



Master data management for life sciences

Powered by ZAIDYN + Reltio



Connect data to analytics to drive decisions that fuel growth

Biopharma companies face a complex journey, from clinical trials to commercial launches and beyond. It requires precision, speed and compliance at every stage. But disconnected data, stemming from siloed manual operations, presents a significant growth hurdle. Without a unified, real-time view of data and analytics, it becomes difficult to identify market trends, optimize operations and make timely, data-driven decisions.

The combined ZAIDYN® and Reltio Data Cloud™ provides a trusted and connected data foundation that empowers biopharma companies to make confident decisions, launch faster and scale smarter.

As companies expand, the platform's API-driven architecture ensures scalability of data and analytics capabilities, eliminating growth constraints while maintaining performance and reliability.

Business leaders get data and analytics capabilities and a foundation necessary to accelerate growth and decision-making.

Creating real-world impact

ZAIDYN has brought transformative value to 70+ life sciences companies, accelerating their product launches and driving commercial excellence. Reltio Data Cloud™ combined with ZAIDYN has delivered:

Up to 30%

Faster system readiness for data and analytics platforms

~45%

Reduction in stewardship efforts through workflow automation and enhanced data quality controls

Impact where it matters.®

Key features



Prebuilt data connectors



Robust data quality framework



Efficient data match and merge

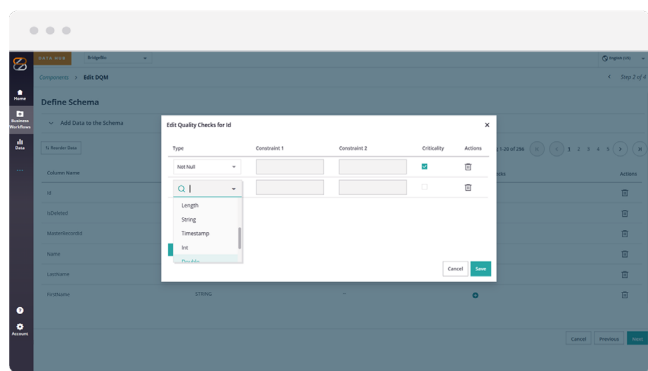


40+ prebuilt data ingestion pipelines

Our technology

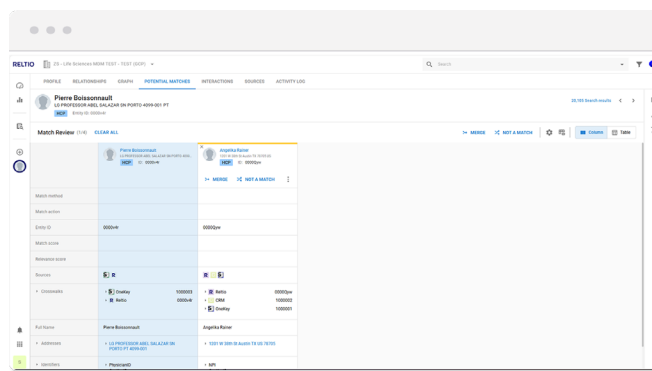
Reltio provides clean, consolidated data, which activates ZAIIDYN to deliver advanced analytics, ensuring that your customer engagement strategies are built on reliable data.

Optimize data for business workflows



- Eliminate redundant data entry, reduce errors and improve data quality
- Leverage automated data validation workflows to accelerate data processing and lower your operational costs

Get a comprehensive 360° customer view



- Empower data stewards with a UI that helps investigate anomalies, detect patterns and handle specialized data inquiries
- Plan a smarter launch with a unified and trusted view of data

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide.

About Reltio

At Reltio, we believe data should fuel your success in the enterprise AI era. Reltio Data Cloud™ is the agentic data fabric for the enterprise—delivering unified, trusted and context-rich data across domains in real time. Organizations gain 360° views of customers, products and suppliers—mobilized in milliseconds to any application, user or AI agent. Trusted by global enterprises in life sciences, financial services, healthcare and tech, Reltio drives innovation, reduces risk and powers AI transformation.

[Learn more about the ZS and Reltio partnership](#)

