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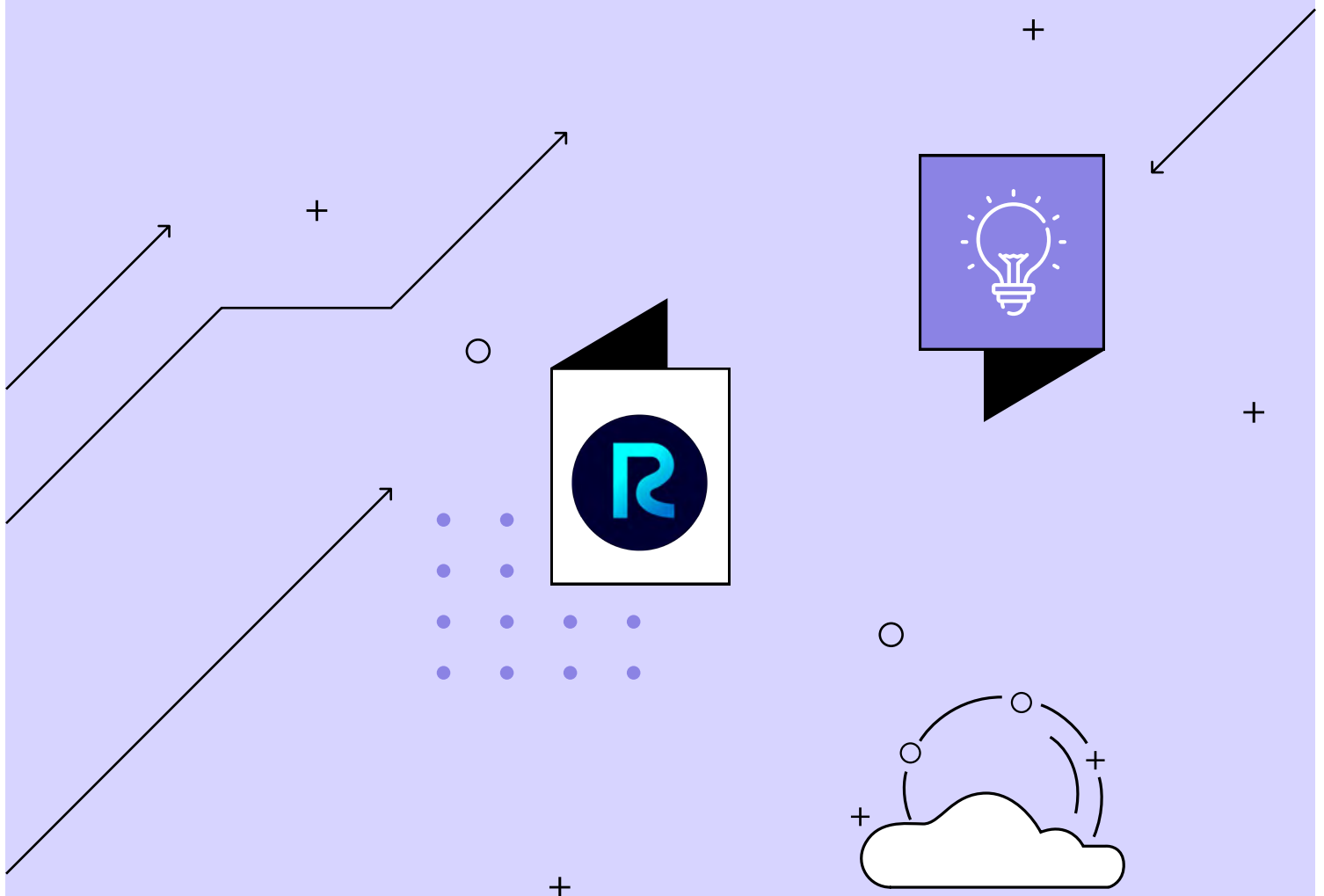
QUICK GUIDE

Data Quality Tips for Reltio Users

Lessons from Leading Retail & CPG Brands

Master Data Management (MDM) is the foundation for **accurate customer insights, supply chain efficiency, and omnichannel consistency**-but maintaining clean, reliable data in Reltio can be a challenge. Drawing from the experiences of top Retail and CPG companies, here are proven strategies to tackle Reltio data quality issues.

✦ Tip 1: Catch Issues Before They Hit Reltio

🔺 The Challenge
Retail and CPG brands manage vast data streams—customer profiles, product SKUs, supplier feeds, and sales transactions—arriving at different frequencies and formats. If duplicates, missing fields, or pricing mismatches aren't caught early, they create discrepancies across marketing, inventory, and fulfillment systems.

💡 The Fix
Implement automated data observability to validate data in motion before it enters Reltio. Smart monitoring tools can flag issues like missing records, mismatched SKUs, or out-of-sync product catalogs—ensuring clean data flows through your MDM.

⭐ Why It Matters
Cleaner data upstream prevents pricing errors, stockouts, and inaccurate customer segmentation—critical for retail and CPG success.

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✦ Tip 2: Track Data Lineage End-to-End

🔺 The Challenge
Merges and updates happen on the fly, but if you can't trace where data originates, how it transforms, or why it changed, inconsistencies can spread across systems. A leading CPG company struggled with mismatched promotions because they couldn't verify if product attributes were correctly updated from supplier feeds.

💡 The Fix
End-to-end data lineage tracking ensures every product, customer, and sales record is mapped from source to MDM. This helps teams validate merges, reconcile discrepancies, and maintain accurate inventory, pricing, and marketing data.

⭐ Why It Matters
Transparent data movement ensures pricing consistency, accurate loyalty programs, and reliable supplier collaboration.

✦ Automate Pre-Load Reconciliation

🔺 The Challenge
Manually checking if Reltio data aligns with POS systems, supplier catalogs, and e-commerce feeds is slow and error-prone. With real-time transactions and batch updates, inconsistencies can slip through and affect sales reporting, demand forecasting, and fulfillment processes.
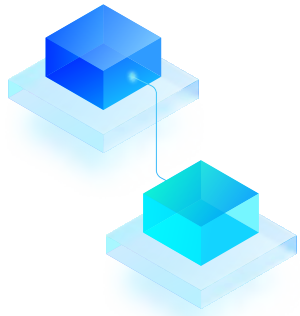
💡 The Fix
Deploy automated reconciliation checks that compare source data with Reltio records before they're committed. AI-driven insights can highlight missing or duplicate product SKUs, inaccurate pricing, or incomplete customer records—triggering alerts for rapid fixes.

⭐ Why It Matters
Eliminates revenue leakage from pricing errors, enhances stock accuracy, and ensures marketing teams have the right customer data for personalized engagement.

✦ Tip 4: Boost Visibility Inside Reltio

🌋 The Challenge
Once data lands in Reltio, spotting inconsistencies is difficult without extracting and manually reviewing records—a time-consuming process that disrupts operations.

💡 The Fix
Use real-time observability tools to monitor data quality directly within Reltio. Smart adapters can analyze merges, flag anomalies, and surface quality issues without requiring full data extraction.

⭐ Why It Matters
Faster insights = quicker resolutions, this enables accurate product availability, seamless omnichannel operations, and improved supply chain performance without delays.

How Leading Retail & CPG Brands Are Winning with Reltio

A global **CPG brand** struggled with **inconsistent product data across regions**, affecting inventory planning and supplier collaboration. By **integrating enterprise-grade observability** with Reltio, they:

- Cut data errors by catching issues early.
- Gained confidence in their MDM with automated checks
- Freed up their team to focus on insights, not cleanup.

Their secret? A flexible, scalable approach to pipeline monitoring and data quality—tailored to life sciences needs.

Ready to Level Up Your Reltio Data?

These tips are just the beginning. Let's discuss how to optimize your MDM for Retail & CPG.
Contact us for a quick chat or book a demo with our experts.

Acceldata | **Powering Data You Can Trust**