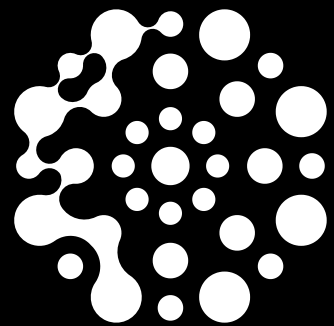# How Reltio Rebuilt Data Models for Clinical, Commercial, and Product Operations to Accelerate Data AI Readiness?

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The Data-Driven Transformation Imperative

Life sciences organizations face unprecedented challenges in today's rapidly evolving landscape. With increasing regulatory pressures, complex commercial requirements, and the urgent need for patient-centric care delivery, pharmaceutical and biotech companies must transform their data infrastructure to remain competitive. The COVID-19 pandemic further emphasized the critical importance of having **timely, accurate, and unified data** to support digital capabilities and AI initiatives.

Traditional approaches to data management, characterized by siloed systems and fragmented information, create significant barriers to innovation and operational efficiency. Organizations often struggle with duplicate records across departments, inconsistent data quality, and the inability to derive meaningful insights from their vast data repositories. This challenge is particularly acute in life sciences, where data spans multiple domains including clinical trials, commercial operations, and product development.

Reltio's Revolutionary Approach to Data Model Transformation

Traditional MDM Limitations

Siloed systems with fragmented information across departments creating barriers to innovation and operational efficiency.

Reltio's Transformation Approach

Cloud-native, AI-powered data unification platform with industry-specific velocity packs for life sciences.

Implementation with Apptad

Strategic partnership delivering 90-day implementation timelines with proven expertise and methodologies.

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The AI-Powered Foundation

Reltio Data Cloud represents a **cloud-native, AI-powered data unification platform** that fundamentally transforms how organizations manage their master data. Unlike traditional master data management (MDM) solutions that require extensive manual configuration and rule creation, Reltio leverages advanced artificial intelligence to automate critical data processes.
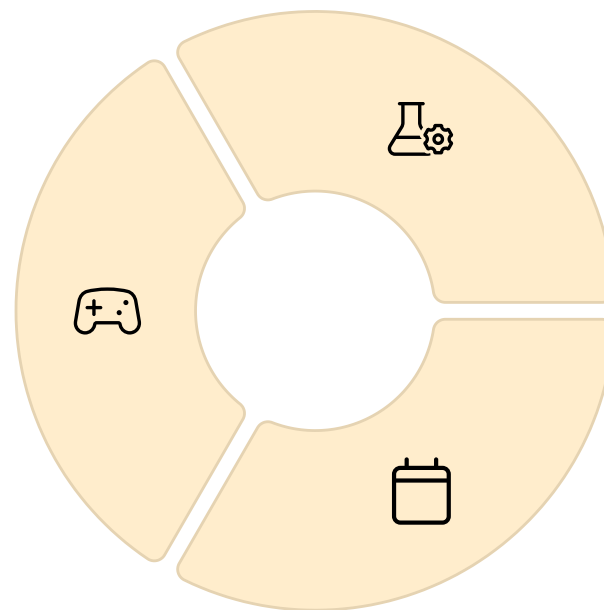
The platform's core innovation lies in its **Flexible Entity Resolution Networks (FERN)**—patent-pending technology that uses pretrained large language models (LLMs) to achieve rule-free, automated matching with exceptional accuracy. This breakthrough eliminates the hundreds of person-hours typically required to define, configure, and iterate matching rules, dramatically accelerating implementation timelines while improving data quality.

Industry-Specific Velocity Packs

Reltio's transformation approach centers on **velocity packs**—prebuilt, industry-specific solutions that include predefined data models, configurations, and integrations tailored for life sciences organizations. These velocity packs represent over 12 years of accumulated expertise supporting nearly 75 life sciences leaders across R&D, manufacturing, sales, marketing, and regulatory functions.

Predefined Data Models

Industry-specific canonical data models with entity types, attributes, relationship types, and reference data optimized for life sciences operations.

Prebuilt Configurations

Best-practice-driven configurations for data cleansing, matching, survivorship, and user interfaces, reducing implementation complexity.

Prescriptive Implementation

Proven methodologies and predefined assets that enable **90-day deployment timelines**, delivering trusted data in approximately three months.

Clinical Operations Data Model Transformation

The clinical operations data model transformation addresses the complex challenges of managing interconnected clinical trial data across pharmaceutical development processes. By unifying fragmented information systems, Reltio enables accelerated site selection, improved enrollment, and real-time decision making for clinical operations.

Unified Clinical Trial Management

Comprehensive data model for interconnected clinical trial entities

Accelerated Site Selection

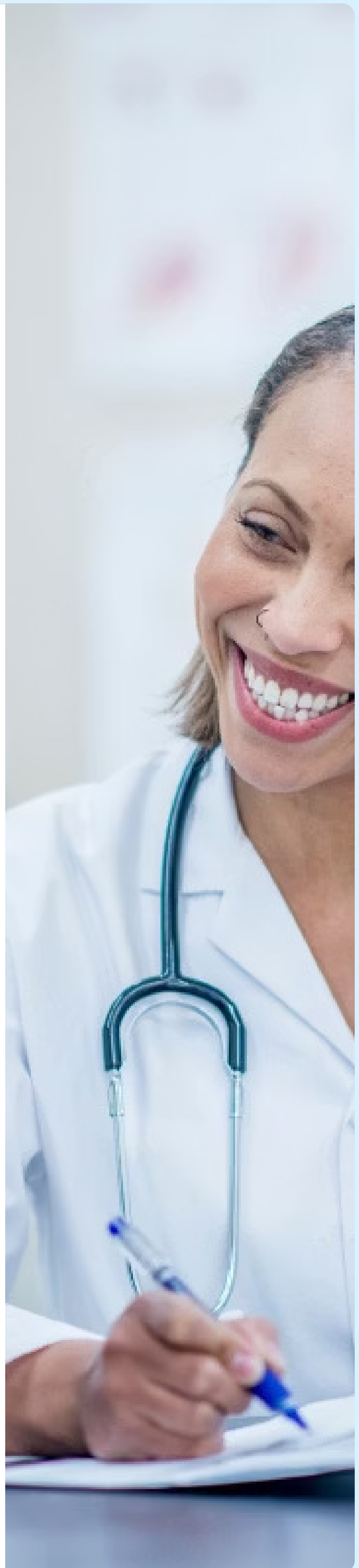AI-powered identification of optimal study sites and investigators

Real-Time Decision Making

Insight-ready data for immediate analytical activation

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Unified Clinical Trial Management

The clinical operations data model addresses one of the most critical challenges in pharmaceutical development: **managing complex, interconnected clinical trial data**. Traditional approaches often result in fragmented information across multiple systems, leading to delays and inefficiencies that can cost organizations up to $8 million per day.

Reltio's clinical data model includes essential entities such as:

- **Drug entities** with comprehensive product lifecycle information

- **Sponsor organizations** managing multiple trial portfolios

- **Provider organizations** and healthcare facilities

- **Investigators** with detailed profiles and research histories

- **Clinical studies** with protocol specifications and enrollment data

- **Study sites** with performance metrics and capabilities

- **Patient profiles** with comprehensive medical histories

- **Healthcare organizations (HCOs)** with facility details

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Accelerated Site Selection and Enrollment

The unified clinical data model enables organizations to **identify optimal study sites and principal investigators** based on comprehensive historical data and performance metrics. By understanding relationships between sponsors, investigators, clinical sites, and therapeutic areas, organizations can improve clinical research loyalty and accelerate both site selection and study enrollment.

The platform's AI capabilities analyze content preferences, disease area influence, prescribed products, and clinical trial participation patterns to recommend the most suitable research partners. This data-driven approach significantly reduces the primary cause of clinical trial failures—inadequate site and investigator selection.

Real-Time Data for Decision Making

The clinical operations model provides **real-time, insight-ready data** that activates analytical systems for better decision-making in segmentation and program management. Organizations can quickly identify issues, predict study site performance, and make informed adjustments to clinical protocols without waiting for batch data processing.

100%
Real-Time Data Access
Immediate availability of clinical data for decision support

8M
Daily Cost Savings
Potential savings by avoiding clinical trial delays

24/7
Continuous Monitoring
Ongoing analysis of site performance and enrollment metrics

Commercial Operations Data Model Transformation

Comprehensive HCP/HCO Management

360-degree views of healthcare professionals and organizations

Advanced Affiliation Management

Graph technology for complex healthcare relationship mapping

Key Account & Opinion Leader Management

Unified views for strategic account development and KOL engagement

Comprehensive Healthcare Professional Management

The commercial operations data model focuses on creating **360-degree views of healthcare professionals (HCPs) and healthcare organizations (HCOs)**— critical entities that drive pharmaceutical sales and marketing effectiveness. This model integrates data from multiple sources including internal applications, third-party feeds, transactions, interactions, and social media to create complete professional profiles.

Key commercial entities include:

- **Healthcare Professionals (HCPs)** with detailed practice information, prescribing patterns, and engagement history

- **Healthcare Organizations (HCOs)** with facility details, affiliations, and purchasing behaviors

- **Patients** with journey mapping and engagement preferences

- **Integrated Delivery Networks (IDNs)** with network relationships and influence patterns

- **Group Purchasing Organizations (GPOs)** with contracting and formulary information

- **Geographic locations** with market characteristics and opportunities
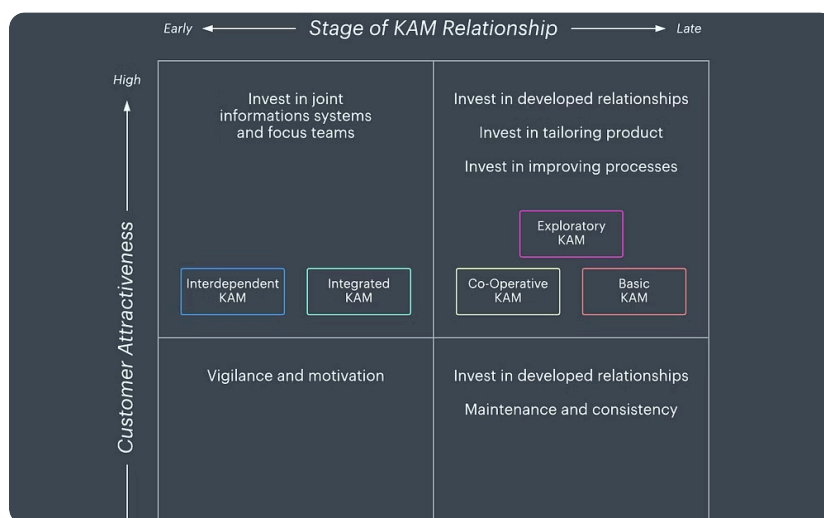
Advanced Affiliation Management

Modern healthcare markets have evolved to become more restrictive, with corporate-owned facilities increasing in size and influence. Reltio's commercial data model addresses this complexity by managing professional and organizational relationships across HCOs and HCPs, visualizing hierarchies within healthcare organizations to support commercial initiatives.

The platform's **graph technology** reveals complex relationships and enables improved targeting through understanding affiliations with IDNs and GPOs. This comprehensive view supports account-based selling strategies and increases sales efficiency by providing real-time relationship intelligence.
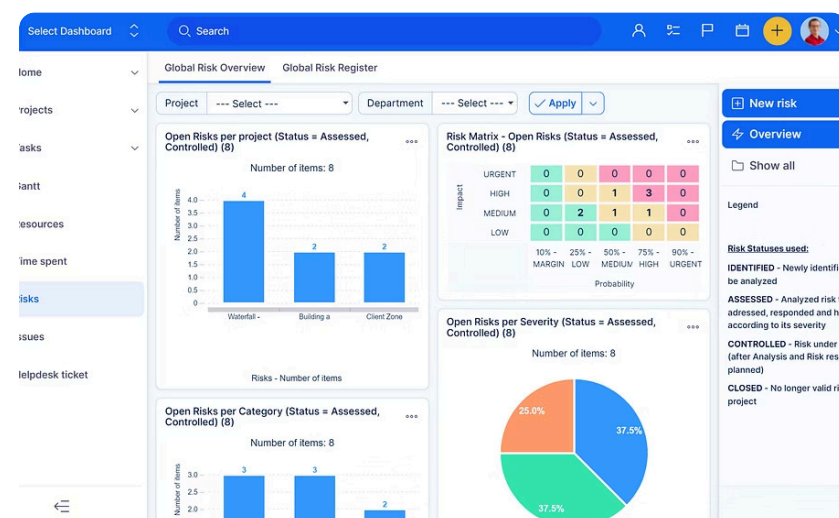
Key Account and Opinion Leader Management

The commercial model enables sophisticated **Key Account Management (KAM)** by converging information from all relevant systems to provide complete views of strategic accounts. Organizations can develop relationships with key executives and influencers using unified account views that encompass plan and payer information, formulary details, and HCP-to-pharmaceutical company employee relationships.

For **Key Opinion Leader (KOL) management**, the model integrates information from multiple sources including PubMed articles, speaking engagements, trial participation, and other curated content to identify and evaluate influential healthcare professionals. This comprehensive approach is particularly valuable during new drug launches where KOL engagement can significantly impact market success.

Key Account Management

Unified view of strategic healthcare accounts with complete relationship intelligence

KOL Management

Comprehensive profiles of influential healthcare professionals with engagement tracking

Product Operations Data Model Transformation

Unified Product Information

Consistent product data across organizational functions

IDMP Compliance

Standardized product data for regulatory requirements

Plan & Payer Integration

Optimized formulary positioning and market access

Unified Product Information Management

The product operations data model addresses the critical need for **consistent, accurate product information** across multiple organizational functions including brand management, marketing, sales, and compliance. Traditional approaches often result in inconsistent product data across systems, creating challenges for product launches, competitive analysis, and regulatory reporting.

Reltio's product model aggregates, standardizes, and unifies data from thousands of third-party sources to create reliable product profiles with groupings across different package forms, strengths, and delivery methods. The platform supports limitless product attributes and enables flexible hierarchies by markets, brands, segments, and geographies.

IDMP Compliance and Regulatory Support

The product operations model includes **multilevel data standardization including IDMP (Identification of Medicinal Products) standards**, simplifying regulatory compliance through comprehensive product-HCP-account mapping. This standardization is crucial for organizations operating in multiple global markets with varying regulatory requirements.

The platform provides **consolidated product data with 360-degree views** throughout the entire product lifecycle, from initial discovery in clinical testing through product approval and commercialization. This comprehensive approach supports regulatory reporting requirements including the Sunshine Act, FDA submissions, and data privacy regulations.

IDMP Compliance

Standardized product identification aligned with global regulatory requirements

FDA Submissions

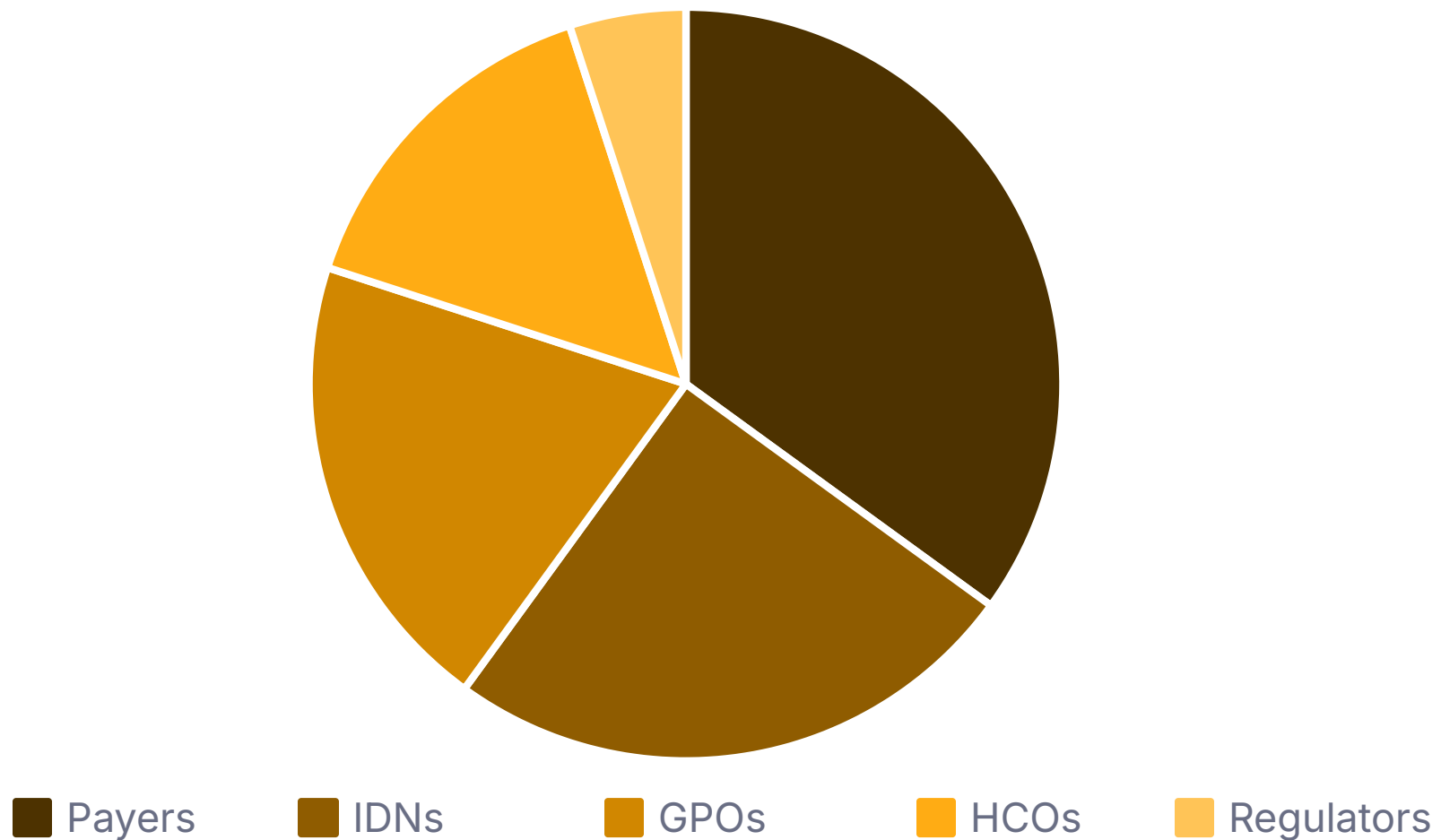Streamlined regulatory reporting with consistent product information

Data Privacy

Compliant data management supporting global privacy regulations

Plan and Payer Integration

The product model integrates complex relationships between IDNs, GPOs, HCOs, payers, and health plans to optimize formulary positioning and market access strategies. Organizations gain complete visibility into managed healthcare ecosystems, enabling better positioning of products on various formularies and improved payer negotiations.

- Payers
- IDNs
- GPOs
- HCOs
- Regulators

AI Readiness Through Advanced Technology Integration

Flexible Entity Resolution Networks (FERN)

Patent-pending technology using pretrained LLMs for rule-free, automated matching with exceptional accuracy

Real-Time Data Delivery at Scale

Lightspeed Data Delivery Network providing unified data in under 50 milliseconds globally

Intelligent Assistant and Natural Language Processing

Conversational interfaces enabling business users to query and analyze complex data without technical expertise

Flexible Entity Resolution Networks (FERN)

Reltio's breakthrough **FERN technology** represents a paradigm shift in entity resolution, using pretrained LLMs with semantic understanding to achieve **rule-free matching with exceptional accuracy**. Unlike traditional deterministic approaches requiring discrete rule creation, FERN enables instant automated semantic understanding of entity data across languages and cultural contexts.

The technology incorporates **zero-shot learning** capabilities, eliminating the need for model training while increasing data team productivity and shortening implementation timelines. FERN naturally understands dozens of languages and can reconcile names spelled in different scripts, providing unparalleled matching capabilities across global operations.

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Real-Time Data Delivery at Scale

The platform's **Lightspeed Data Delivery Network** delivers unified data in **under 50 milliseconds globally**, enabling real-time applications and personalized experiences at the point of engagement. This capability is essential for AI applications that require immediate access to high-quality, contextual data for decision-making.

The real-time delivery infrastructure supports global deployments with optional multi-region configurations, ensuring data availability and resilience for mission-critical applications. Organizations can access critical data instantly, eliminating latency issues that traditionally hindered AI implementation effectiveness.

<50ms

Global Data Delivery

Ultra-fast access to unified data worldwide

99.9...

System Availability

Enterprise-grade reliability for mission-critical applications

24/7

Global Operations

Continuous data availability across all regions

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Intelligent Assistant and Natural Language Processing

Reltio's **Intelligent Assistant (RIA)** leverages generative AI and natural language technology to enable users to interact with complex data using conversational interfaces. This capability democratizes data access across organizations, allowing business users to query and analyze data without requiring technical expertise.

The assistant integrates seamlessly within the Reltio platform, providing 24/7 access to data insights and supporting self-service analytics initiatives. This approach significantly increases user adoption and accelerates time-to-value for data-driven decision-making.

How Apptad Accelerates Reltio Implementation Success

Proven Expertise

25 certified Reltio professionals with 10+ successful implementations

Comprehensive Services

Complete suite of implementation and integration capabilities

90-Day Methodology

Prescriptive approach delivering rapid time-to-value

Proven Reltio Expertise and Partnership

Apptad serves as a strategic implementation partner for organizations seeking to maximize their Reltio investment and accelerate time-to-value. With **25 certified Reltio professionals** and over **10 successful Reltio projects delivered**, Apptad brings deep expertise in deploying Reltio's AI-powered MDM platform across life sciences and other industries.

The partnership between Apptad and Reltio combines Reltio's cutting-edge technology with Apptad's proven implementation methodology and industry-specific knowledge. This collaboration enables organizations to achieve **90-day implementation timelines** while ensuring best practices are followed throughout the deployment process.

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Comprehensive Reltio Service Offerings

Apptad's Reltio services provide **agile, scalable MDM solutions** that unify and cleanse data, empowering strategic decisions and growth. The company offers a complete suite of Reltio implementation services including:

Reltio Connected Data Platform Implementation

Cloud-native unification creates a single source of truth, unlocking strategic data insights through expert configuration and deployment.

Multidomain Master Data Management

Centralizes diverse data domains for consistent, accurate data management, supporting growth across clinical, commercial, and product operations.

Reltio Customer 360 Deployment

Delivers real-time views of customer data that enhance engagement and decision-making capabilities across the organization.

Enterprise 360 Solutions

Breaks down data silos to provide unified enterprise insights and strategic advantage through comprehensive data integration.

Data Integration Services

Rapid integration tools link trusted data across systems for seamless operations, leveraging Reltio's 1,000+ prebuilt connectors.

Data Quality Management

Continuous data quality management ensures data excellence and informed decisions through automated monitoring and correction.

Industry-Specific Velocity Pack Implementation

Apptad specializes in implementing **Reltio velocity packs** tailored for life sciences organizations, delivering measurable results within 90 days. The velocity pack implementation approach includes:

Life Sciences Velocity Pack Deployment

Industry-specific data models, configurations, and integrations optimized for pharmaceutical and biotech operations, including clinical trial management, HCP/HCO data, and product lifecycle management.

Accelerated Time-to-Value

Proven methodology that achieves **40% reduction in manual data correction efforts**, **50% increase in data handling capacity**, and **30% faster data synchronization** between Reltio, CRM, and ERP systems.

Prescriptive Implementation Methodology

Clear milestones and deliverables that ensure 90-day go-live timelines while maintaining data quality and governance standards.

Managed Services for Ongoing Success

Apptad's **Reltio Managed Services** ensure continuous optimization and maximum ROI from Reltio investments. The managed services offering includes:

Production Support

24/7 monitoring and support to ensure optimal Reltio platform performance and availability.

Performance Optimization

Continuous tuning and enhancement of Reltio configurations to maintain peak performance as data volumes and user requirements grow.

Data Quality Monitoring

Ongoing data quality assessments and remediation to maintain high standards of data accuracy and completeness.

Platform Evolution

Regular updates and enhancements to leverage new Reltio capabilities and maintain alignment with evolving business requirements.

Advanced AI and MCP Integration Expertise

Apptad provides **expert implementation and integration services** for Reltio's newest AI capabilities, including the **Reltio MCP (Model Context Protocol) Server**. This cutting-edge capability enables organizations to deploy agentic AI workflows that leverage trusted Reltio data for automated decision-making and process optimization.

Apptad's MCP implementation services include:

- **MCP Server Deployment**: Expert configuration and deployment of Reltio's production-grade MCP server for secure AI agent integration.

- **Custom AI Agent Development**: Building tailored AI agents for specific business processes including data governance, entity resolution, and automated reporting.

- **AI Platform Integration**: Seamless integration with major AI platforms including Claude, OpenAI, Microsoft Azure AI Foundry, Google Cloud Vertex AI, and LangChain.

- **Agentic Workflow Design**: Development of intelligent workflows that leverage AI agents for automated data management tasks and business process optimization.

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The 90-Day Implementation Methodology with Apptad

Prescriptive Delivery Approach

1 **Day 1-15: Discovery & Planning**

Requirements gathering, data assessment, and implementation roadmap development

2 **Day 16-30: Data Model Configuration**

Velocity pack customization and initial data model deployment

3 **Day 31-60: Integration & Data Loading**

Source system connections, initial data load, and quality validation

4 **Day 61-90: Testing & Go-Live**

User acceptance testing, training, and production deployment

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Prescriptive Delivery Approach

Apptad's Reltio implementation methodology delivers value through a **prescriptive, phased approach** that achieves meaningful milestones within 90 days. This methodology leverages both Reltio's proven "Reltio Way" framework and Apptad's extensive implementation experience across multiple industries.

The approach follows a sequential framework of checkpoints ensuring iterative delivery of business value throughout the implementation process. Specific milestones are customized based on each organization's position in their data transformation journey, but the framework ensures continuous value delivery regardless of starting point.

Rapid Integration and Connectivity

Apptad's integration expertise enables **fast development of connections** to third-party data sources using Reltio's API-led connectivity and no-code/low-code integration environment. The team leverages prebuilt connectors supporting integration with over 1,000 applications and data sources, significantly reducing integration complexity and timeline.

API-Led Connectivity

Modern integration approach using RESTful APIs for seamless data exchange

Prebuilt Connectors

1,000+ ready-to-use integrations with common applications and data sources

Low-Code Environment

Visual integration tools reducing development time and technical complexity

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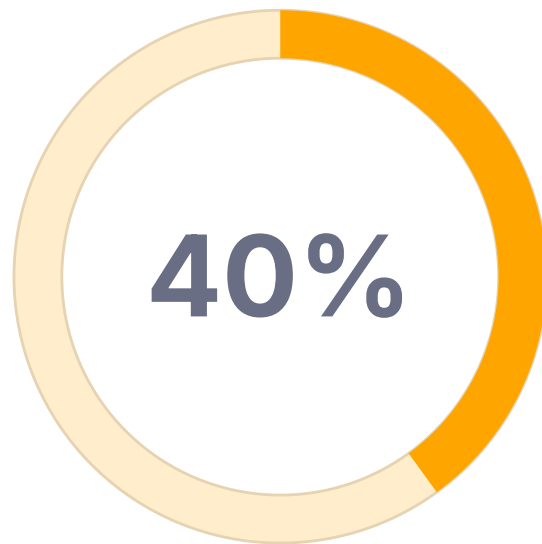# Prebuilt Integrations and Implementation Assets

For life sciences organizations, Apptad provides expertise in implementing **prebuilt integrations** including NPI (National Provider Identifier), DEA (Drug Enforcement Administration), 340B (federal drug pricing program), and MedPro databases. These integrations provide immediate access to critical reference data required for healthcare operations.

Predefined Implementation Assets and Best Practices

Apptad's 90-day methodology leverages **predefined implementation assets** based on extensive life sciences industry experience. These assets include configuration templates, data quality rules, matching algorithms, and user interface designs optimized for pharmaceutical and biotech operations.
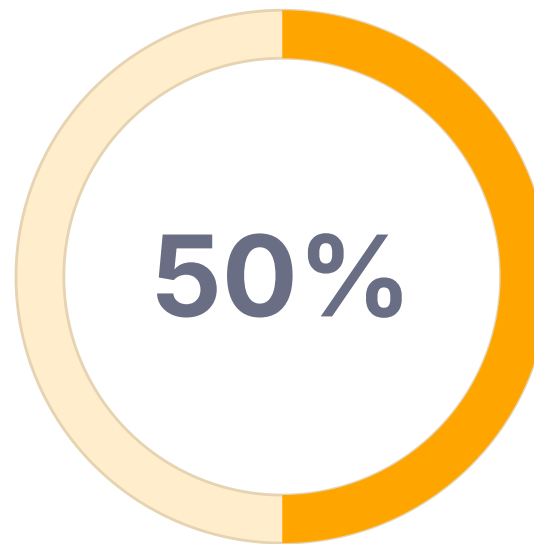
Organizations benefit from battle-tested configurations that have been refined through numerous implementations across the life sciences ecosystem. This approach eliminates much of the trial-and-error typically associated with MDM deployments while ensuring best-practice adoption from day one.
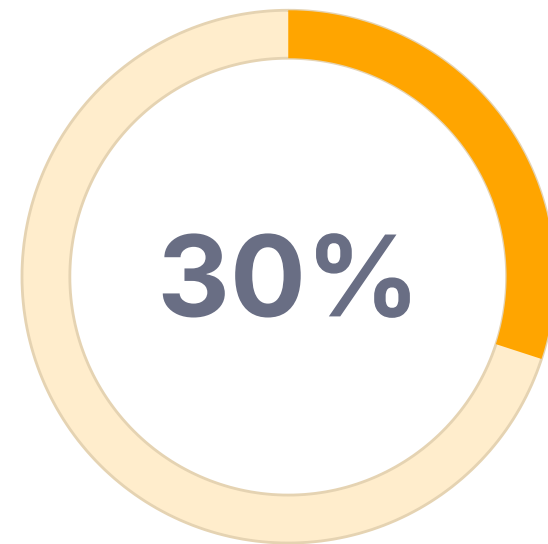
Quantifiable Business Impact and ROI

40%

Reduction in Manual Data Correction

AI-powered automation eliminates time-consuming data cleansing tasks

50%

Increase in Data Handling Capacity

Improved throughput for processing and managing master data

30%

Faster System Synchronization

Accelerated data exchange between Reltio, CRM, and ERP systems

Demonstrated Customer Results with Apptad

Life sciences organizations implementing Reltio's transformed data models through Apptad's services have achieved remarkable business outcomes. Customer results demonstrate the value of combining Reltio's technology with Apptad's implementation expertise.

Organizations report significant operational improvements including enhanced first-call resolution rates, faster sales access to data, and increased opportunities within existing client bases. These improvements result from having unified, accurate data available in real-time across all customer touchpoints.

Data steward productivity improvements result from AI-powered automation that eliminates manual data cleansing and matching tasks. Organizations can reassign data stewards and systems engineers to higher-value activities while maintaining superior data quality through automated processes.

Strategic Business Value Through Partnership

Beyond operational metrics, organizations working with Apptad achieve strategic advantages through improved customer segmentation, personalized engagement strategies, and accelerated innovation cycles. The comprehensive view of customers, products, and markets enables more effective strategic planning and competitive positioning.

Apptad's managed services approach ensures that organizations continue to realize value from their Reltio investment over time, with ongoing optimization and support that maximizes ROI and supports evolving business requirements.

Enhanced Customer Segmentation

Unified data enables more precise targeting and personalization strategies

Accelerated Innovation Cycles

Faster time-to-market for new products and services through improved data access

Competitive Differentiation

Strategic advantage through superior data-driven decision making capabilities

The Path Forward: Enabling Enterprise AI at Scale

1

AI-Ready Data Foundation

Secure, cleansed, and unified data meeting AI requirements

Agentic AI Integration

MCP Server enabling intelligent automation workflows

Future-Proof Architecture

Flexible, scalable platform supporting evolving AI capabilities

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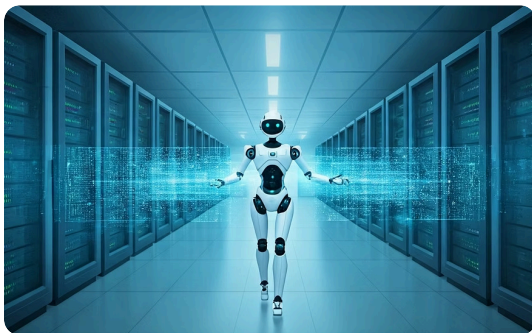# AI-Ready Data Foundation with Expert Implementation

The combination of Reltio's AI-powered platform and Apptad's implementation expertise creates the **AI-ready data foundation** essential for advanced analytics and machine learning initiatives. This partnership ensures data is secure, cleansed, enriched, unified, and trustworthy—meeting the stringent requirements for AI applications across clinical, commercial, and product domains.

The unified data foundation eliminates the data quality issues that typically limit AI implementations to narrow pilot projects. Organizations can scale AI applications across multiple use cases with confidence in data accuracy and completeness, supported by Apptad's ongoing managed services.

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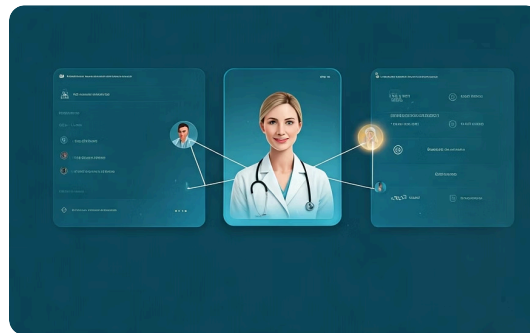
Agentic AI and MCP Integration Leadership

Apptad's expertise in implementing **Reltio MCP (Model Context Protocol) Server** represents a significant advancement in AI integration capabilities. This capability allows organizations to deploy intelligent agents that can automate data governance tasks, perform entity resolution, and support real-time decision-making.

The MCP integration supports major AI platforms, and Apptad's experience enables organizations to build custom agents or leverage prebuilt AI agents for common data governance workflows. This capability positions organizations at the forefront of the agentic AI revolution.
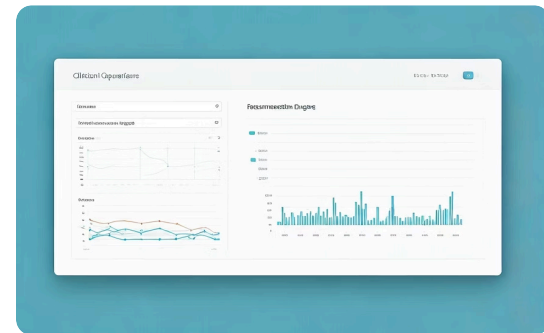

Automated Data Governance

AI agents continuously monitoring and improving data quality

Intelligent Entity Resolution

Advanced matching capabilities using semantic understanding

Real-Time Decision Support

Contextual insights delivered at the point of decision

Future-Proof Architecture and Ongoing Partnership

Reltio's cloud-native, microservices-based architecture, combined with Apptad's ongoing support and optimization services, provides the flexibility and scalability required for evolving AI requirements. The platform supports real-time bidirectional data exchange with operational systems at scale, ensuring AI applications have access to the most current data available.

Apptad's partnership approach ensures organizations can adapt quickly to new AI capabilities and changing business requirements without requiring major infrastructure changes. This future-proof approach protects AI investments while enabling continuous innovation through expert guidance and support.

Cloud-Native Architecture

Microservices-based platform with elastic scalability for growing data volumes

Real-Time Data Exchange

Bidirectional integration ensuring AI applications have current information

Investment Protection

Future-proof approach that adapts to evolving AI capabilities and requirements

Conclusion: Transforming Life Sciences Through Data Excellence

The transformation of data models for clinical, commercial, and product operations represents a fundamental shift in how life sciences organizations approach data management and AI readiness. The combination of Reltio's comprehensive technology platform with Apptad's proven implementation expertise enables organizations to achieve unprecedented levels of data unification and business value.

Through strategic partnership with Apptad for Reltio implementation, organizations can accelerate clinical trials, improve commercial effectiveness, streamline product operations, and create the foundation for advanced AI applications. The documented results demonstrate that this transformation delivers measurable business impact within 90 days of implementation while establishing the foundation for long-term success.

As the life sciences industry continues to evolve toward more data-driven and AI-enabled operations, organizations that invest in comprehensive data model transformation through expert implementation partnerships will be best positioned to capitalize on emerging opportunities and maintain competitive advantage in an increasingly complex market landscape.