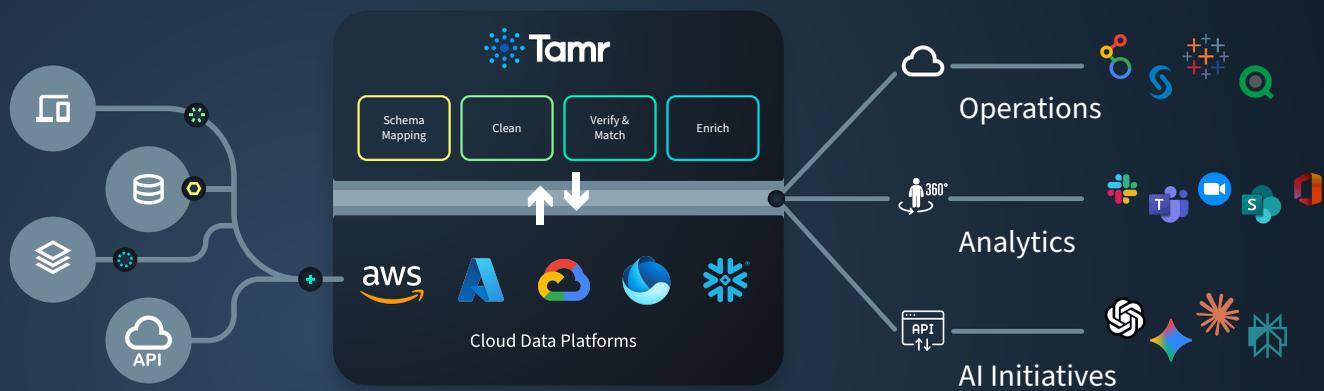# An AI-Centric Approach to MDM

As the only **AI-Native Master Data Management** solution, Tamr delivers the **trusted data** you need to power your generative **AI initiatives**.

By unifying, cleaning, and enriching fragmented enterprise data, Tamr produces the **golden records** required for responsible and effective AI automation, informed decision-making, improved revenue growth, and better customer experiences.

Why Tamr?

3x Faster
Time to Value

3x Lower
Total Cost of Ownership

Better Data
Driving Operational Excellence

The Only AI-Native MDM
Tamr's patented, ML-based entity resolution with probabilistic matching enables scalable, adaptive data mastering.

Proven Scale
Organizations of all sizes rely on Tamr to unify and master millions of records from hundreds of sources—reliably and efficiently.

True Partner
Tamr serves as an extension of your team—agile, committed, and driven to make you successful and realize true business value.

Solutions

Customer 360
Power your customer experience with real-time, unified data.

CRM/ERP Data Unification
Provide every team with fresh, trustworthy data across critical systems.

MDM Modernization with AI
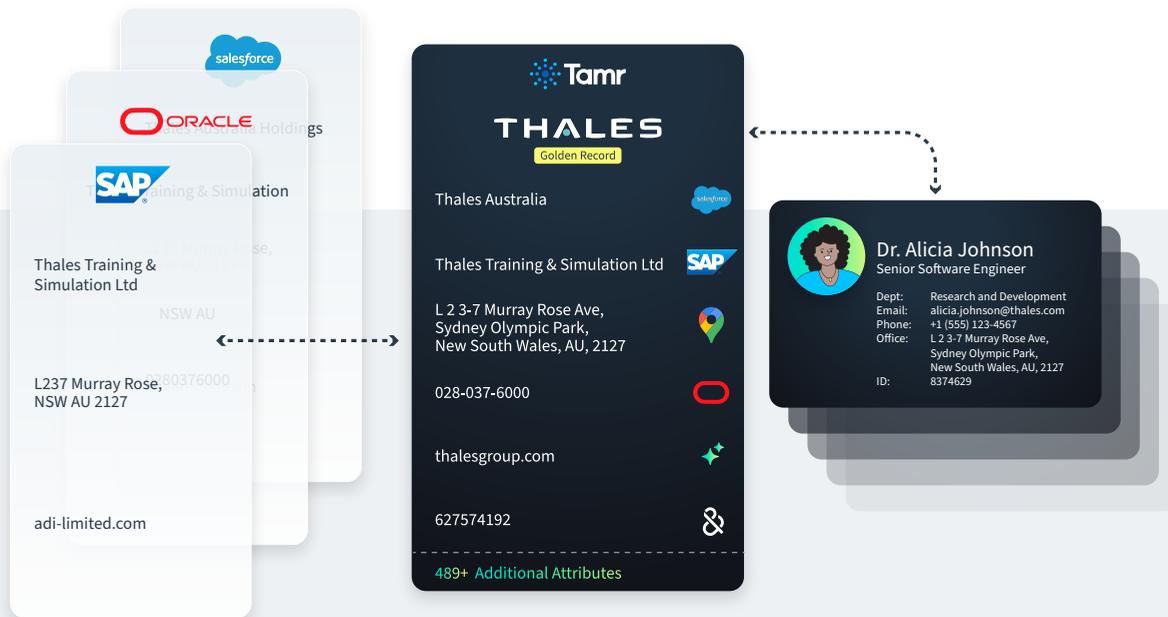Reduce MDM complexity, save money, and boost accuracy

Healthcare Data Mastering
Enhance efficiency with real-time, unified provider and organization data.

Supplier Data Mastering
Streamline supply chain management, consolidate spend, and mitigate risk.

salesforce
ORACLE Holdings
SAP Training & Simulation

Thales Training & Simulation Ltd

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Tamr

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Golden Record

Thales Australia — salesforce

Thales Training & Simulation Ltd — SAP

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Better Data. Better Business.

ANALOG DEVICES
50% improvement in matching, leading to acceleration of cross/upsell outreach

Money Transfer & Payments
Drove **millions in new revenue** by mastering 375M customer records

OLD MUTUAL
Replaced 3 legacy MDM systems with a single real-time system for all master data

ThermoFisher SCIENTIFIC
Better visibility into **billions of dollars** of annual spend across the organization

CHG Healthcare
Mastered **7.3M provider records in weeks**, enabling better staffing strategies