# RELTIO®

# Reltio Integration
# for Collibra

## Powering AI initiatives with
## trusted, well-governed data

## Poor data quality and governance: Roadblocks to AI success

AI initiatives are top of mind for many enterprises, but poor data quality, inconsistent business terminology, and weak governance can pose major barriers to success. The effectiveness of AI models and the ability to tap into the power of agentic AI successfully—and trust AI insights—depends upon accurate, well-governed data. Inconsistent, incomplete, poor-quality data gets in the way and leads to lack of trust in the data and in the AI systems and models that rely on it.

Managing and governing enterprise data across many fragmented systems is complex and time-consuming. And data silos prevent visibility and governance across the full range of data assets. In short, you are likely not realizing the full value of your data and AI investments—and you are probably spending too much time managing them.

As companies prepare for AI and other key initiatives, they often start by cataloging their existing data without checking its quality. This approach results in spreading poor-quality data—ultimately reducing the trust and use of the data catalog or governance solution. The better approach is to make sure you have high-quality data upfront, and then make it readily available throughout the enterprise.

To make it work, you need your data unification solution tightly linked with your data catalog.  Custom-built integrations are costly and time-consuming to develop, maintain, and update—and the resulting data quality and governance may not be as good. Data teams need a better way.

## Unified data management—simplified

Addressing data quality and governance challenges requires unifying, enriching, and cataloging all your enterprise data. You need high quality, trusted data—and the ability to discover, explore, and manage the data products you create with this data. Reltio and Collibra complement each other to create a robust, unified solution combining best-of-breed data unification, data catalog, lineage, and data governance capabilities.

Our Reltio data unification and management platform, Reltio Data Cloud™, powers our Reltio Multidomain MDM and Reltio Customer 360™ offerings to deliver accurate, consistent, and well-governed core data in real time. We provide capabilities to:

- **Unify, standardize, and enrich your core data** across any domain including customers, suppliers, partners, products, and more.

- **Deliver trusted 360-degree customer views and audience segments—easily consumed** across the enterprise as data products.

- **Cleanse and deduplicate core data** using LLM-powered entity resolution, continuous data quality management, and integrated reference data management.

- **Rapidly integrate with any app or data source** using our low-code/no-code UI with over 1,000 prebuilt connectors plus integrations to third-party data providers, data pipelines, data warehouses, and data lakes.

- **Explore and search data** with our genAI-powered Reltio Intelligent Assistant.

- **Get fast time to value** with prebuilt industry- and domain-specific velocity packs.

- **Maximize the impact of your investment** with prescriptive implementation guidance and proven frameworks for aligning data unification efforts to business value.

### Benefits

- **Streamlined data governance:** Easily discover, explore, govern, and consume your trusted data assets using our prebuilt integration for Reltio and Collibra.

- **Centralized business terms:** Maintain metadata properties centrally in the business glossary in Collibra—all integrating applications including Reltio then use these definitions.

- **Maximized business impact:** Mobilize your real-time, trusted data across operational and analytical systems for data consumers across the enterprise to get more value from your data.

- **Cost and time savings:** Avoid costly custom integration projects and increase your productivity with a unified platform for data governance.

- **Comprehensive visibility:** Gain full transparency into the origin and usage of trusted data across your enterprise.

- **Improved analytics:** Fuel your analytics pipeline, AI applications, and other downstream systems with consistent, high-quality data for informed, data-driven business decisions.

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Collibra Data Intelligence Platform lets you manage your data better with simple searchability, easy organization, and at-a-glance visibility. Designed for use by both business and technical users, its data catalog enables you to search across your data estate using basic terms and natural language. Collibra's data catalog allows you to explore and understand your data categorized by business domains. Its business glossary is a centralized repository of standardized business terms, linking them to data assets to promote consistent usage and data governance.
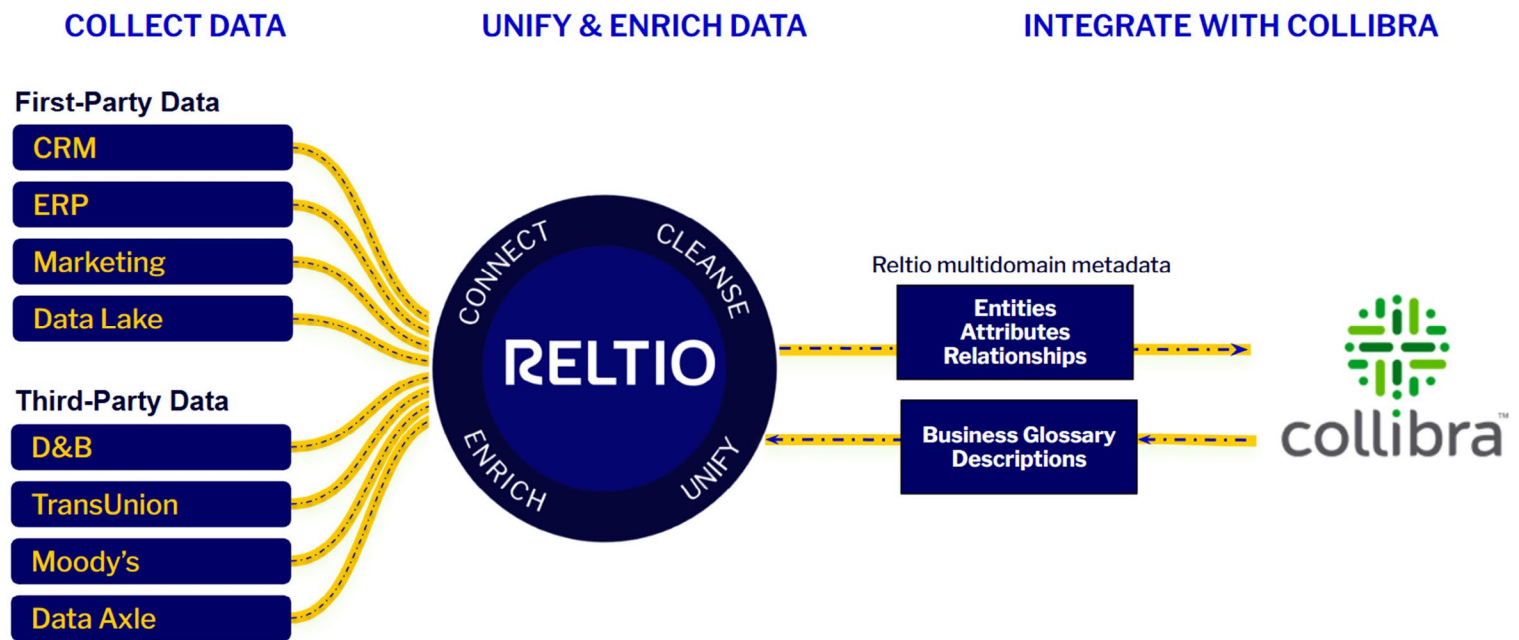
Our prebuilt Reltio Integration for Collibra seamlessly connects the best of both Collibra and Reltio for a unified solution to strengthen enterprise data governance without the need for custom development. You get trusted data and a powerful solution to govern, manage, and consume it. Both products can run on Amazon Web Services, Google Cloud Platform, and Microsoft Azure—and they can connect to multicloud and on-premise data sources for a true hybrid enterprise data management solution.

## See value fast with out-of-the-box integration

You can get started quickly. Reltio Integration for Collibra enables you to easily connect our Reltio Data Cloud and Collibra Data Intelligence Platform bidirectionally with no custom development required. Whether you are already using or just implementing Reltio, you will have unified, clean, and comprehensive data.

With the integration live, Reltio metadata and data model changes—including entities, relationships, and nested attributes—are shared with Collibra Data Intelligence Platform automatically. Similarly, any updated descriptions from Collibra's business glossary are pulled into Reltio automatically. This bidirectional sync enables enhanced data integrity and consistency across the organization by enabling a unified source of truth for business terms across data unification and governance systems.

### Reltio Integration for Collibra

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## Features

- **Accelerated data catalog integration:**
  Seamlessly connect Reltio with Collibra, eliminating the need for complex, custom data catalog integrations. Sync Reltio metadata on entities, relationships, and nested attributes in real time out of the box. Sync Collibra's business glossary with Reltio. Run scheduled and on demand updates.

- **Improved data lineage:**
  Map lineage of data assets in Collibra for trust and transparency.

- **Simple self-service:**
  Easily configure and update your integration through our Reltio Integration Hub. The integrations can be run on demand whenever the metadata changes in Reltio or in Collibra and can also be scheduled to run as needed.

- **Multitenant support:**
  Integrate multiple tenants within a single Collibra account running on AWS, Google Cloud Platform, or Microsoft Azure.

- **Trusted core data and customer 360:**
  Unify, standardize, and enrich your core data with Reltio Multidomain MDM—and deliver trusted comprehensive views with Reltio Customer 360.

## Reltio + Collibra: Better together

Reltio Integration for Collibra—combining Reltio's data unification and management capabilities with Collibra capabilities—provides an integrated solution to easily discover, manage, consume, and govern trusted data. Bringing these capabilities together in a prebuilt integration saves you significant time and money by eliminating the need to develop custom integrations between these two solutions. And fueling downstream systems with high-quality, well-governed data enables you to maximize the value of your data and AI investments.

## About Collibra

The Collibra Data Intelligence Platform brings flexible governance, continuous quality, and built-in privacy to the world's leading brands. Headquartered in New York City and Brussels, Collibra works with 700+ customers worldwide and partners with the most innovative companies. In short, Collibra unites organizations with data that's easy to find, understand, trust, and access.

## 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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