



Tamr



AI-Native MDM

Demo Presentation

Today's Speakers



Ravi Hulasi

Head of Strategic Solutions
ravi.hulasi@tamr.com



Eliot Kim

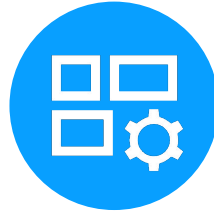
Senior Sales Engineer
eliot.kim@tamr.com

About Tamr

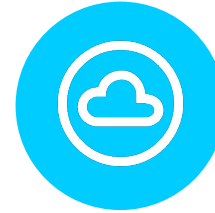
AI-native approach to master data management



AI-Native MDM



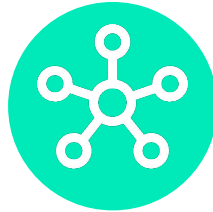
Fit-for-Purpose AI/ML



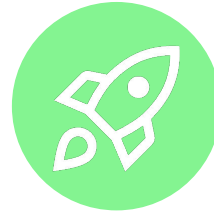
Analytical & Operational



Agentic Curation



Multi-Domain



Engineered for Performance



Academic Heritage

Primary Domains



B2B Customers



Suppliers



Legal Entities



Healthcare
Organizations



Investors



Distributors



Affiliates



Prospects



Products

Tamr Multi-Domain MDM Platform



Locations



B2C Customers



Contacts



Healthcare
Providers



Students



Employees



Donors



Subscribers



Brokers

**Financial
Services**

Insurance

Healthcare

**State/Local
Government**

Manufacturing

Technology

Retail

Education

What Most Do About It

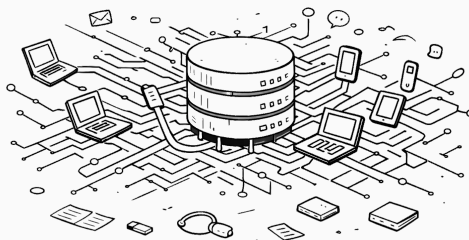
More People



Manual data management
Integrating an array of tools
Building custom solutions
Unhappy employees

Unscalable & Ineffective

More Process



Rule-based, hard to maintain
Limited sources
Policy & governance heavy
HR intensive

Costly & Complex

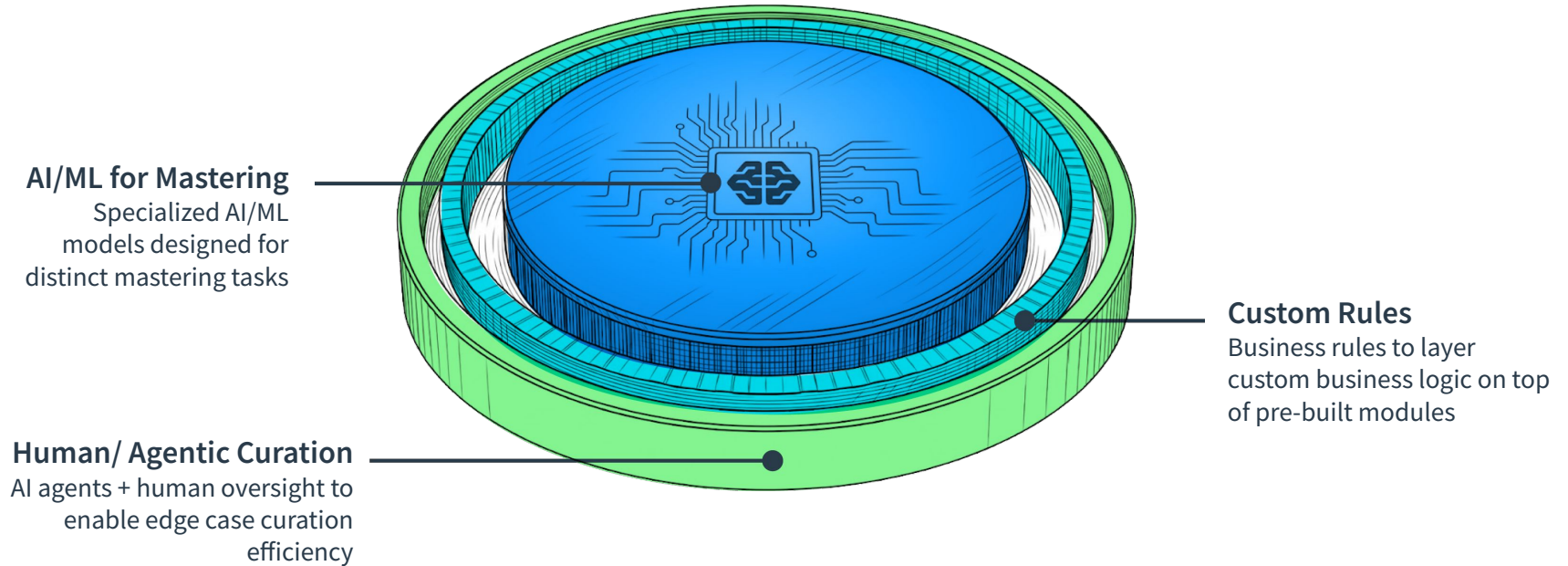
More Productivity



AI-native and scalable
Lower costs
Greater accuracy
Easy to integrate

Fast Time-to-Value

Inside Tamr's AI-Native MDM Platform

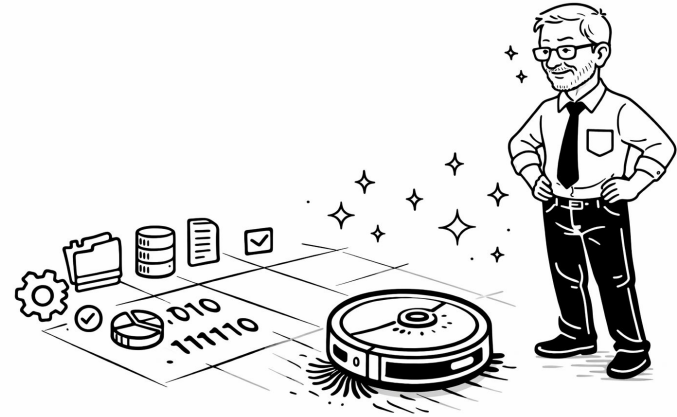


Operational MDM: Fixing How the Business Runs



Periodic cleanup

Fix the data → Improve analysis → Repeat

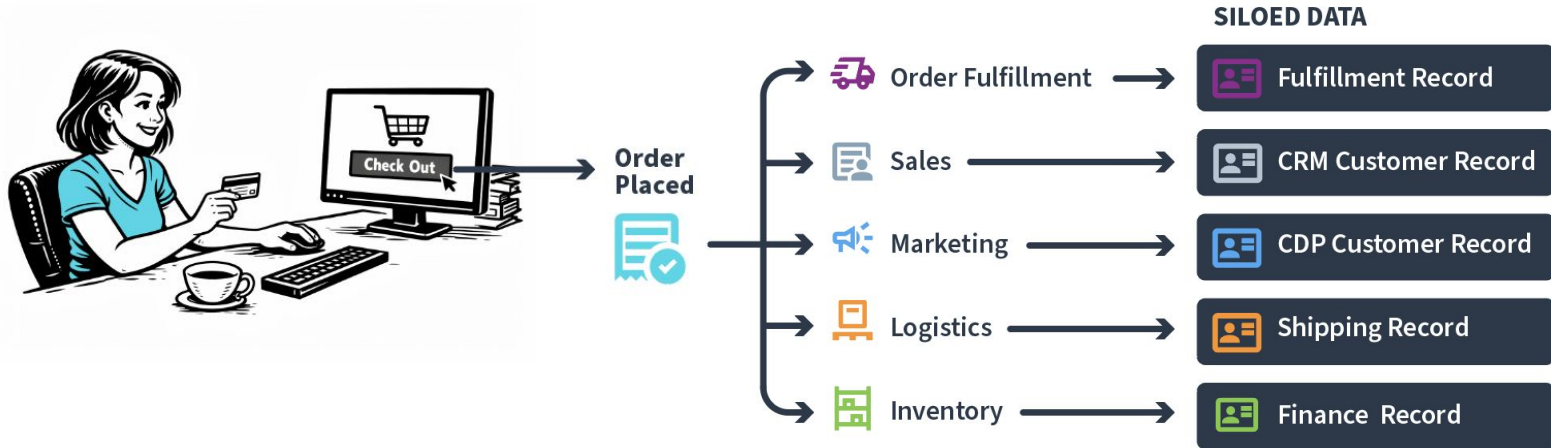


Always-on improvement

Continuous data quality improvement for better execution

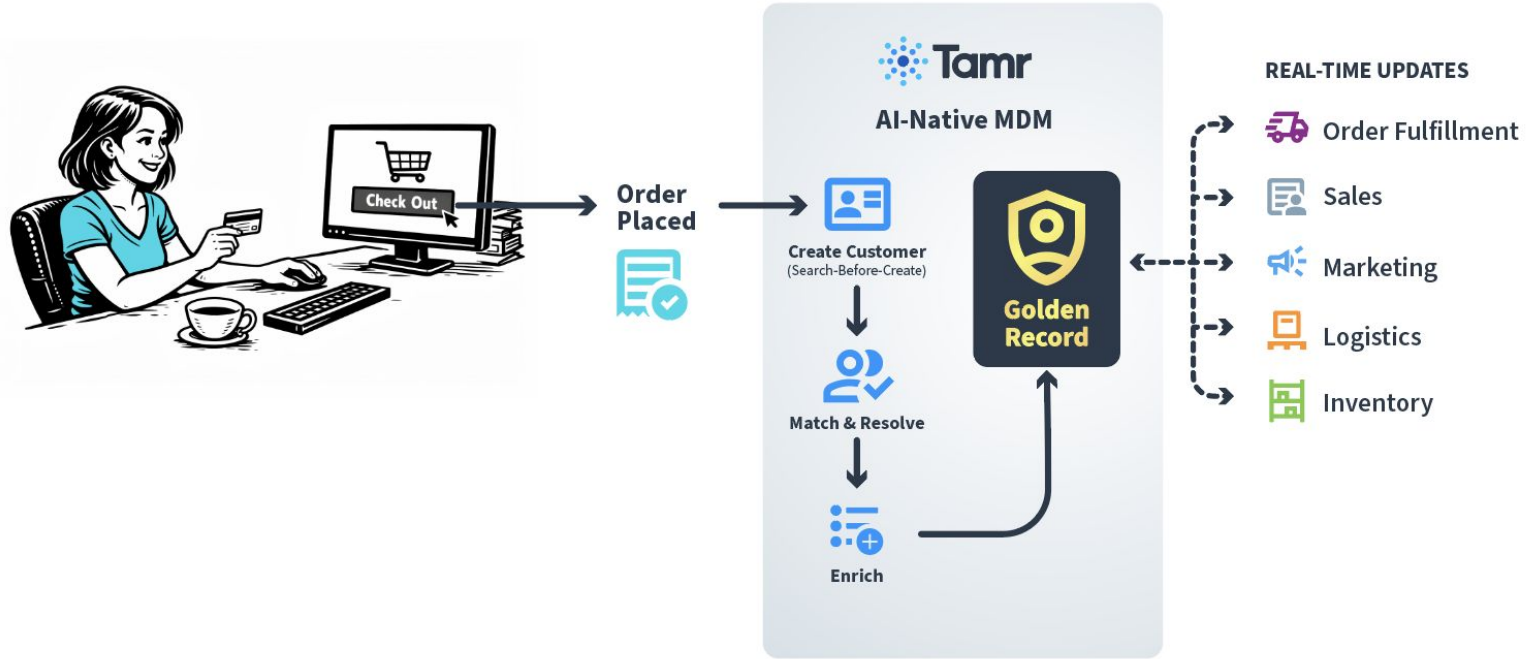
One Customer, Many Versions of the Truth

Departments and systems are disconnected and create siloed data



Better Data → Better Business

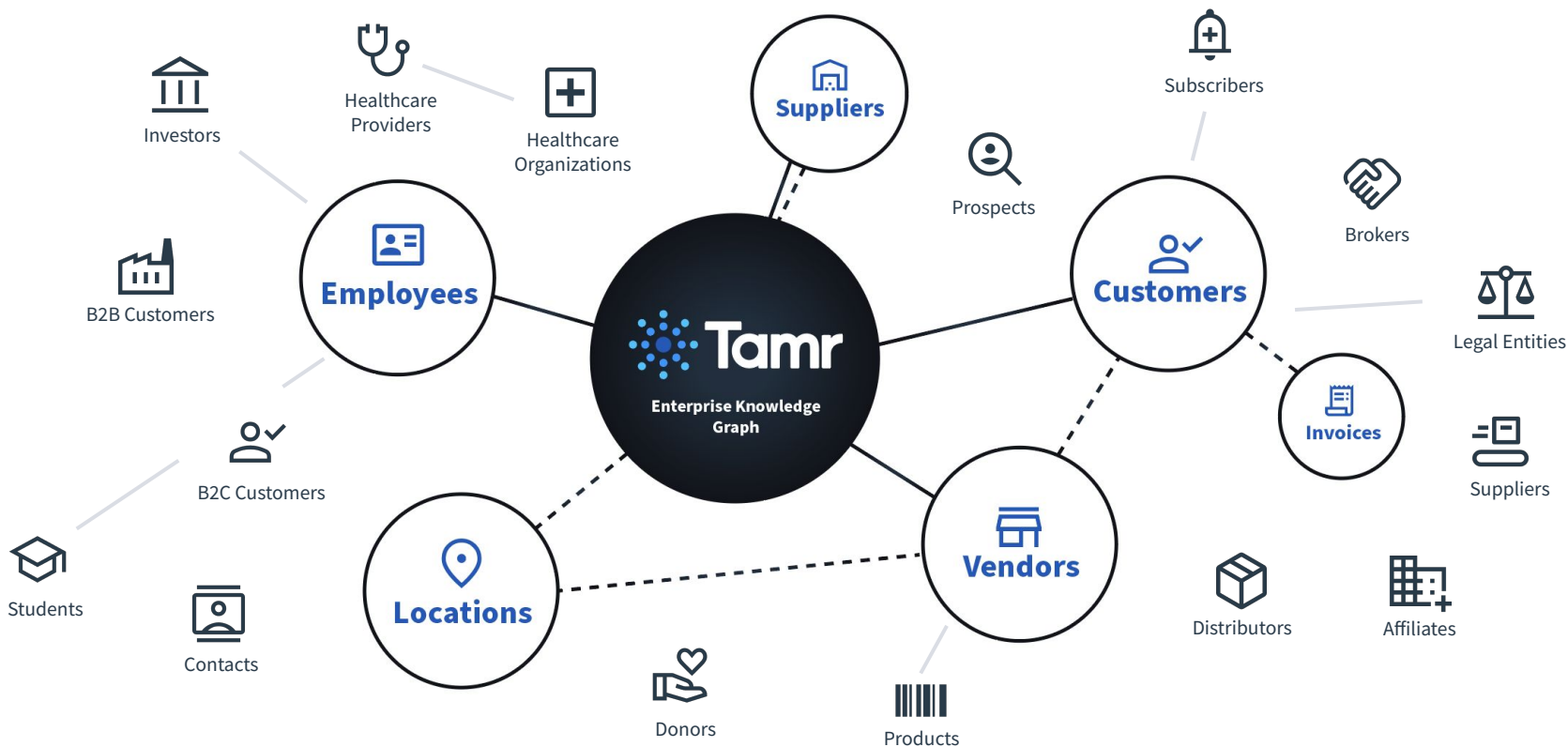
Operational excellence is when every system uses the same trusted data, so downstream processes run smoothly and reliably



Data Integration Shouldn't Slow You Down



A Unified Master Data Foundation



Customer Impact to Business



Mastered 4.5M customer accounts and built a pipeline for continuous enrichment with Dun and Bradstreet data.



Unified view of 7.3M providers enabled better staffing strategies and smoother clinician experience.



Consolidated 250K+ records in < 1 hour, eliminating weeks of manual curation work with automated data consolidation.



Unified 250+ fragmented customer data systems across 50 countries, achieving 40% deduplication.



Decommissioned 3 legacy systems and built a single transactional system for all master entity data.

Drive Operational Efficiency

Reduce Spend


Fuel Revenue Growth

Improve Data Quality

Demo

Tamr's AI-Native MDM

3x 
Faster
Time to Value

3x 
Lower
Total Cost of Ownership

Better 
Data
Driving Operational Excellence

Learn more about Tamr's AI-Native MDM Solution

Schedule your AI-native MDM demo.

Make your data better, so your business can work smarter

3X FASTER
3X CHEAPER
Better Results

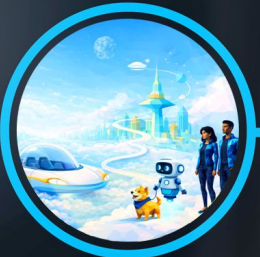
What can you expect?

- Consult with an Expert: Engage with a specialist to discuss your unique data challenges and requirements.
- Expert Feedback: Gain insights and recommendations on analyzing, cleaning, connecting, and enriched data records.
- Tailored Demo: Customize personalized demonstration of Tamr's MDM solution.
- No IT involvement: Receive Tamr knowledge without any IT involvement.



**SCHEDULE A
CUSTOM DEMO**

The MDM Journey
From Trusted Data to Operationalization



Tamr



**DOWNLOAD
EBOOK**

How Agentic Data Curation is Transforming Data Mastering
Perspectives from the Tamr Co-Founders



Tamr



**DOWNLOAD
EBOOK**