

AI Makes Building Faster. It Doesn't Make MDM Simpler.

Coding agents and AI tools have made building software faster and easier than ever. Development teams are taking on more ambitious internal projects with growing confidence. But should master data management (MDM) be one of them?

WHEN BUILDING MDM MAY MAKE SENSE



Low Record Volume

❓ But will your MDM tool scale when more data is added?



Single Data Source

❓ But what happens when you add a second source?



One-Off Output

❓ But what happens when multiple apps need the data?



MDM Skills

❓ But what happens when the builder leaves?

FIVE CONSIDERATIONS WHEN DEBATING BUILD VS. BUY



Entity Resolution

Comparing every record against every other is an n^2 problem. AI generates code — it cannot solve the complexity problem.



Security & Governance

Audit trails, access controls, GDPR compliance — these cannot be bolted on after launch.



Ongoing Maintenance

Every patch, upgrade, and schema change is a recurring cost teams forget to budget for.



Scalability

What works at prototype scale almost always breaks at enterprise scale.



Institutional Knowledge

What happens when the people who built it leave?

THE “BUILD VS. BUY” QUESTION HAS SHIFTED

OLD THINKING

Build vs. Buy

A binary choice — one winner. Forces the wrong tradeoff.



NEW THINKING

What to Build & What to Buy

Focus engineering resources where they create competitive advantage.

Instead of rebuilding core MDM functionality, organizations create greater value by building business-specific workflows on top of trusted master data. These workflows reflect the areas where organizations have unique expertise and where custom development can deliver meaningful competitive advantage.

BUY

The Foundation: MDM

Tamr handles this so you do not have to



Entity Resolution at Scale

Patented AI-driven entity resolution proven to efficiently handle hundreds of millions of records.



Security & Governance

Audit lineage, RBAC, compliance controls, and stewardship workflows.



Data Quality

Agentic data curation workflows, duplicate prevention, and continuous quality improvement.



Platform Ops

Uptime, scaling, upgrades—all handled. You configure, not maintain.

BUILD

The Differentiation

This is your competitive advantage



Last-Mile Integrations

Custom connectors to your ERP, CRM, and business apps specific to your stack.



AI-Powered Workflows

Territory assignment, account routing, prioritization—logic only you know.



Domain Automations

Industry-specific decisions and triggers unique to your business.



Customer Experiences

Front-end applications powered by clean, trusted master data.

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

