



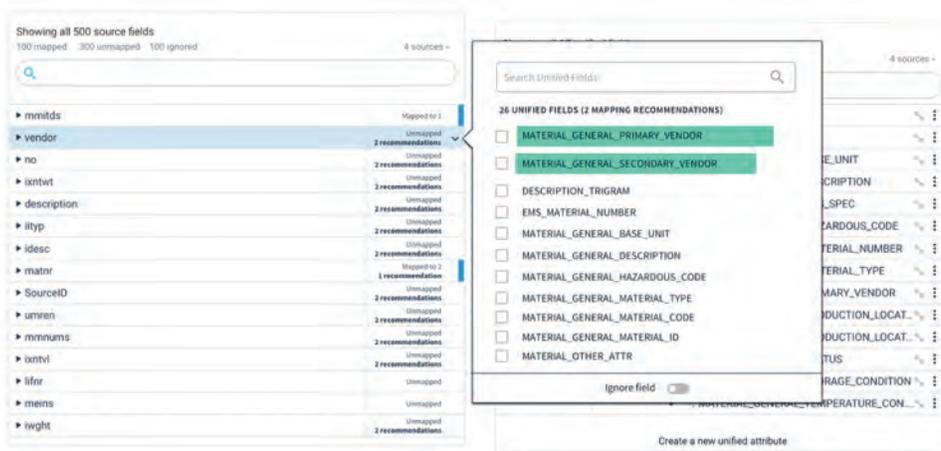
Building the Digital Thread Across the Enterprise

Today's Chief Data Officer must ensure that hundreds of data sources across the enterprise are clean, consistent and being used properly to power transformational analytics. Large enterprises such as GE, Toyota Motors Europe and Thomson Reuters have adopted Tamr to solve the challenge of fragmented and unstandardized data coming from out of many different systems. Tamr's solution enables teams to build a central, dynamic glossary and map in hundreds of data sets. Having all data sets harmonized accelerates data integration and is tightly coupled by the underlying data. Rather than a series of custom one-offs, teams use Tamr to build a strategic foundation while ensuring proper governance.

Tamr's machine-driven, human-guided solution maps many data sets

Simplify and accelerate your data integration process to scale - Mapping and standardizing new data sources is a highly tedious and repetitive task. Before Tamr, ETL developers would write custom code or manually define the logic in a data integration tool. Tamr automates this process, using machine learning to recommend similar attributes that may map together. In the case of a large Pharma, Tamr process for mapping new clinical trials went from 6 weeks of multiple developers to 1 day of one developer, allowing them to increase the number of trials ingested into the thousands.

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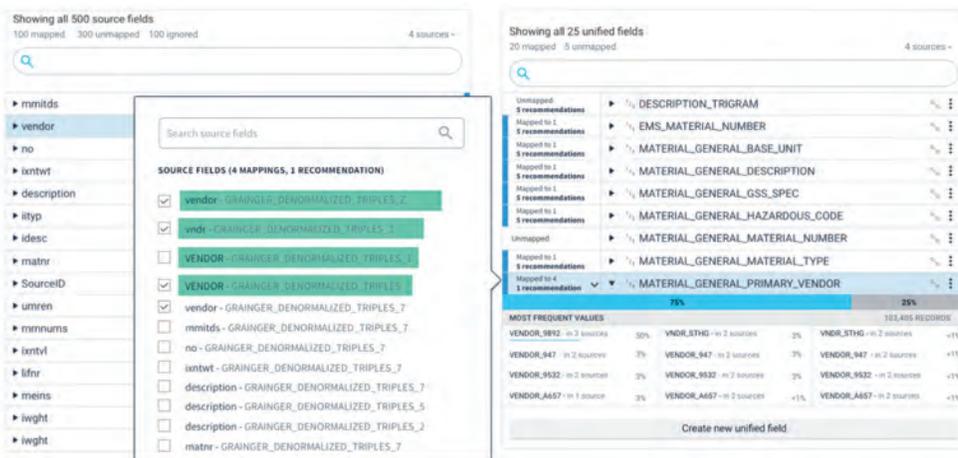


Continuous Automation And Seamless Expert Workflow - Tamr has an easy to use application for data stewards to reach out to subject matter experts and validate recommendations. With every new attribute and source the machine becomes smarter and smarter, and given enough feedback, can map new data automatically. At HPE procurement experts across 3 geographies and 5 business units log into Tamr to access data and provide feedback in our interface.

Ensure underlying data is adhering to standards - Tamr's recommendations look at the column names, but also go down to the record level. The ML algorithms compare values of attributes to ensure that columns mapped together have similar underlying data. Users also define critical taxonomies for target attributes and Tamr will ensure that records are properly categorized into the taxonomy.

Identify and resolve areas of data missingness, coverage, and similarity - With a mapped and tightly coupled integration of many data sets, data stewards can build accurate views of data gaps and comparisons of highly similar data sets. Tamr outputs the necessary metadata to ensure sufficient data quality so that business users can consume the data in many analytical environments.

Tamr builds up a list of registered data sources and the source detail of owner, description, etc. to search through.



Open and flexible architecture to integrate in any environment

Tamr creates three artifacts that can be accessed through our UI or through APIs.

Catalog of Data Sources and Metadata - Tamr builds up a list of registered data sources and the source detail of owner, description, etc. to search through.

Mapping Data Attributes from Source to Target Schema - Tamr's schema mapping page shows the mappings and profiling information of each source and target attribute. Users can see the lineage of target attributes back to the original source systems. They can also see recommendations and similarities between attributes.

Business Glossary and Classifier for Critical Taxonomies - Tamr's classification page shows critical taxonomies and how underlying data is categorized into these taxonomies.

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Tier 1
57 categories

- Office Equipment and Supplies
- Manufacturing Components and Supplies
- Travel
- Transportation Services
- Tools and Machinery**
- Construction Materials
- Food Beverage and Tobacco Products
- Manufacturing Services
- Paper Materials and Products
- Management and Business Services
- Material Handling
- Electrical Components and Supplies
- IT and Engineering Services
- Chemicals

Tier 2
178 categories

- Office Supplies
- Rope, Chains, Cables, and Straps
- Hotels and Meeting Facilities
- Hand Tools**
- Repairs
- Electrical Equipment and Components
- Passenger Transport
- Machining and Processing
- Professional Engineering Services
- Taxation
- Office Machines
- Machine Made Parts
- Cleaning and Janitorial Supplies
- Building and Facility Maintenance

Tier 3
134 categories

- Hotels
- Aircraft Repair and Maintenance
- Tool Attachments and Accessories**
- Facility Maintenance
- Road
- Vehicle Repair and Maintenance
- Safety Apparel
- Cutting, Crimping, and Punching Tools
- Batteries
- Welding, Brazing, and Soldering
- Wrenches and Drivers
- Finishing Materials and Products
- Oil
- Holding and Clamping Tools

View: Labels User Categories Tamr Categories

Master Entities Like Customers, Third-parties or Products - Tamr's mastering page automatically clusters records into a cross data source view at scale.

The screenshot shows the Tamr Mastering interface. On the left, a list of suppliers is displayed with columns for Name and Records. On the right, a detailed view for 'Chavo López' is shown with columns for Supplier Name, Dataset, First Name, Last Name, and Address. The detailed view shows 8 records for Chavo López, including entries from datasets like 'Account Holders INTL.csv', 'Siebel EMEA.csv', 'World Check.csv', 'SFDC Contacts.csv', and 'OmniScience.csv'.

Name	Records	Supplier Name	Dataset	First Name	Last Name	Address
Chavo López	8	Chavo López	Account Holders INTL.csv	Jav	Lopez Ruiz	
ALCALA	3	Chavo López	Siebel EMEA.csv	Javier	Chavo Lopez	79 Kropf Junction
MEDRANO MENENDEZ	3	Chavo López	World Check.csv	Javier	MARQUES LOPEZ	MARQUES LOPEZ
ABBES	2	Chavo López	SFDC Contacts.csv	Javier	Chavo López	871 Pine View Lane
Banks	2	Chavo López	SFDC Contacts.csv	Melissa	Chavo Lopez	79 Kropf Junction
ABOQOU	1	Chavo López	OmniScience.csv	Javier	Lopez Ruiz	69 Mamlowich Street A...
ABDUL AHAD	1	Chavo López	Account Holders INTL.csv	J	Lopez	
ABDUL AHMAD TURK	1	Chavo López	Account Holders INTL.csv	Javier	Lopez Ruiz	
ABDUL BAKEER	1					
ABDUL BASIR	1					
ABDUL GHANI	1					