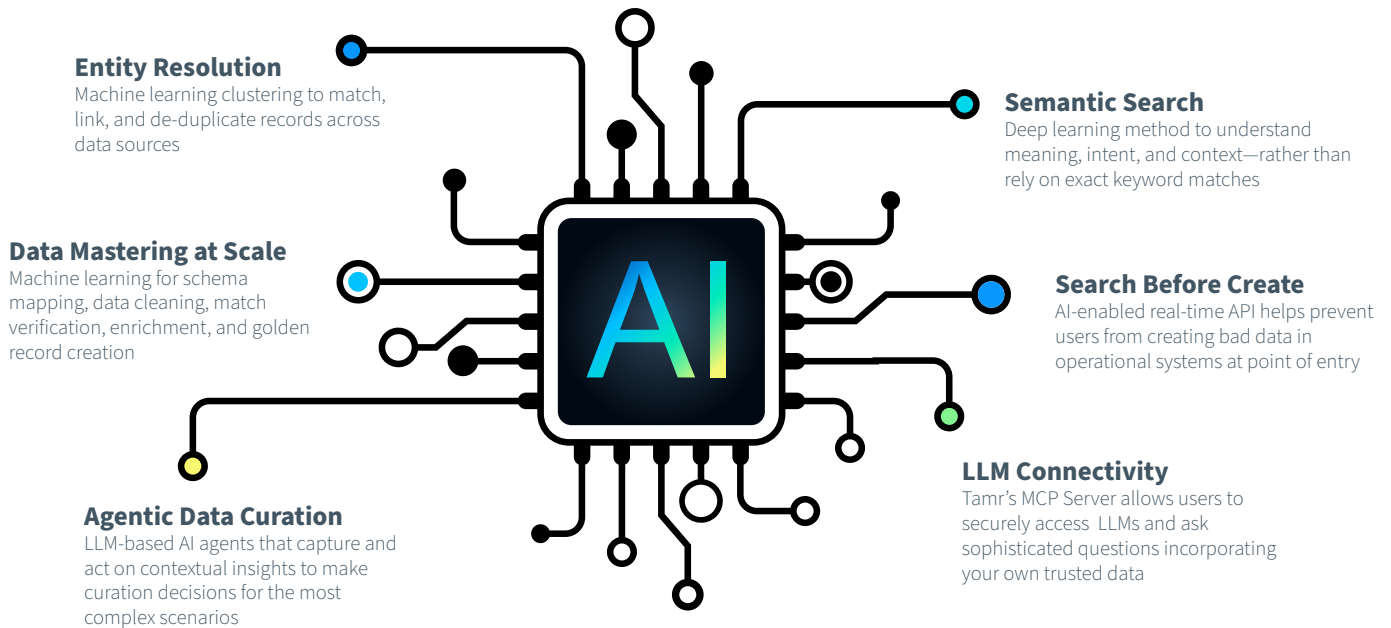




What Makes Tamr AI-Native

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



"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."

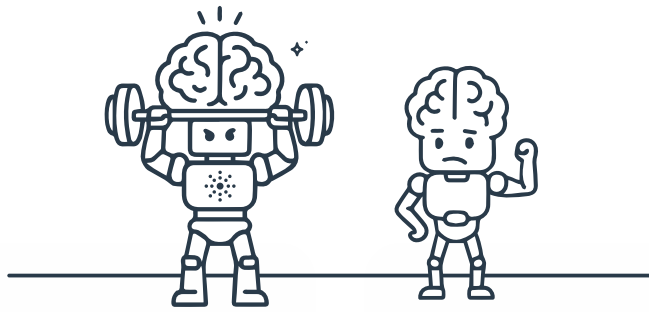
Jean-Baptiste Anne
Former Head of Sourcing Methods and Information Systems



"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

3x
Faster
Time to Value

3x
Lower
Total Cost of Ownership

**Better
Data**
Driving Operational Excellence

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

