

# Application and data integration with Reltio

## Connect to Cloud MDM in a snap!

The SnapLogic Intelligent Integration Platform (IIP) enables customers to integrate their on-premises and cloud-based data sources to the Reltio Cloud Master Data Management (MDM) platform as a service, without any coding. The Reltio Cloud MDM solution allows you to bring data together from various systems, help match, merge, and cleanse it,

identify relationships, collaboratively curate, and track ongoing changes for compliance.

With the SnapLogic IIP, customers can leverage the pre-built connectors (called Snaps) to quickly connect multiple data sources, applications, and BI tools to Reltio Cloud.

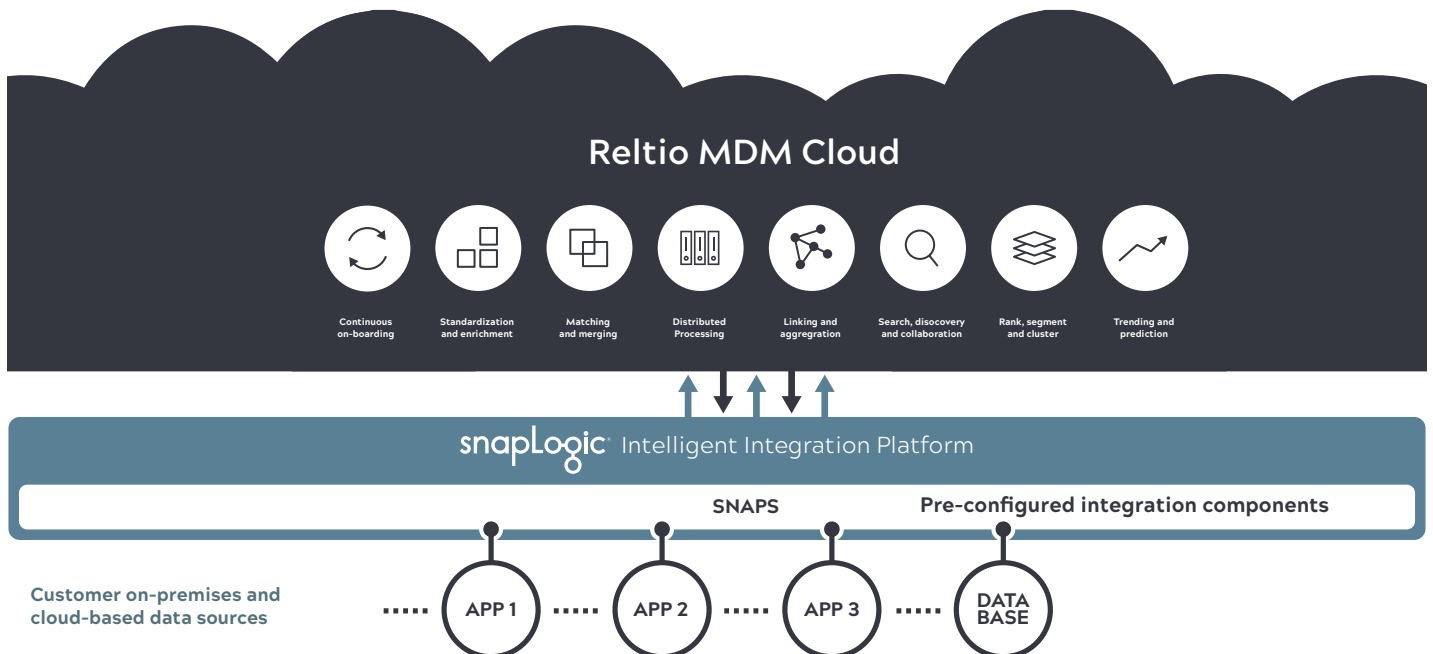
### A pipeline showing how to connect data sources to the Reltio Cloud MDM



### SnapLogic provides:

- **A unified solution** to connect various applications data to Reltio MDM without any coding and to ensure higher consistency and quality of data.
- **Pre-built Reltio Snaps** that make it easier and faster to work with the Reltio Cloud MDM. Snaps include Bulk Export, Create, Delete by Object, Delete by URI, Merge, UnMerge, Read by Crosswalk, Read by Object, and Update. Advanced functionality can be achieved using REST.

## Reltio and SnapLogic architecture

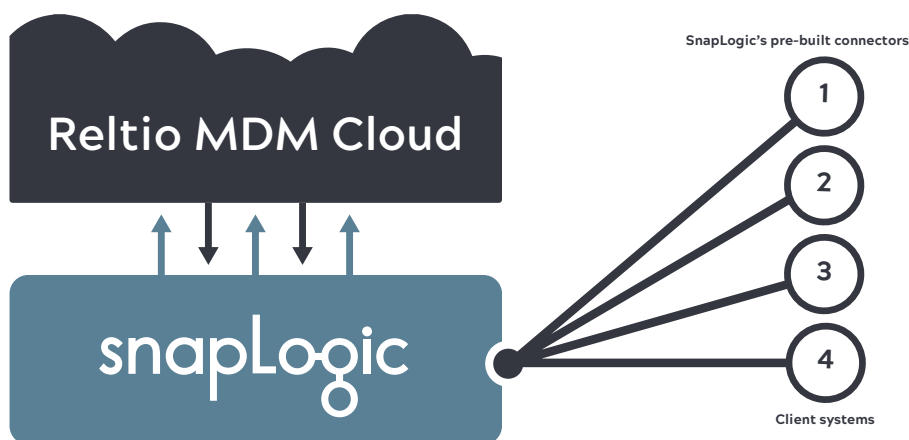


## Example use case:

### Seamless integration of data sources with Reltio

A large advertising firm wanted to roll up their billings data by multiple dimensions including sales regions, firm offices, customers, practice areas, etc. However, inconsistent master data in multiple client systems made it challenging to create these rollups. The firm chose Reltio MDM but needed to integrate their source systems to Reltio quickly. SnapLogic provided the integration mechanism.

### SnapLogic connects right to Reltio



With SnapLogic, customers can achieve a:

- Faster time-to-value with Reltio Cloud:** With SnapLogic's pre-built connectors, you can integrate multiple data sources and apps to Reltio with just a few drags and drops. Quick integration allows you to onboard, transform, and integrate all needed data sources and applications. Realize MDM benefits such as faster product introductions across all selling channels, obtain a 360-degree view of your customer to improve sales and marketing productivity, improve customer experience, or keep your customer data clean.
- Decrease technical debt:** With over 500 Snaps, SnapLogic consolidates multiple integration tools into one unified platform, so you can focus your efforts on getting the most out of your Reltio deployment rather than working through the backlog of integration.

SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at [snaplogic.com](https://snaplogic.com).

## Why SnapLogic

### Unified

SnapLogic delivers a streaming architecture that supports real-time, event-based, batch, and low-latency enterprise application and IoT integration requirements, while also handling data warehouses and big data integration needs like high volume, variety, and velocity.

### Modern

Unlike traditional ETL and ESB technologies, SnapLogic is purpose-built for the cloud. The elastic execution grid, or Snapplex, runs in the cloud or behind the firewall.

### Productive

SnapLogic's browser-based cloud service enables snap-and-assemble orchestrations in a drag-and-drop interface powerful enough for developers yet easy enough for "citizen integrators." Iris AI powers the Integration Assistant, delivering expert guidance to improve the speed and quality of building a data pipeline.

### Connected

The SnapLogic Intelligent Integration Platform (IIP) provides 500+ pre-built application, IoT, and data integration connectors, called Snaps. Connect SaaS apps, analytics tools, big data sources, on-premises systems, technologies like REST and SOAP, and more. Or build your own custom Snaps.