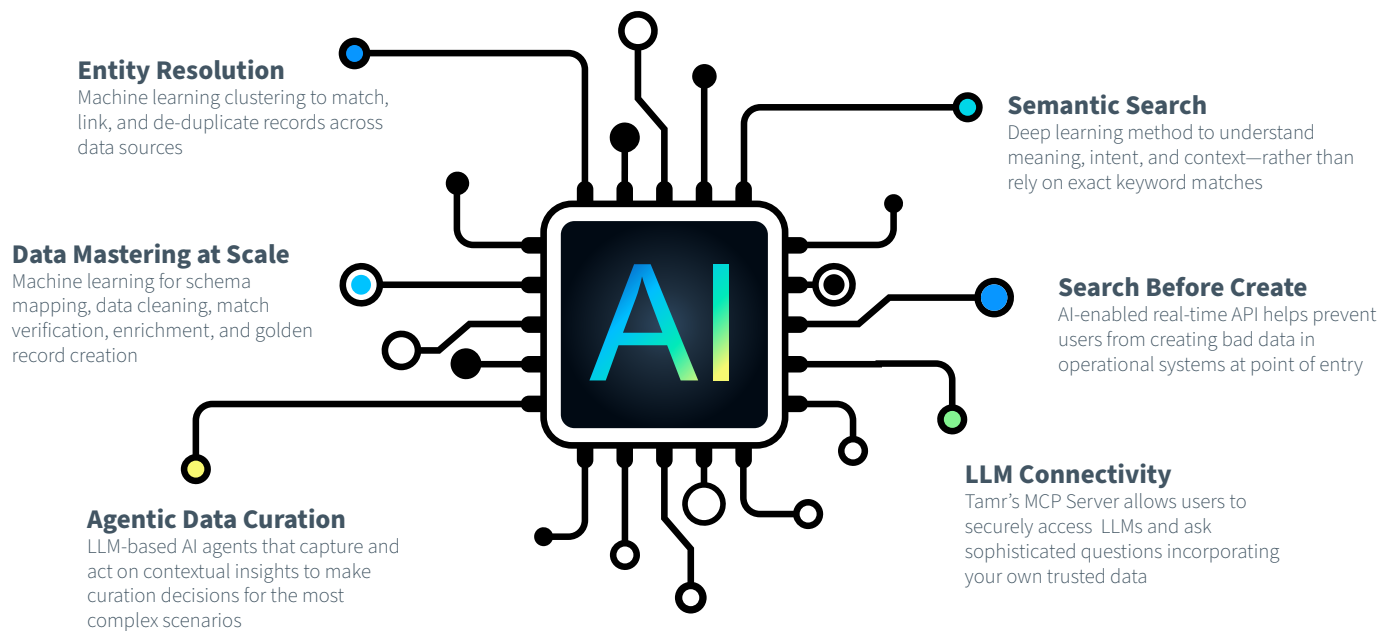




# What Makes Tamr AI-Native

Tamr is fundamentally redefining master data management (MDM) through a unique, AI-native approach that goes far beyond traditional methods. With 19+ patents, Tamr's proven AI provides organizations with unmatched efficiency, scalability, and data quality.



## Customer Testimonials



"Tamr has been instrumental in helping Old Mutual build the foundational elements for our data strategy, a critical requirement for achieving our long-term ambition of becoming an AI-led insurance organization."

**May Govender**  
Former Chief Information Officer



"With Tamr RealTime, we can now get information about a provider, or create information about that provider, and give our various applications a unique ID that they can use confidently to reference that provider while the data goes through the mastering process."

**Taner Maia**  
Sr. Product Manager



"I've been impressed by not only the caliber of the human-guided machine learning that rapidly scaled our analytical operations, but also by the professionalism and expertise of the field engineering teams of Tamr."

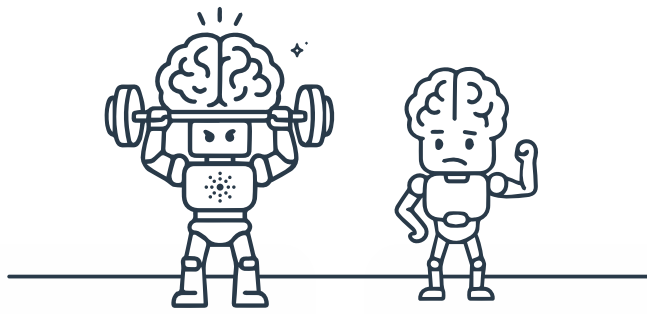
**Jean-Baptiste Anne**  
Former Head of Sourcing Methods and Information Systems



"Toyota is intensely focused on innovation and customer satisfaction. We want to deeply understand our customers and provide them with the best products and services we have to offer in a very innovative way. We saw a more integrated approach to unifying customer data as a core component of this."

**Matt Stevens**  
General Manager Toyota Motors Europe





## AI-Native vs. AI-Enhanced MDM

Why an AI-based approach to MDM outperforms add-on AI enhancements

**AI-native MDM** is purpose-built with an AI-based architecture, where data processing, workflows, and user interfaces all harness the full power of AI. Tamr applies AI/ML to core functions like entity resolution, data quality and enrichment, and real-time operational connectivity. This approach delivers faster, more scalable, and more accurate data mastering to enable **better business outcomes at much lower cost and effort.**

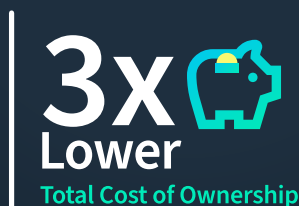
### Benefits

- Faster, more efficient data mastering
- Scalable, self-learning, and adaptive
- Accurate, consistent, and connected master data
- Future-proof foundation for evolving AI capabilities

**AI-enhanced MDM** bolts on AI features to existing systems without integrating AI into the core architecture. Other vendors take this approach – adding generative AI features to their traditional MDM solutions for rule recommendations, chatbots, or predictive analytics. While these features can be helpful, this add-on approach often **introduces unnecessary complexity and fails to tap into the full potential of AI-driven efficiencies and results.**

### Limitations:

- Increased complexity and maintenance
- Narrow feature set with marginal benefits
- Limited scalability and lack of real-time insights
- Disjointed user experience



To learn more, visit our website and request a demo at [tamr.com](https://tamr.com).

