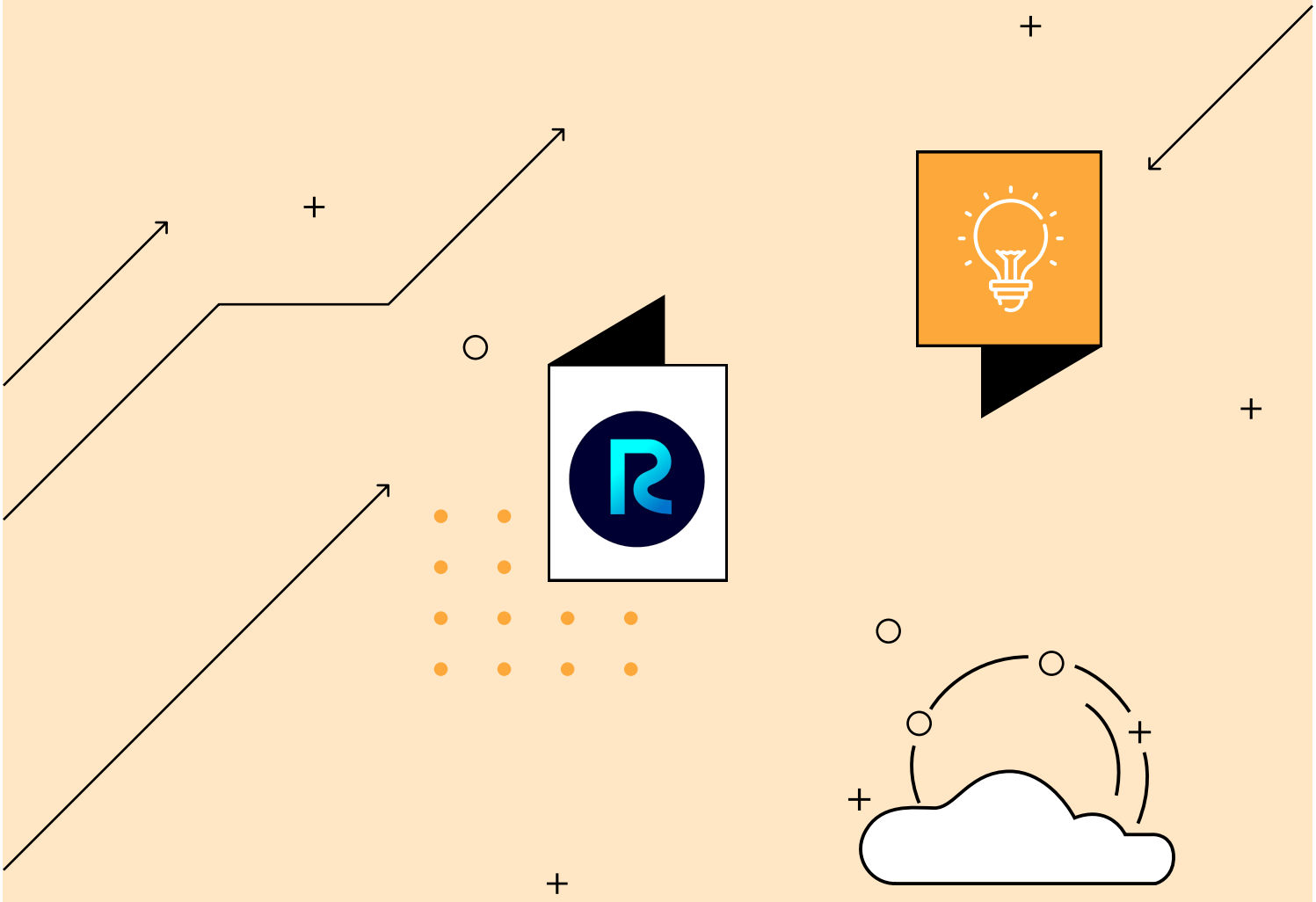
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QUICK GUIDE

Data Quality Tips for Reltio Users





Lessons from a Leading Financial Services Firm

Master Data Management (MDM) is the backbone of reliable analytics, compliance, and operational efficiency in financial services—but keeping data clean and trustworthy in Reltio isn't always straightforward. Drawing from a top financial institution's experience, here are proven strategies to tackle common Reltio data quality challenges.

✦ Tip 1: Catch Issues Before They Hit Reltio

The Challenge

Source data arrives at varying frequencies and volumes, making it tough to spot dropped records or mismatches before loading into Reltio. Once bad data is in, it's hard to back out.

The Fix

Set up comprehensive monitoring to validate data as it flows through your pipelines. Smart tools can flag anomalies—like missing customer records or misclassified transactions—before they reach Reltio, giving you a chance to pause and investigate.

Why It Matters

Cleaner data upstream means fewer headaches downstream, especially for regulatory reporting, fraud detection, and customer analytics.

Tip 2: Track Data Lineage End-to-End

The Challenge

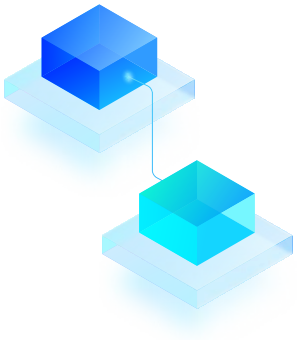
Merges and matches often happen on the fly during data prep, but without visibility, it's unclear if they're accurate or complete by the time data lands in Reltio.

The Fix

Use lineage tracking to map every step of your data's journey—from source to MDM. This helps you audit merges, reconcile discrepancies, and ensure what's loaded matches what you started with.

Why It Matters

Full transparency keeps your MDM trustworthy, ensuring compliance with regulations like Basel III, CCAR, and GDPR.



Tip 3: Automate Pre-Load Reconciliation

The Challenge

Manually checking if Reltio data aligns with source systems is slow and error-prone—especially with real-time transactions and large datasets.

The Fix

Deploy automated reconciliation checks to compare source and MDM datasets. AI-driven insights can highlight gaps (e.g., missing customer identity records, duplicate accounts, or transaction mismatches) and alert your team instantly.

Why It Matters

Proactive fixes save time and protect data integrity for risk management, fraud prevention, and customer personalization.

Tip 4: Boost Visibility Inside Reltio

The Challenge

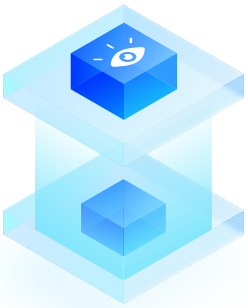
Once data is in Reltio, spotting quality issues without extracting everything is a struggle—and full extractions disrupt workflows.

The Fix

Explore adapters or observability tools that peek into Reltio's data quality directly. Look for solutions that analyze merges and flag issues without pulling the entire dataset.

Why It Matters

Faster insights mean quicker fixes, keeping your MDM accurate and supporting better decision-making in credit risk assessments and financial forecasting.



How They Did It

A leading financial institution faced these exact hurdles with Reltio—reconciling diverse source data, tracking lineage, and ensuring quality before loading. By layering in enterprise-grade observability, they:

- Reduced 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 financial services needs.

Ready to Level Up Your Reltio Data?

These tips are just the start. To see how they fit your MDM setup, let's connect. Contact us for a quick chat or book a demo with our experts.

Acceldata | **Powering Data You Can Trust**