

# Enterprise Data Unification Powered by Machine Learning

## What Tamr Does

Tamr’s solutions enable our customers to achieve transformational analytic and operational outcomes by taking a fundamentally different approach to the age-old challenge of data integration. We attack the enterprise data variety problem—the myriad siloed, multi-format, dirty sources of data scattered across large companies that create massive blind spots. Rather than using deterministic rules programmed by a developer to combine a handful of data sources for consumption, Tamr’s software platform relies on probabilistic models created through machine learning and enriched by human expertise to quickly unify data at previously unprecedented scale. The results are breakthrough insights that lead to new growth opportunities, cost savings, and operational improvements—delivered in a fraction of the time and cost of traditional approaches.

## Customers & Solutions

Tamr’s data unification solutions are deployed at large enterprises across industries to tackle 90+ use cases.



### Procurement Optimization at [GE](#)

“The supplier data integration was a big win.”

- Bill Ruh CEO GE Digital & Chief Digital Officer at GE quoted in [Forbes](#)

**Supplier mastering:** Delivered \$80M in savings in the first year by getting the best terms with each supplier across GE’s business units (BUs). Tamr consolidated 75+ transactional systems across 8 GE BUs—containing millions of supplier records and \$60B+ in spend—down to a single, unified view of their unique suppliers.

**Parts mastering and spend classification:** Identified \$300M in cost saving opportunities by consolidating, classifying, and analyzing purchasing patterns of millions of parts from disparate systems across 8 divisions.



**TOYOTA**

### Customer Data Integration at [Toyota](#)

“A lack of consistent view of customer data was restricting our ability to innovate and meet the expectations of our customers. Addressing these issues led us to an enterprise data unification approach. We rejected traditional offerings like MDM tools because their top-down approach required a single data model.”

- Matt Stevens, Director of Information Systems, Toyota Motor Europe

At Toyota Motor Europe, Tamr took data from a fragmented, geographically distributed set of customer-facing systems—containing tens of millions of records—to create a unified view of customers and prospects to enable better customer service and more effective marketing.



### Unified R & D Data Lake at [GSK](#)

“Tamr’s reliance on ‘probabilistic matching’ to combine data across the R & D organization was the key reason we selected the solution. This foundation has enabled GSK to create the data environment it needs to succeed. We have truly transformed how data and analytics are used to drive better outcomes for patients”

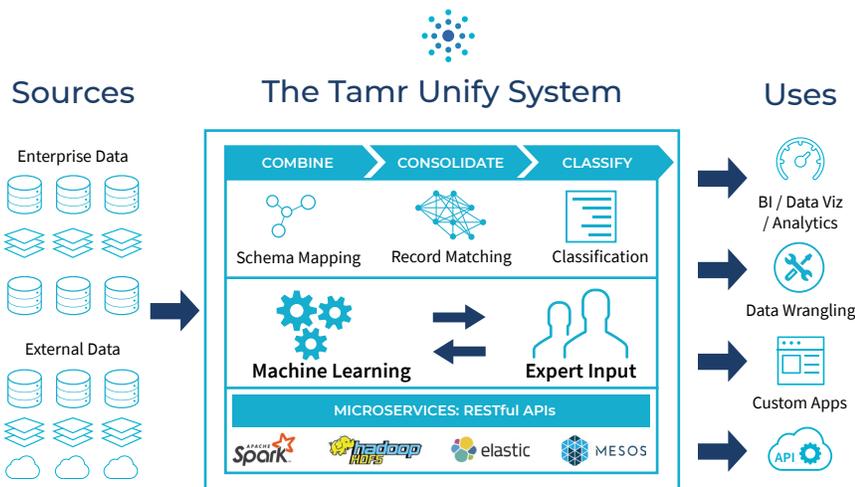
- Mark Ramsey, SVP R & D Data

GSK deployed Tamr to combine research data from across the organization into a single data lake with three different domains in just three months. These domains included data from experiments, clinical trial data and genetic data. This agile approach to data management has enabled GSK to see significant reductions in times to answer ad-hoc questions and has laid the foundation for the data to be used for better science.

# Technology

Tamr's [patented](#) data unification platform is designed to index large numbers of sources and volumes of data and publish clean, unified datasets. The system employs machine learning enriched by human expertise to perform three core functions:

- **Connecting** data sources across an organization to align relevant datasets to a unified schema;
- **Consolidating** the unified dataset through entity deduplication and mastering; and,
- **Classifying** records into a taxonomy for downstream analysis.



The system leverages a number of proven next generation data technologies (e.g. HDFS, Spark), and a modern microservices architecture with RESTful APIs to enable programmatic integration to a variety of enterprise systems.



## Next Steps

For qualified prospects with a compelling business case, Tamr will conduct a free-of-charge proof-of-value engagement. This well-structured process typically takes about 4 weeks and requires minimal effort by the prospect beyond defining the use case, establishing KPIs for the evaluation, and providing data sets and related subject matter expertise. [Contact us](#) to learn more.

To learn more about what Tamr can do for you, visit our website at [tamr.com](http://tamr.com).

- [3-Minute Explainer Video](#)
- [Customer Stories](#)
- [Request a Demo](#)
- [Technical Overview](#)

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# About Tamr

Tamr is the enterprise-scale data unification company trusted by industry leaders like GE, Toyota, Thomson Reuters, and GSK. The company's patented software platform uses machine learning supplemented with customers' knowledge to unify and prepare data across myriad silos to deliver previously unavailable business-changing insights. With a co-founding team led by Andy Palmer (founding CEO of Vertica) and Mike Stonebraker (Turing Award winner) and backed by founding investors NEA and GV, Tamr is transforming how companies get value from their data.

To find out more or register for a demo visit [tamr.com](http://tamr.com)