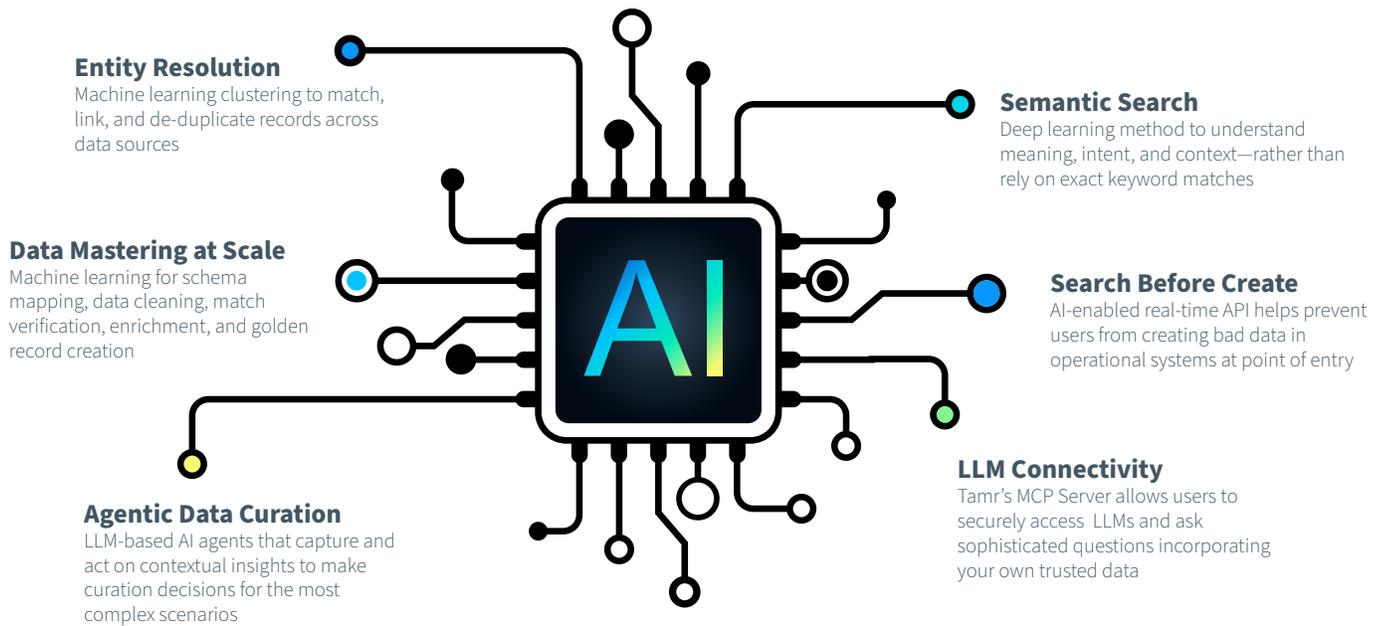# Tamr

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.

Entity Resolution
Machine learning clustering to match, link, and de-duplicate records across data sources

Data Mastering at Scale
Machine learning for schema mapping, data cleaning, match verification, enrichment, and golden record creation

Agentic Data Curation
LLM-based AI agents that capture and act on contextual insights to make curation decisions for the most complex scenarios

Semantic Search
Deep learning method to understand meaning, intent, and context—rather than rely on exact keyword matches

Search Before Create
AI-enabled real-time API helps prevent users from creating bad data in operational systems at point of entry

LLM Connectivity
Tamr's MCP Server allows users to securely access LLMs and ask sophisticated questions incorporating your own trusted data

Customer Testimonials

OLDMUTUAL

"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

CHG Healthcare

"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

SOCIETE GENERALE

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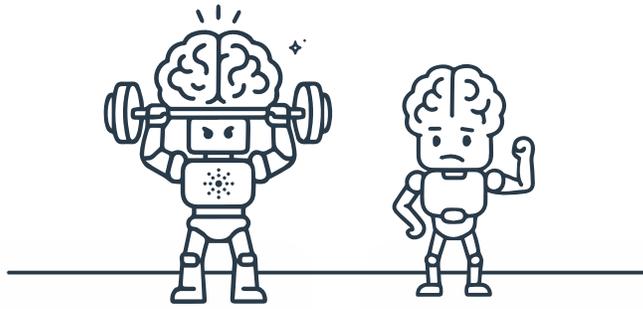
Jean-Baptiste Anne
Former Head of Sourcing Methods and Information Systems

TOYOTA

"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

3x Faster
Time to Value

3x Cheaper
Total Cost of Ownership

Better Data
Driving Operational Excellence

To learn more, visit our website and request a demo at tamr.com.