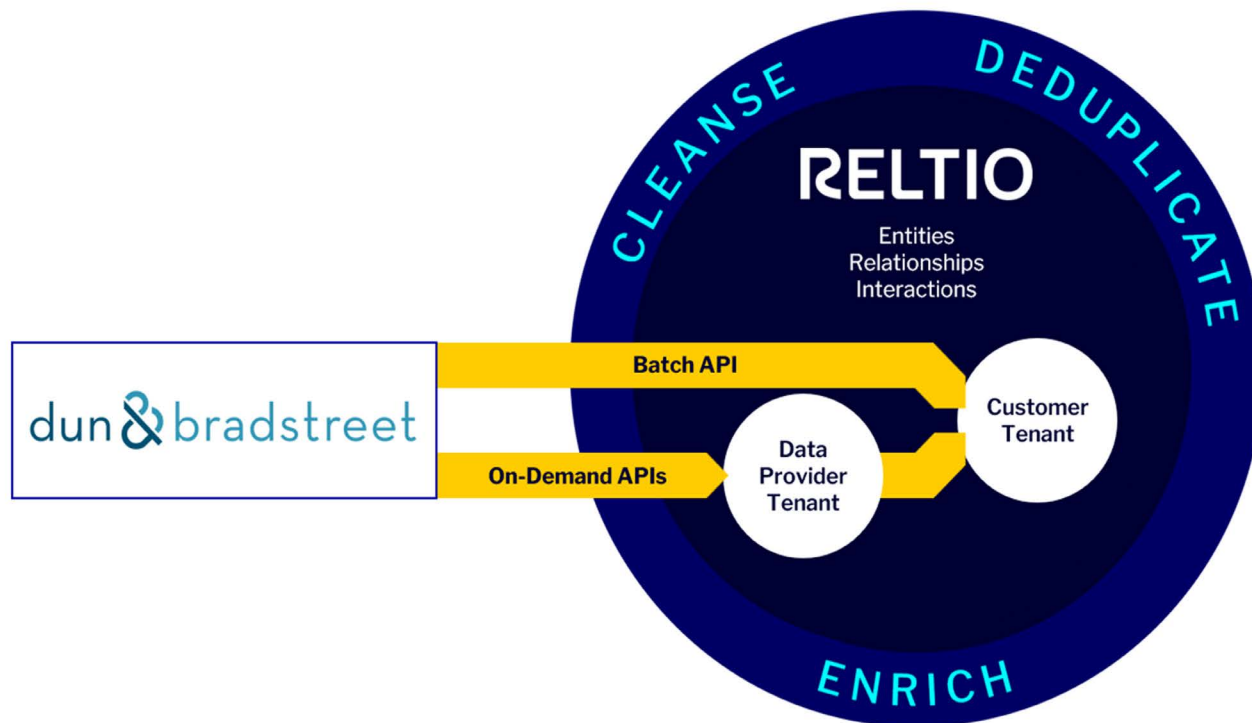
Improve sales and marketing effectiveness

Your sales and marketing teams benefit from complete customer and prospect profiles augmented with firmographics and demographics data from Dun & Bradstreet. Marketing can perform more robust segmentation and targeting using industry, revenue, and employee data. Sales can better align territories with opportunity areas using customer profiles augmented with interaction data from services, marketing, and finance. In addition, sales can find white space across customer hierarchies to uncover cross-sell and upsell opportunities by using corporate relationship information.

Enhance customer experiences

Using Reltio Enrichment with D&B, you can create a complete picture of your customers and deliver superior customer service to relevant executives and influencers. With complete customer data at your fingertips, marketing can run account-based campaigns, ensuring that customers receive personalized and timely omnichannel communications.

Comprehensive customer data using Reltio Enrichment with D&B



All at the speed of business

You can rapidly deploy Reltio Enrichment with D&B to start benefiting from the world's largest depth and breadth of business data. A well-designed customer data object model, combined with preconfigured data mappings from the D&B data and without tedious customizations, rapidly brings value to your business. Moreover, you can quickly update alignments with new sales organizations arising out of restructuring or M&A events.

Enrich your data in Reltio via a batch integration process or at the click of a button through the on-demand API. Batch enrichment is used for large volumes of data at infrequent intervals. It does matching and enrichment at the same time by bringing the best match result from D&B. Your data stewards can use the on-demand enrichment on the hub UI. It allows them to choose from multiple match results returned from D&B that are stored in the connected data tenant and available through the potential matches screen. Via on-demand or batch, Reltio Enrichment with D&B helps your teams learn more about your customers' firmographics and demographics, offering relevant insights to improve sales and marketing effectiveness while improving customer engagement.

Dun & Bradstreet (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 172+ years. D&B's global commercial database contains more than 225 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides customers with quality business information. This quality information is the foundation of global solutions that customers rely on to make critical business decisions. For more about Dun & Bradstreet, visit dnb.com.

ABOUT RELTIO

At Reltio, we believe data should fuel business success. Reltio's AI-powered data unification and management capabilities—encompassing entity resolution, multidomain master data management (MDM), data products—transform siloed data from disparate sources into unified, trusted, and interoperable data. The Reltio Connected Data Platform unifies and delivers interoperable data where and when it's needed, empowering data and analytics leaders with unparalleled business responsiveness. Leading enterprise brands—across multiple industries around the globe—rely on our award-winning data unification and cloud-native MDM capabilities to improve efficiency, manage risk, and drive growth.

To learn more, visit www.reltio.com

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