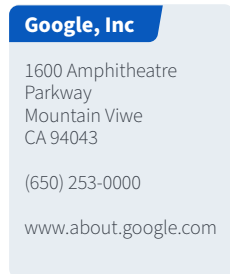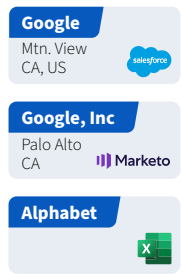# Tamr

Data Products Make Your Business Run Better

Your business runs on data. But when you lack confidence in your data, your entire business suffers. Tamr is a game-changer when it comes to revealing new insights and uncovering new possibilities with your data. By uniting AI with human intelligence, you'll boost operational efficiency and supercharge your ROI with validated, trustworthy data that helps you - and your business - work smarter.
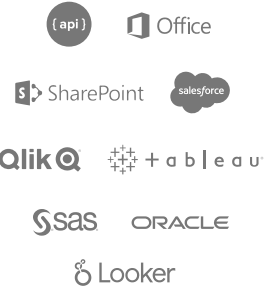
⅓ OF COST **⅓ OF THE TIME** **BETTER RESULTS**

Connect › Clean › Enrich › Consume

Data Silos

Consumption

Google
Mtn. View
CA, US
salesforce

Google, Inc
Palo Alto
CA
Marketo

Alphabet

Google, Inc
1600 Amphitheatre Parkway
Mountain Viwe
CA 94043

(650) 253-0000

www.about.google.com

Analytics Stores

(api) Office

SharePoint salesforce

Qlik Q + a b l e a u

Operational Stores

SAS ORACLE

Looker

Better Data. Better Business.

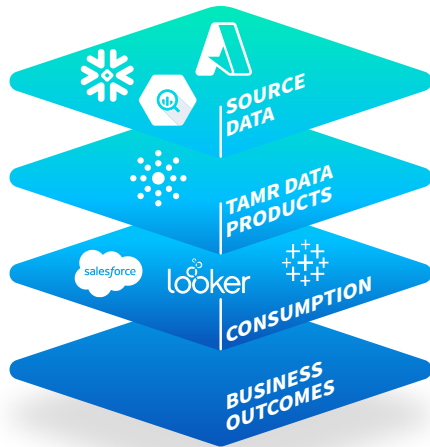| **ANALOG DEVICES** | **50% improvement** in matching leading to acceleration of cross/upsell outreach |
Western Union	Mastered **1 billion** customer records to support integrations with applications globally
OLDMUTUAL	Consolidated **3 MDM systems** into a single modern AI-driven mastering solution
ThermoFisher SCIENTIFIC	Better visibility into **billions of dollars** of annual spend across the organization
P360	Obtained trusted records **in weeks**, allowing to power multi-touch marketing initiatives

Accelerate time-to-value by delivering clean, trustworthy data

Not all data products are created equal. Designed for consumption and ready for use, only Tamr data products combine built-in data quality capabilities with powerful, AI-driven ID linkage and enrichment to deliver the best version of your data.

SOURCE DATA
TAMR DATA PRODUCTS
CONSUMPTION
BUSINESS OUTCOMES

Source data from ERPs, CRMs, CDPs and other systems stored in your cloud data warehouse/lake

Tamr connects, curates, and enriches source data, delivering consumption-ready data products

Clean, curated data allows for better analytics, driving data-driven decision making
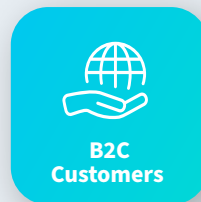
Drives increase in top-line performance, cost optimization, and risk minimization

Tamr Data Products

B2B Customers
- Know your customers
- Verify and enhance location data
- Get a complete, accurate picture
- Make your data insight-ready

B2C Customers
- Access 360° customer views
- Improve data accuracy
- Easily activate customer data
- Identify cross-sell opportunities

Healthcare Providers
- Connect all provider records
- Keep provider information up-to-date
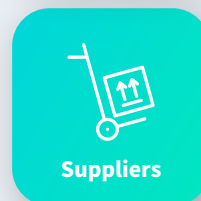- See changes when they happen

Market Data Linkage
- Link market data sources
- Unite AI with human feedback
- Discover new market sources
- Consolidate legal entity views

Patients
- Create 360° patient views
- Maintain patient record integrity
- Validate patient contact details
- Migrate existing patient IDs

Suppliers
- View supplier structures
- Monitor your supply base
- Integrate new suppliers easily
- Navigate supply chain disruptions

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

Tamr