

# The Tamr Platform

## Quickly Uncover Insight From All Enterprise Data

Data is the most important asset an organization has at their disposal. It can be used to help make tactical decisions as well as guide more strategic, transformational ones. Although the importance of data to an enterprise is abundantly clear, most don't leverage more than 10 - 20% of what they have in the decision-making process.

This isn't as puzzling as it seems. Current technologies and approaches for managing data are extremely manual, costing firms a significant amount of time and money. This leads to partial insights that are generated very slowly, which is not ideal for any organization. Companies simply don't have the ability to generate insights faster while using more of their data.

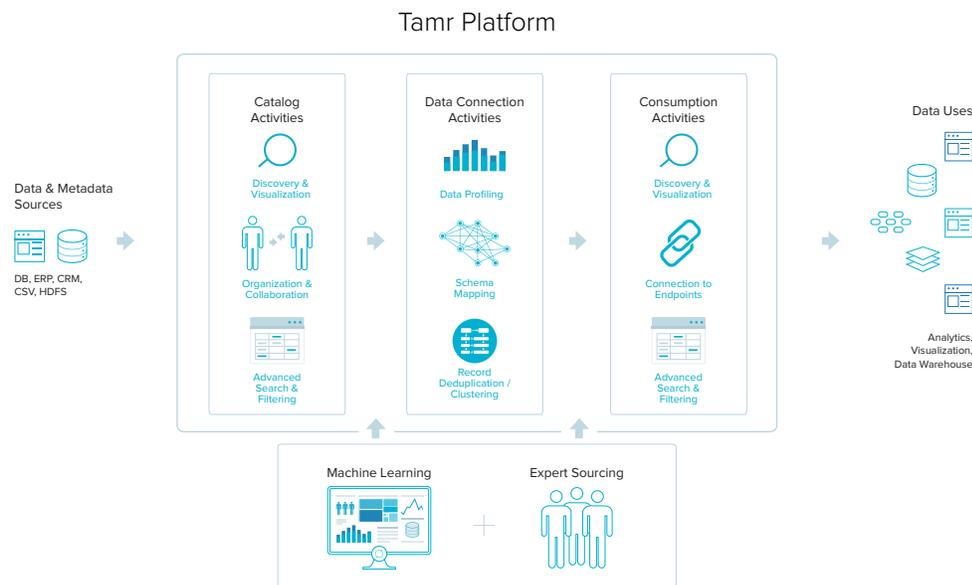


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## Tamr Unifies Data To Deliver More Comprehensive Insights Faster

Tamr is a data unification platform built to surface more comprehensive insights faster. At its core, Tamr uses a unique blend of machine learning and expert sourcing to quickly create robust, unified datasets. Advanced automation helps users conduct activities in a more rapid manner, whether categorizing data sources or connecting them, while expert sourcing allows users to ask experts in their organization for validation, ensuring high levels of accuracy in the process and enhancing trust.

The Tamr platform has three core components: Catalog, Connect, and Consume:



*Catalog:* Customers want easy access to all of their data to be able to answer analytical questions or use it for downstream operations. Tamr will quickly discover and logically organize data (i.e., customer, supplier, etc.) in a collaborative way through the creation of a central repository of source metadata and human insight. Users such as business analysts or data stewards work with the platform and each other to initially help identify and categorize the datasets, and then Tamr’s machine learning algorithms will learn and increasingly automate the process. Finally, advanced search & filtering enables quick discovery of those data sources most important to the user.

*Connect:* Once data sources are identified, Tamr’s Connect capability unifies and cleanses the sources (regardless of location or format) to quickly generate a complete, clean view of the topic. This is done through activities like schema mapping (to identify and align the most important attributes across all sources) and entity clustering / deduplication (to identify which records represent the same entity) to ensure the data is fit for analytics. Tamr automatically generates recommendations for matches at both the attribute and record level then, through expert sourcing, companies can validate the decisions. The feedback is then applied and Tamr’s algorithms will learn from these decisions to further enhance accuracy.

*Consume:* Finally, Tamr uses a robust set of APIs and connections to push the resulting dataset to any endpoint of choice (analytic or operational) – whether it be a BI tool, data warehouse, or even Excel spreadsheet. This gives users the most flexibility and choice with regards to where their data ultimately ends up. Moreover, Tamr enables users to discover impactful questions that can be asked of the data, allowing maximum and intelligent utilization of the platform.

## Utilize All Data To Generate Rapid Insights

With the Tamr platform, organizations can now leverage all of their data when making both tactical and strategic decisions. They will be liberated from obsolete approaches to managing their data and realize the full potential of their most important assets, ultimately sparking continued success.

## About Tamr

Tamr, Inc., provides a data unification platform that dramatically reduces the time and effort of connecting and enriching multiple data sources to achieve a unified view of siloed enterprise data. Using Tamr, organizations are able to complete data unification projects in days or weeks versus months or quarters. For your own personalized Tamr demo, visit [www.tamr.com](http://www.tamr.com).