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**DATA
INTEGRATION
EDITION**



Aldo Zaroni,
CEO

**Making CRM
More Powerful**

RIVA INTERNATIONAL

\$15



Riva International



*The annual listing of 10 companies that are at the forefront of providing
Data Integration solutions and impacting the APAC industry*

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RIVA INTERNATIONAL

Making CRM More Powerful

Every successful business starts with one tiny seed: an idea that has room to grow over time. Canada-based Riva was born on the premise that there had to be a better way for companies to deliver on their high-value customer relationship promise successfully and data integration is that alternative means. “Customer data is at the center of any digital transformation. We realized way early in our journey that sharing data across different systems was fundamental to helping businesses increase the ROI on their enterprise CRM implementations and gather customer intelligence so they can focus on what matters. Most importantly, there was a growing need for secure, configurable, and scalable data integration between CRM, calendars, email, and other platforms,” says Aldo Zaroni, CEO, Riva. To that end, the firm built its data ops platform—powered by the Riva Relationship

Engine—to help organizations create the connections they need to gain actionable customer insights and build a more customer-centric business, securely and at scale.

Today, Riva specializes in providing innovative technology and data operations tools to help sales, marketing, and service professionals in regulated industries deepen customer relationships and meet strategic goals. The firm’s unique data operations is built from the ground up to condition, curate, and synchronize customer data so that it gets placed in the right context—whether that is a long-term relationship, a busy inbox, a calendar application or, a complex multi-platform enterprise environment.

Companies around the world are working through or have completed a full 180-degree shift from a shareholder-centric approach to a customer-centric approach. This customer



Aldo Zaroni,
CEO

capitalism model allows companies to leverage customer data to learn about their customers and turn that knowledge into action faster. While most organizations gather all kinds of customer data to be used as a source of competitive advantage, the data is seldom available where and when they need it. “Most often, customer data gets trapped in applications and platforms that are not designed to support the initiatives of a customer-centric corporation. This is where our expertise in customer data operations comes in,” adds Zanoni. The Riva Relationship Engine empowers corporations to abstract essential customer data from emails, contacts, and meeting invitations and places it into the context of conversations, relationships, and collaborations. Furthermore, the engine facilitates business relationships through an intelligent sync engine that creates interoperability between email, calendars, and CRM; while respecting data compliance and security requirements.



RIVA SPECIALIZES IN PROVIDING INNOVATIVE TECHNOLOGY AND DATA OPERATIONS TO HELP SALES, MARKETING, AND SERVICE PROFESSIONALS IN REGULATED INDUSTRIES DEEPEN CUSTOMER RELATIONSHIPS AND MEET STRATEGIC GOALS

As an enterprise-grade solution, Riva specializes in building secure, scalable data flows that abide by complex business rules required in regulated industries and large corporations. Riva Sync captures, conditions, and curates millions of data points from business applications, which are then contextualized and surfaced in the Riva Insight email side panel to ensure greater meaning and relevance at each one’s fingerprints. Riva Sync then uses applied intelligence to seamlessly and reliably synchronize only relevant contacts, calendars, tasks, emails, opportunities, cases, custom objects, and fields, eliminating the clutter and confusion of duplicate entries. Besides, offering bi-directional appointment



synchronization between business platforms and CRM, Riva Sync eliminates the need for duplicate data entry and the risk of errors or critical omissions.

That being said, Riva supports data encryption solutions that use real-time endpoint encryption strategies and integrates with leading enterprise data-loss prevention applications. Since its inception in 2008, the firm has served thousands of customers, including leaders across industries including finance, healthcare, and government. “We are experts in building and configuring complex data flows that ensure compliance throughout the enterprise. Our solutions are designed with flexibility and extensibility in mind. Irrespective of enterprise growth or complexity requirements, we deliver the right data in the right context to the right people, at exactly the right time,” asserts Zanoni.

Security, privacy, and regulatory compliance are a part of Riva’s DNA. The team is committed to creating innovative products and services that protect its clients’ data and deliver regulatory compliance. Riva is recognized as a leader in server-side sync. Over 850 enterprise organizations, including over 200 banking and financial organizations worldwide, use Riva to deepen customer relationships and meet strategic goals. In fact, the seventh largest bank in the world uses The Riva Relationship Engine to connect its on-premises deployment of Microsoft Exchange and Salesforce Financial Services Cloud to manage millions of customer interactions and accelerate deal pipelines every day. The bank now has the tools in place to deepen client relationships while compliantly sharing sensitive data and collaborating with deal team members.

As a part for its plan for the future, Riva is looking to strengthen and confirm its position as a leader in customer data operations. “We’re working towards this goal along two main avenues: improving our enterprise cloud offering and making CRM data even more meaningful and actionable for our customers. Bringing relationship insights at the fingertips of customer-facing teams, with the context they require and in the workflows and platforms they use every day is what we are aiming at,” concludes Zanoni. **ACQ**

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