

Dun and Bradstreet Enrichment in Reltio MDM using Reltio Integration Hub



What we offer

Outdated data leads to poor decision-making and developing a data enrichment solution from scratch is complex which requires multiple tools. This offering provides a streamlined, automated approach to maintain accurate, up-to-date data without the complexities of custom solutions. The enrichment process is integrated into the Reltio MDM ecosystem and dedicated Reltio Integration Hub recipes are developed to enrich records directly into the MDM.

What our customers are saying

We were able to eliminate our dependency on other teams by ensuring Dun & Bradstreet enrichment into Reltio MDM. Appreciate the team's hard work in coming up with the design and completing the development and testing within a short timeframe.

Aarthi Sainathan

Senior Manager, Parexel

Why Reltio?

Highly flexible architecture evolves with your business

Extend your solution to any data source or domain, and scale rapidly as your business requirements change.

Fast time to value accelerates your success

Go live in 90 days with prebuilt velocity packs incorporating market expertise and prescriptive delivery methodology.

ML-powered match and merge

Tap into the power of ML for 10X productivity improvements and use our industry-specific, ML-powered entity resolution.

Enhanced productivity with Reltio Intelligent Assistant (RIA)

Chat-based data exploration, segmentation, and documentation search. Powered by Generative AI.

LLM-driven match and merge

Pretrained, secure ML models for automatic matching and merging. Powered by patent-pending Flexible Entity Resolution Networks that incorporate zero-shot learning.

Mobilized, interoperable data delivered in milliseconds

Our AI-powered data unification and management platform delivers cleansed data in real time to where it's needed — analytical or operational systems alike.

Unmatched track record

140+ deployments across industries with proven ROI. Recognized as a leader in the Forrester Wave 2023 Master Data Management. Our customers improve efficiency and drive growth with trusted, interoperable data.

Key use cases



Reduced Total Setup Cost

Reduce setup cost by up to 70%, with no additional architecture or tool setup and no additional cost incurred apart from D&B licensing.



Increased Transparency and Adherence to Standards

A detailed audit trail of all enrichment operations, maintaining transparency and adherence to data governance policies. Provides ease of maintenance being independent of any single source.



Flexibility in Data Enrichment

Support for latest Dun & Bradstreet Data Blocks enables customers to have the flexibility to choose only the required enrichment information.



Adaptability in Mode of Enrichment

Option to choose between manual stewardship for enrichment and automated addition of Dun and Bradstreet enrichment information in crosswalk.

About Reltio

Reltio delivers AI-powered data management and unification capabilities that create trusted, interoperable data that is unified, cleansed, and enriched across an ever-expanding number of enterprise silos and sources. Reltio gives enterprises of all sizes unmatched business responsiveness through trusted data where and when needed.

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization to businesses across industries. With over 23,900 employees located in 19 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including AI-enabled software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15 as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 327% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in the 2024 Brand Finance India 100 Report.

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com

India

Persistent Systems Limited
Bhageerath, 402
Senapati Bapat Road
Pune 411016
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008



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