Golden Records 2.0
The AI-native MDM Advantage

Tamr

Do you know your customers?

It's a simple question, right? But can you answer it? Confidently?

If your business is like most businesses, odds are, you can't. At least not entirely. And you want to know why? **It's because your data is fragmented.**

Today's proliferation of data sources is causing inconsistencies and inefficiencies to run rampant in organizations worldwide. This data fragmentation poses a significant barrier to identifying **golden records** – the most accurate, complete, and authoritative representations of your data – and achieving a true **Customer 360** view, critical for delivering the transformative experiences customers expect.

- Operational inefficiencies are prompting inventory discrepancies, inaccurate forecasting, and poor customer service.
- Missed market opportunities result from the failure to identify trends, personalize offerings, or target the right customers.
- Inconsistent data across systems presents significant hurdles when it comes to regulatory compliance.
- Reactive risk management prevents the anticipation and prevention of unforeseen threats.
- Inaccurate, incomplete, or unreliable data leads to flawed outputs and biased predictions from AI models.

Fixing the challenges is difficult, but not impossible. Doing so requires the adoption of a new approach. In the words of Albert Einstein,

"Problems cannot be solved with the same mindset that created them."

For years, organizations have employed rules-based master data management (MDM) solutions in an attempt to reign in the data chaos. But to be frank, they just can't keep up.

- They're rules-based (requiring countless rules upon rules), and don't scale.

- They require extensive manual, human effort to configure, curate, and maintain the rules.

- They rely on centralized control for governance and management.

- They're built for static data, and if there is one thing we can all agree on, it is that data is anything but static!

That's why data-savvy organizations are making the pivot to modernize their data management systems and embrace **AI-native master data management (MDM)**, the fastest and most-effective method for ensuring that every decision-maker has access to accurate, comprehensive, and durable golden records. These golden records are crucial for identifying new business opportunities, managing risks, and improving operational efficiency—benefits that collectively drive business value and lead to astounding results.

What is a Golden Record?

A golden record represents the pinnacle of data management: a single, authoritative, accurate version of a business entity's data across multiple data sources and datasets. This hard-to-achieve level of data integrity and comprehensiveness is now possible through an AI-native approach. By leveraging artificial intelligence (AI) and machine learning (ML) to create golden records, companies can achieve faster time to value, enabling them to sell more effectively, enhance marketing outcomes, uncover new opportunities, reduce operational costs, and make more informed decisions. Essentially, golden records streamline data management, leading to more accurate insights, improved decision-making, and stronger business performance.

Golden records are the cornerstone for organizations striving to gain a competitive edge and secure their leadership position in an increasingly complex, dynamic marketplace.

Santander UK: 360° Customer Views Cut Lending Time in Half

The Challenge: At Santander UK, enterprise data silos made it difficult to reconcile customer data and gain a comprehensive view of customers across disparate sources. Lending decisions were slow, with rules-based systems failing to remediate the situation.

The Solution: Santander successfully unified 45 sources, encompassing millions of customer records, in under four weeks. By adopting Tamr's AI-native MDM to clean, curate, and enrich their data, the bank created comprehensive and accurate customer golden records, generating unique identifiers, known as **Tamr IDs**, for each customer.

The Result: Higher confidence in customer data accelerated lending processes, increased the reliability of reporting and compliance data, and opened new cross-selling opportunities across divisions and products.

Read Santander's story or **watch** data leaders at Santander discuss how Tamr enables them to transform their business processes with an accurate, enriched view of their customers.

Why Traditional MDM Falls Short

For years, companies have relied on traditional MDM solutions to solve their data mastering needs. With the intent of creating golden records, traditional MDM employs rules to drive the standardization, validation, and governance of data across systems and silos within an organization.

But while data has evolved, traditional MDM has not. And that's because MDM was originally built for static data. As data sources grow and become more diverse, traditional MDM simply can't keep up.

The rules-based approach that traditional MDM solutions rely on, once considered innovative, is proving to be a liability. Writing,

modifying, and maintaining rules is time-consuming for data teams because as data changes, the rules must change, too. And that requires significant manual human effort, making it difficult for these solutions to scale. That's why companies who invest in traditional MDM fail to realize the promise of golden records.

To make matters worse, implementations are costly, time-consuming, and complex, relying on teams of professionals to ensure project success. And because traditional MDM solutions have limited flexibility and scalability, they often become a data silo themselves, exacerbating the very issue they are trying to solve.

When your data changes, the rules in your MDM solution break.

Old Mutual

Old Mutual, a 180-year old African financial services group that supports retail and corporate customers across 14 countries, was on a mission to digitize their customers' journeys in order to improve the accuracy and quality of customer experiences. But in order to do so, they needed to unlock valuable customer data that was trapped in three separate master data management solutions. Without a holistic, 360-degree customer view, Old Mutual quickly realized that they couldn't scale to meet modern customer demands.

In addition, the firm was moving to the cloud. But their existing MDM solutions couldn't interoperate with their cloud-based approach, making the need to accelerate the modernization of their existing MDM solutions even more acute.

That's where Tamr came in. By adopting Tamr's AI-native MDM solution, Old Mutual saw immediate improvements in their data.

- Improved data accuracy by 69% in just six weeks, resulting in golden records

- Fully decommissioned legacy MDM solutions within nine months and saved millions of dollars in costs

- Simplified their IT landscape, reducing complexities in data integration and eliminating data silos

And they accomplished all of this on-time, on-budget, and without hiring new resources.

In addition, Old Mutual adopted **Tamr's real-time capabilities** which enabled them to support operational use cases by accessing real-time, mastered views of their data across systems and silos.

These advancements have not only fortified Old Mutual's position as a stronger, more agile, and financially healthier organization, but have also provided profound benefits to their customers. By delivering a more holistic and accurate view of each customer in real time, the firm can now offer more personalized, efficient, and responsive

services, enhancing customer satisfaction and loyalty.

Old Mutual's prior data challenges aren't unique. In fact, many businesses worldwide are finding themselves in the same predicament: data is trapped in silos, legacy MDM systems can't scale, and customer experiences suffer.

Escaping these age-old challenges requires organizations to break down data silos and rethink their approach to providing accurate, consistent customer data at scale so they can deliver the exceptional experiences customers expect.

AI-Native MDM:
A New Paradigm for Data Management

Managing the complex, ever-growing deluge of data not only requires a new way of thinking, but also a new approach to technology that will break down data silos once and for all. It requires an AI-first approach that speeds the discovery, enrichment, and maintenance of the trustworthy golden records that organizations need to accelerate growth, while still acknowledging the critical layer of oversight and refinement human expertise plays in ensuring the data is trustworthy and of the highest quality.

AI-native MDM delivers all the value and benefits that rules-based MDM simply cannot achieve.

- AI offers great results out of the box. By combining embedded similarity with human feedback, it achieves best-in-class match rates with external data, ensuring data accuracy and reliability.

- AI is tailored to the consumer. AI integrates every identifier in the system of record with human validation, creating a personalized, single view of each customer. This approach ensures that customer interactions are informed and relevant.

- The effectiveness of AI-enhanced solutions increases with use. AI continuously learns and improves from machine-generated feedback, making data management more efficient and adaptive over time. This learning capability ensures that the system evolves to meet changing business needs and data landscapes.

- AI operates in real time. By employing real-time APIs, an AI-native solution provides a deeper, more immediate understanding of critical business entities across disparate systems and silos.

While AI can handle a lot of the heavy lifting, it's not infallible. Algorithms might struggle with data that is exceptionally noisy, ambiguous, or complex. That's why human feedback is critical.

Humans apply judgment and domain expertise to review and refine the AI, including correcting errors, making judgment calls on ambiguous cases, or providing additional context that the AI might not have considered. And because this refinement process requires businesses to leverage both AI capabilities and human expertise, it underscores the need for solutions that are sophisticated yet user-friendly to manage and utilize AI-enhanced data effectively.

Said differently, AI-native MDM combines the best of both worlds: AI's efficiency and scalability with human intuition and expertise. AI-native MDM provides the advanced AI capabilities you need to create **golden records**. Not only is AI-native MDM dynamic, but it also enables agility and iterative development based on use cases that are important to the business. And when those use cases or the data that supports them changes, AI-native MDM can adapt, ensuring that the golden records it creates always reflect the most current and accurate version of your data.

Tamr's AI-native MDM solution gives businesses what they need to deliver consumption-ready sets of high-quality, reliable, and accessible data that people across the business can use to solve business challenges. By employing advanced AI capabilities, Tamr masters the entities that matter most to your business in real time, ensuring that everyone has immediate access to your company's best data.

Further, using pre-designed schemas, configurable data cleaning workflows, and pretrained models, Tamr delivers what you need to deliver the **best version of your data** for a specific entity, packaged in a way that both humans and machines can consume. We call these data products.

Data products are built to address specific business needs.

A **Customer Data Product** – for **B2B** or **B2C** customers – could include comprehensive customer profiles, purchase history, and preferences that enable a company to personalize their marketing campaigns.

A **Supplier Data Product** may encompass supplier profiles, performance metrics, and compliance information, enabling procurement teams to assess supplier reliability, manage risks, and optimize their supply base.

A **Provider Data Product** might offer healthcare organizations access to comprehensive profiles of medical providers, including specialties, and affiliation networks. This information enhances decision-making processes related to network management, referral strategies, and research into healthcare delivery and outcomes.

Each of these data products serves as a template for mastering critical entities, equipped with tailored schemas, prebuilt data enrichment capabilities, and pretrained AI models to ensure the data is consumable and actionable for both humans and machines.

Defining "best"

"The best version of your data doesn't mean it's 100% correct. Perfect data is difficult, if not impossible, to achieve. Instead, the best version of your data means that it's been standardized, matched, and enriched against proven and trusted internal and external sources."

Anthony Deighton, CEO, Tamr

Toyota Motors Europe

The Challenge: With a goal of boosting business across Europe, Toyota Motors Europe (TME) launched an initiative to put the customer closer to the center of their activities. However, with 30 national marketing and sales companies (NMSCs) operating across 50 countries, each with their own source systems and approaches to integration, gaining a consolidated view of customers across NMSCs proved challenging. Customer data, varying in quality, remained trapped in silos, hindering TME's ability to innovate, collaborate, and scale.

The Solution: TME partnered with Tamr to eliminate data silos and improve accuracy and efficiency in a cost-effective way. Tamr's AI-native MDM solution provided a unique combination of AI and human intelligence that enabled TME to consolidate data across silos and easily add new sources as their data grew. TME was also able to clean, standardize, and track changes and improvements to data, which eliminated errors and increased reliability. And using Tamr's collaborative capabilities, TME employed human intelligence to validate results and capture input, which, in turn, improved trust and accuracy in the data.

The Result: Using Tamr, TME achieved its goal of gaining a unified view of customers, providing the scalability, flexibility, and collaboration TME needed to deliver exceptional customer experiences. TME also optimized upsell opportunities and reduced duplicate customer records by 40%, which improved overall marketing and sales efficiency and effectiveness.

"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

Achieving Golden Records

AI-native MDM makes the difficult task of achieving golden records and Customer 360 possible. Just look at Santander UK, Old Mutual, and Toyota Motors Europe as examples. Their results speak for themselves.

Using Tamr, these organizations achieved what they couldn't with their rules-based legacy applications: golden records for their customers and a 360-degree view that's accurate, reliable, and trustworthy. That's the power of AI with Tamr.

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Showdown: AI-Native MDM vs. Rules-Based MDM

Not sure which solution is right for you? Let's look at a head-to-head comparison of AI-native MDM versus traditional rules-based MDM to see how each approach stacks up.

	Tamr AI-Native MDM	**Rules-Based MDM**
Speed & Costs Delivers faster time to value and lowers project and ongoing operational costs.	✅	❌
Time to business value	Achieved in weeks or months, not years (or never).	Takes months to years to reconcile and create trustworthy data.
Project costs	30% cheaper with AI-driven automation.	Higher project costs due to extensive manual intervention.
Operational costs	Lower infrastructure, licensing, and personnel costs.	Higher governance, policy, and process-driven operational costs.
Accuracy Clean, matched, trustworthy data delivered on your terms and ready for consumption.	✅	❌
Deduplication and matching	Proven, patented referential matching delivers unmatched deduplication results.	Relies on manual rules and preparation, risking inconsistencies and data errors.
Automation and efficiency	AI-driven automation reduces data curation needs by 90%, boosting accuracy.	Manual processes are laborious and time-consuming, impeding efficiency and accuracy.
Trustworthy insights	Trustworthy golden records reduce report and dashboard creation time by 80% or more.	Extensive manual data manipulation means less timely insights.

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Showdown: AI-Native MDM vs. Rules-Based MDM

	Tamr AI-Native MDM	**Rules-Based MDM**
Comprehensiveness Aligns all data sources and unique data attributes plus 1-click 3rd party enrichment capabilities to take data to the next level.	✅	❌
Data quality and completeness	Proven ML models ensure comprehensive and complete high-value data.	Requires manual development of data quality logic.
Verified match	Your data, refined with AI, and verified against a massive master database for accuracy.	No out-of-the-box third-party data verification.
Third-party enrichment	1-click, 3rd party enrichment further extends and enhances data.	Custom-built integrations required to enrich with 3rd-party data.

continued

Showdown: AI-Native MDM vs. Rules-Based MDM

	Tamr AI-Native MDM	Rules-Based MDM
Durability Real-time API integrations and AI-powered search ensure accuracy and completeness of golden records over time.	✅	❌
AI-powered search	Keep your data clean with AI-powered "search before create" capability for your most important source systems.	Traditional search capabilities struggle with the complexity of multi-system, multi-domain entity identification.
Onboarding of new data sources	Connect new data sources and use AI to reconcile your new data with your golden records in hours.	Requires manual updates, limiting adaptability to changing data.
Real-time APIs	Easily connect your team to the source systems that are used to add and change data over time.	Monolithic platforms require more complex efforts to keep master data accurate.

AI-native MDM overcomes the limits of rigid, rules-based MDM solutions by providing the flexibility to adapt to the needs of modern, data-driven businesses. Decentralized governance, coupled with an intuitive interface and seamless integration, puts the management and control of data into the hands of the people who need it to drive business growth, even as data changes.

☑ AI-powered Golden Records

- Speed & Savings
- Accurate
- Comprehensive
- Durable

☒ Rules-based MDM

- Slow & Costly
- Imprecise & Inconsistent
- Siloed
- Complex & Less Adaptable

Build vs. Buy

The Strategic Choice for Data-Driven Success

By now, we hope you agree that AI-native MDM is the way to go. And once you've made this decision, the next step is deciding between building a custom data management solution or purchasing a pre-built one off-the-shelf. Both options have their pros and cons, prompting organizations to evaluate solutions across a number of factors ranging from business requirements and budget constraints to time-to-market and long-term strategic vision. As you evaluate which approach is right for you, consider the following.

Build

Building a bespoke solution is advantageous if your organization has a number of highly unique requirements as well as plenty of spare time, money, and resources. But builder beware: custom-builds have a myriad of hidden challenges – and hidden costs. So when evaluating your options, consider the full impact on your organization, both short-term and long-term.

Pros

- **Customized:** develop unique functionality and tailor it to your business' unique needs

Cons

- **Time-consuming:** building a solution takes time, slowing down time-to-insight, and making it difficult to deliver against expedited timelines
- **Costly:** up-front development, additional staff, and on-going upgrade and maintenance costs add up
- **Inaccurate:** inability to integrate disparate data into a single, reliable source of truth
- **Inaccessible:** walled off from the business, making it challenging for them to access data
- **Risky:** intimate knowledge of "how it works" is trapped in a few resources' heads, causing disruption when they leave

Buy

Buying a pre-built data management solution offers a myriad of benefits for organizations, especially those with aggressive timeframes and limited resources. Businesses benefit from lower costs, increased data accuracy, and the scalability needed to achieve golden records.

Pros

- **Cost-effective:** upfront costs are lower and ongoing maintenance is predictable
- **Time to value:** rapid implementations deliver results faster, often days or weeks versus months or years
- **Proven:** pre-trained models, built-in data quality, and expert best practices minimize risk of implementation failures
- **Feature-rich:** out-of-the-box capabilities, together with frequent product updates and third party data enrichment, improve the benefits and reduce effort
- **Scalable:** volume of sources and data are irrelevant, avoiding unnecessary costs caused by over-provisioning or frequent system upgrades

Cons

- **Set capabilities:** may require compromises in functionality to address highly unique needs
- **Defined roadmap:** vendor makes the decisions on product releases and future functionality

Navigating the Build vs. Buy Dilemma

Advice from Elena Alikhachkina, Data and Technology Pioneer, Global Data Power Woman

When it comes to deciding whether to build or to buy, you must consider two primary factors: synthesizing disparate data and enhancing user experiences. During your evaluation, ask yourself:

- Do we have the ability to develop this solution in-house?
- What is the strategic importance of the solution?
- How quickly must we deploy it?
- What will it cost?

I've seen organizations determine they have the skills and resources to build the solution in-house, but ultimately decide to purchase a pre-built solution because it offers faster time-to-value and lower cost. Others prioritize the ability to create bespoke functionality, even if it takes longer to deploy. Weigh the tradeoffs so you know which option is right for you.

The user experience is also a critical consideration. Assess the level of user engagement each option provides, as well as the solution's ability to easily integrate with your existing data stack. Your responses will guide you to the solution that is right for your business.

The Tamr Advantage

Tamr has spent more than a decade focused on using AI/ML to tackle the hard problem of performing accurate, enterprise data entity resolution and golden record creation at scale. Our technology has been proven in the market over scores of customer engagements with some of the most recognizable brands in the world. With **18 patents** behind the technology, there's nothing else like Tamr in the market.

Get a **free data assessment** from Tamr and experience for yourself why leading companies are embracing AI-native MDM to address their challenge of achieving golden records.

Finally, true Customer 360 is within reach!

Tamr

Tamr provides the only AI-native Master Data Management (MDM) solution that delivers real-time master data for every dashboard, application, and person in your business. Tamr accelerates the discovery, enrichment, and maintenance of golden records, enabling informed decision-making, improved revenue growth, and better customer experiences.

Tamr's patented, AI-centric approach – with human refinement and oversight – delivers value in days or weeks, not months or years like traditional rules-based MDM and DIY solutions. And with intuitive Customer 360 pages, your business can improve data accessibility across the organization and leverage the best, most accurate data to support analytical and operational use cases in real time. Learn more at **tamr.com**