The New Rules of Data Intelligence in the Age of AI

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How the world is set up

The Industrial Age was built on physical assets and hierarchical control.

That paradigm is shifting

*The **Age of Intelligence** is being built on **data strategies** and digital infrastructure that unlock **autonomous decision-making** by humans and machines at unprecedented scale and speed.*

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Status quo is being redefined

Agent-based decisioning raises the bar on data quality, speed & security

Customer Service

- End-to-end automation
- Escalation & hand-offs
- Outreach automation

Resulting in

- Average handle time
- Escalation rate

Patient Experience

- Continuous patient engagement
- Automate administrative tasks
- Improve care coordination

Resulting in

- Reduce delays and paperwork
- Improve care outcomes

Financial Services

- Real-time fraud prevention
- Automation of portfolio mgmt.
- Personalized financial products

Resulting in

- Loss prevention / reduction
- Reduce delays and paperwork

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Agentic processes are reshaping all industries
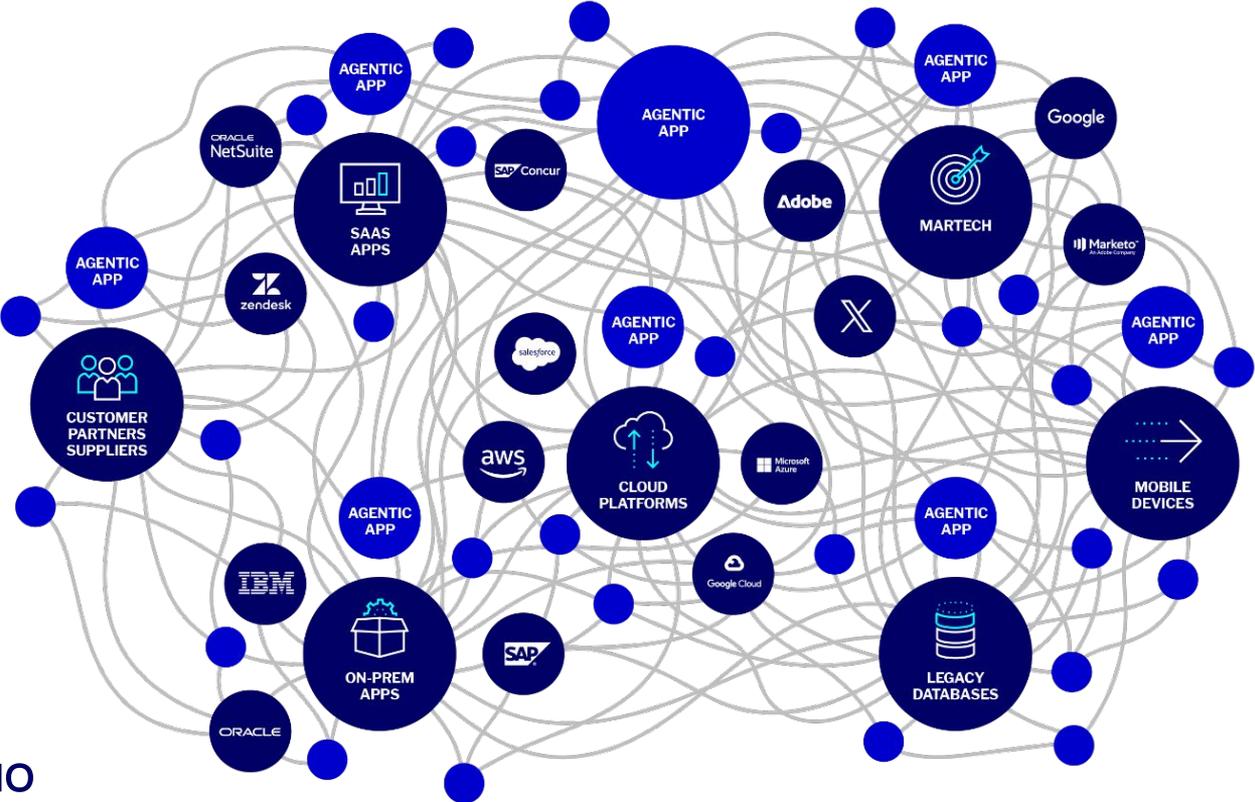## Agent-based decisioning raises the bar on data quality, speed & security

Customer service

Patient experience

Financial products

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Siloed data: Kryptonite of AI strategies

Poor data quality erodes trust

Data debt increases with aging technology and agentic apps

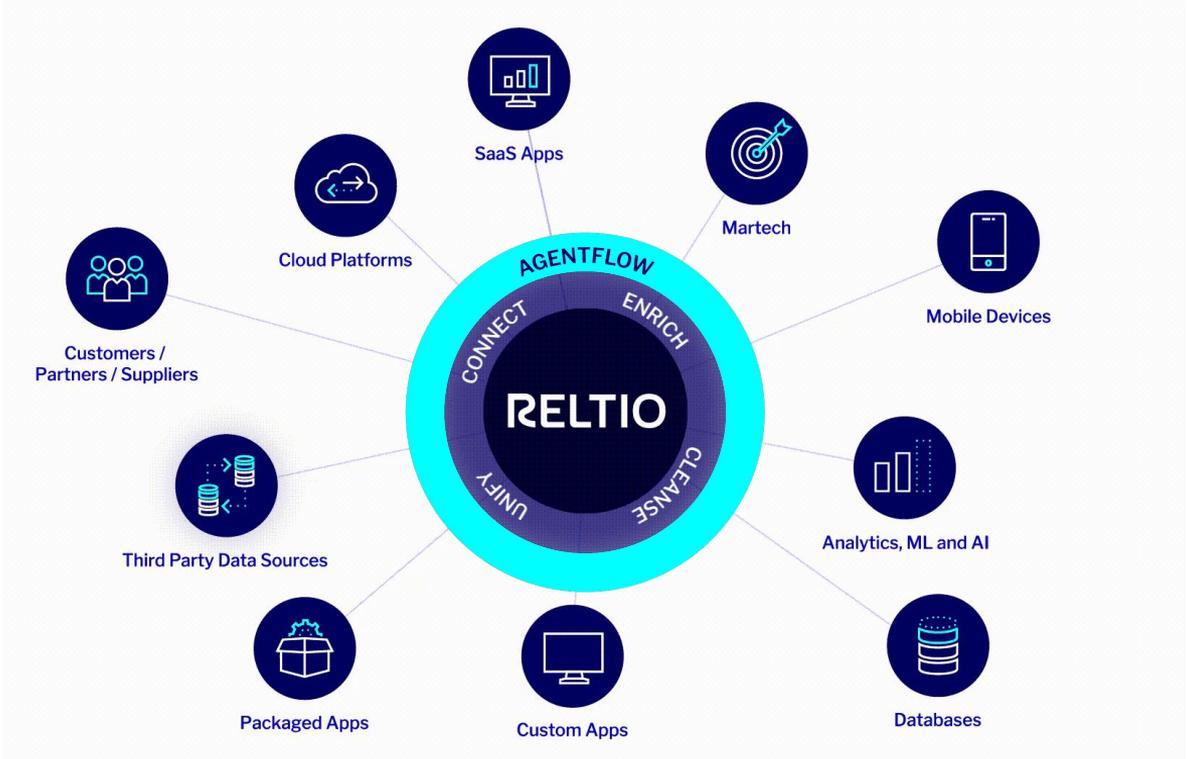Complex landscape increases operational friction

Rule #1

Build data trust as the foundation for autonomous systems

1

Trusted, high-quality data enables AI systems to act autonomously while maintaining customer and stakeholder confidence.

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Unify and mobilize your core enterprise data
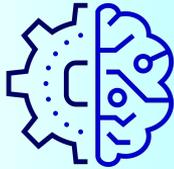

Trusted, unified, context-rich profiles

Data governance AI agents

Real-time & ready for operations

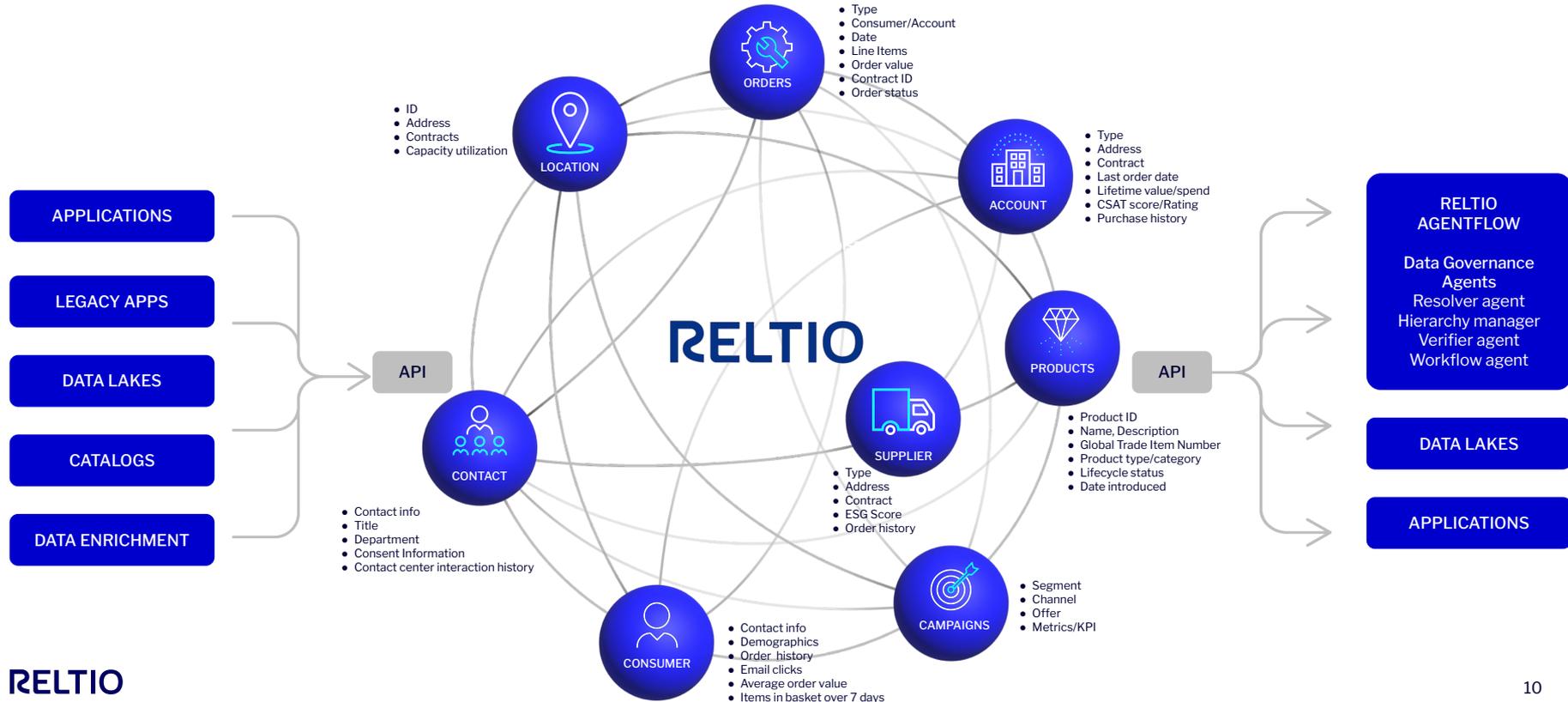Secure, scalable, and flexible

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Rule #2

Architect data like a neural network

Design your data as interconnected networks, not isolated silos, so every data point informs decisions and ops instantly across your enterprise
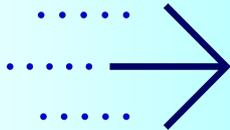
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Intelligent Data Graph: Network of context

ORDERS
- Type
- Consumer/Account
- Date
- Line Items
- Order value
- Contract ID
- Order status

LOCATION
- ID
- Address
- Contracts
- Capacity utilization

ACCOUNT
- Type
- Address
- Contract
- Last order date
- Lifetime value/spend
- CSAT score/Rating
- Purchase history

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PRODUCTS
- Product ID
- Name, Description
- Global Trade Item Number
- Product type/category
- Lifecycle status
- Date introduced

SUPPLIER
- Type
- Address
- Contract
- ESG Score
- Order history

CONTACT
- Contact info
- Title
- Department
- Consent Information
- Contact center interaction history

CONSUMER
- Contact info
- Demographics
- Order history
- Email clicks
- Average order value
- Items in basket over 7 days

CAMPAIGNS
- Segment
- Channel
- Offer
- Metrics/KPI

APPLICATIONS

LEGACY APPS

DATA LAKES

CATALOGS

DATA ENRICHMENT

API

API

RELTIO AGENTFLOW

Data Governance Agents
Resolver agent
Hierarchy manager
Verifier agent
Workflow agent

DATA LAKES
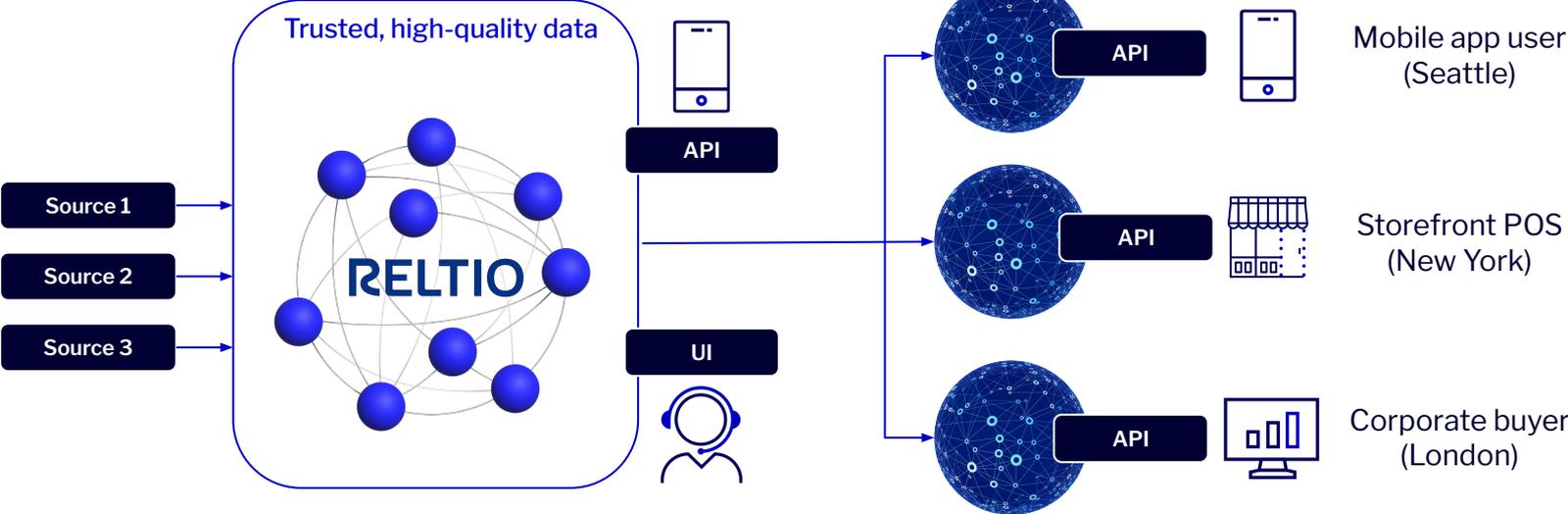
APPLICATIONS

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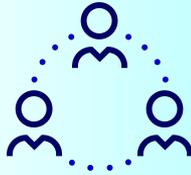10

Rule #3

Compete on data velocity, not data volume

Winning depends on converting data into actionable insight faster than your competitors. Real-time data flows power smarter, faster decisions.

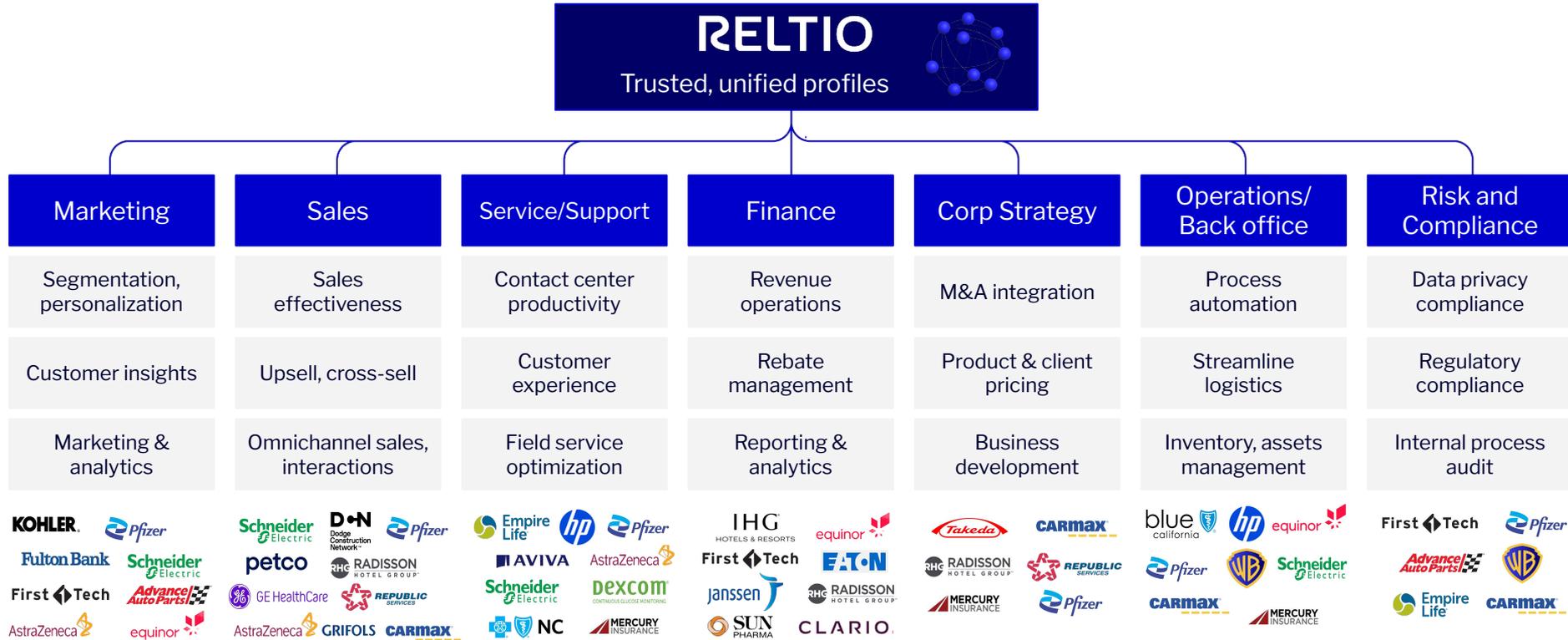**RELTIO**

Real-time data fuel experiences at touchpoint

Rule #4

Create a cohesive enterprise-wide investment logic

Consolidating data into a single enterprise layer is a critical first step.

4

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Interoperable data compounds enterprise value

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Trusted, unified profiles

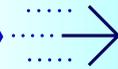| Marketing	Sales	Service/Support	Finance	Corp Strategy	Operations/Back office	Risk and Compliance
Segmentation, personalization	Sales effectiveness	Contact center productivity	Revenue operations	M&A integration	Process automation	Data privacy compliance
Customer insights	Upsell, cross-sell	Customer experience	Rebate management	Product & client pricing	Streamline logistics	Regulatory compliance
Marketing & analytics	Omnichannel sales, interactions	Field service optimization	Reporting & analytics	Business development	Inventory, assets management	Internal process audit

The new rules of data intelligence

1 Build data trust as the foundation for autonomous systems

3 Compete on data velocity, not data volume

2 Architect data like a neural network

4 Create a cohesive enterprise-wide investment logic

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