



Demo Presentation

Today's Speakers



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About Tamr



MIT-born

- Turing award winning founder
- Data cleansing at scale
- AI & ML in MDM since 2013



Market-proven

- 10s of millions in R&D
- 18 patents
- Variety of use cases



For Everyone

- Pre-trained ML models
- SaaS data products
- Analytical and operational

AI-Native MDM: Fast, Accurate, Cost-Effective

Fundamentally changing MDM with AI-centric approach



**RAPID TIME
TO VALUE**



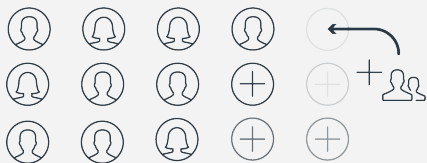
**HIGHER
ACCURACY**



**LOWER
TCO**

What Most Do About It

More People



Manual data management

Integrating and maintaining an array of tools

Building custom solutions

Unhappy employees

Unscalable & Ineffective

More Process



Rule-based and manual in nature

Limited sources

Policy & governance heavy

HR intensive

Costly & complex

More Productivity



AI-native

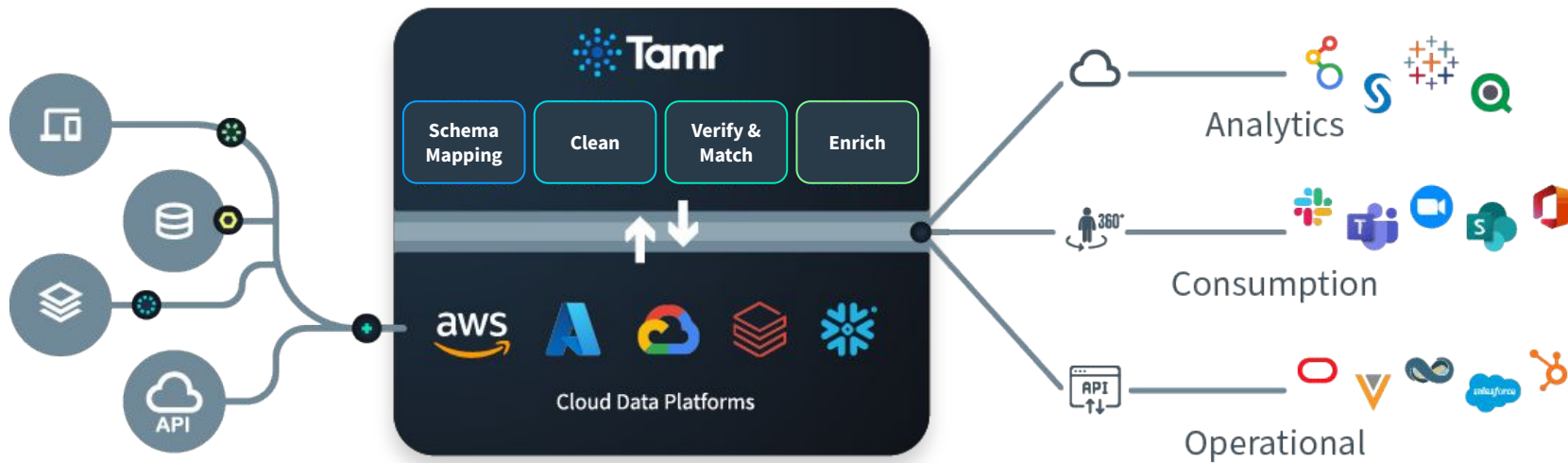
Lower costs

Greater accuracy and massively scalable

No-code configuration

Fast time-to-value

How It Works



Customer Impact to Business



50% improvement in matching leading to **acceleration of cross/upsell outreach**



Operational efficiency



Mastered 375M customer records and drove **\$100M+ in new revenue**



Drive revenue



Mastered **7.3M records** in weeks, ensuring CHG matches top providers to client needs in real-time.



Reduced spend



Improved marketing operations with unified customer views across millions of records across 11 sources



Improved outreach



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



Informed decisions

Primary Domains

Companies



B2B Customers



Suppliers



Legal Entities



Healthcare
Organizations



Investors



Distributors



Affiliates



Prospects

People



B2C Customers



Contacts



Healthcare
Providers



Students



Employees



Donors



Subscribers



Brokers

Demo

Why Tamr?



3X Faster
Time to Value



3X Cheaper
Total Cost of Ownership



Better Results
Unique Matching Approach

Probabilistic matching

Patented, pre-trained ML models allow for speed and scale.

Real-time

Real-time curation, enrichment, and access to the best data with AI-powered Search and Operational APIs.

Fast time to value

Production ready in 2-6 weeks with minimal resources needed to run and maintain the solution.

Intuitive UI

Wiki-style Customer 360 pages and Virtual CDO (GenAI conversational interface) enables self-service.

The MDM Journey

Journey that reaches beyond golden records



ASSESS

Know where you are...and where you want to go.

IMPROVE

Make your data trustworthy by cleaning and enriching it.

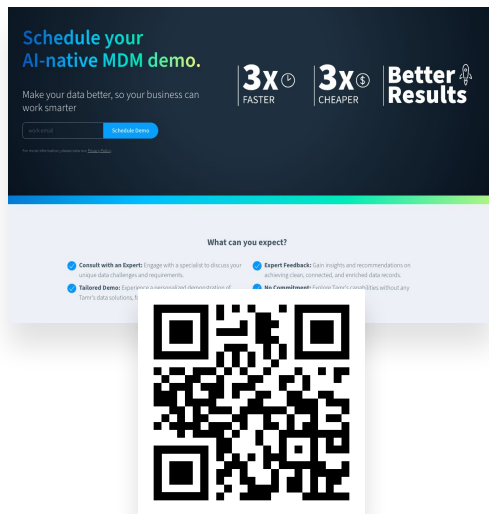
REVIEW

Put your data in front of end users to gather feedback and build trust.

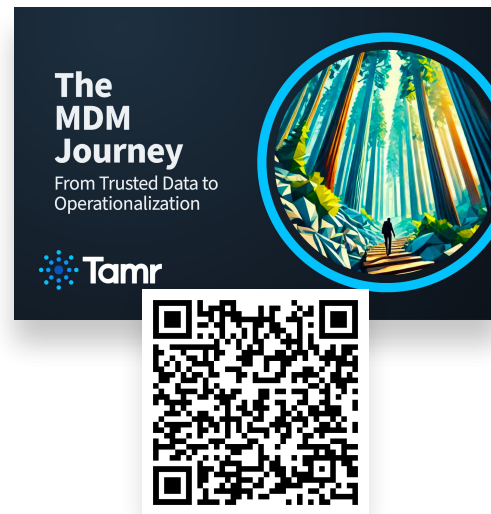
OPERATIONALIZE

Turn your data into a mission-critical asset by connecting it to key business systems.

Discover how Tamr and our AI-native MDM solution can help you navigate the MDM Journey



**SCHEDULE A
CUSTOM DEMO**



DOWNLOAD EBOOK