



EDM Webinar 

Uniting Technology & Data to Accelerate Your Master Data Journey

A conversation with



Matt Holzapfel
Head of Corporate
Strategy
Tamr



Elizabeth Barrette
VP of Data Advisory Services
Business Segment Manager
Dun & Bradstreet



Today's panel

Moderator



Colin Gibson

Senior Advisor
EDM Council



Matt Holzapfel

Head of Corporate Strategy
Tamr



Elizabeth Barrette

VP of Data Advisory Services
Business Segment Manager
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Uniting Technology & Data to Accelerate Your Master Data Journey

Poll Question: How was your last flight?



Great!



Pleasant



Delayed



#\$%^&

Every journey uses data & technology



Flight GPS

Benefits of data + technology



Automation at
scale



Efficient use of
resources



Reduce human
error/bias



Deeper
insights

It's ubiquitous in places you may not realize



90% +
autopilot on
commercial flights

Human guided automation



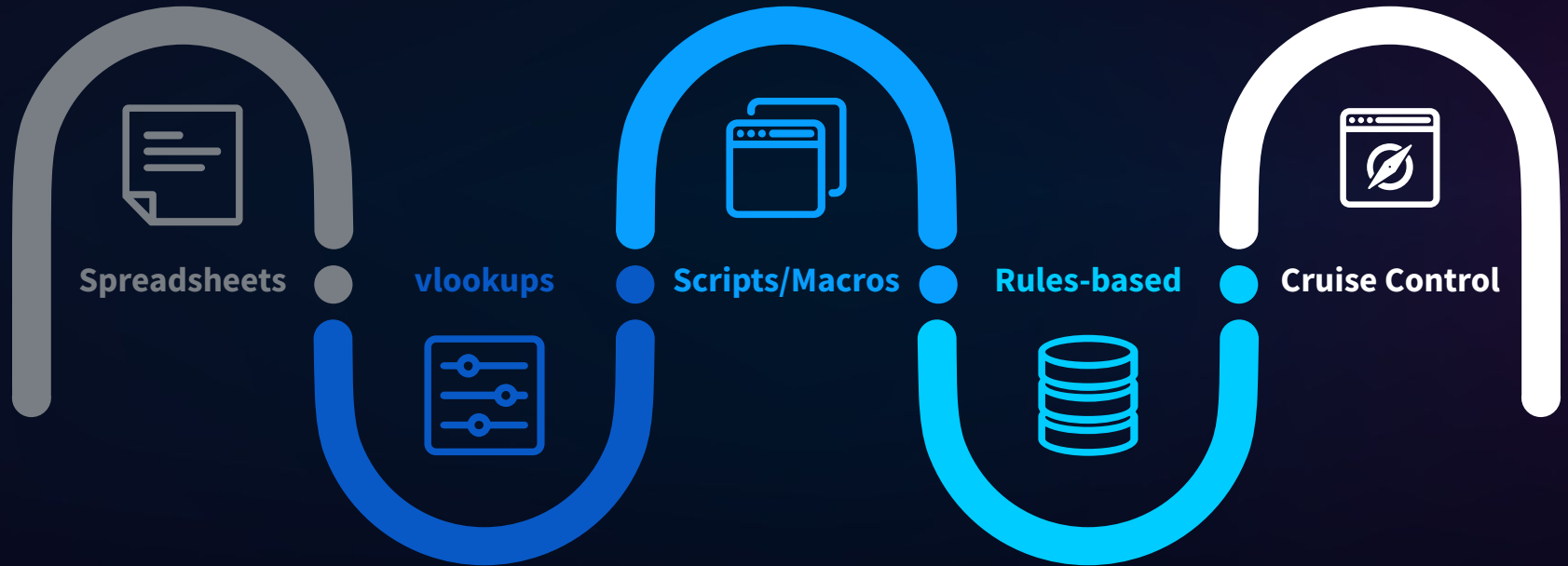
You can put your data on autopilot, too

The world's most
comprehensive business data
and analytical insights

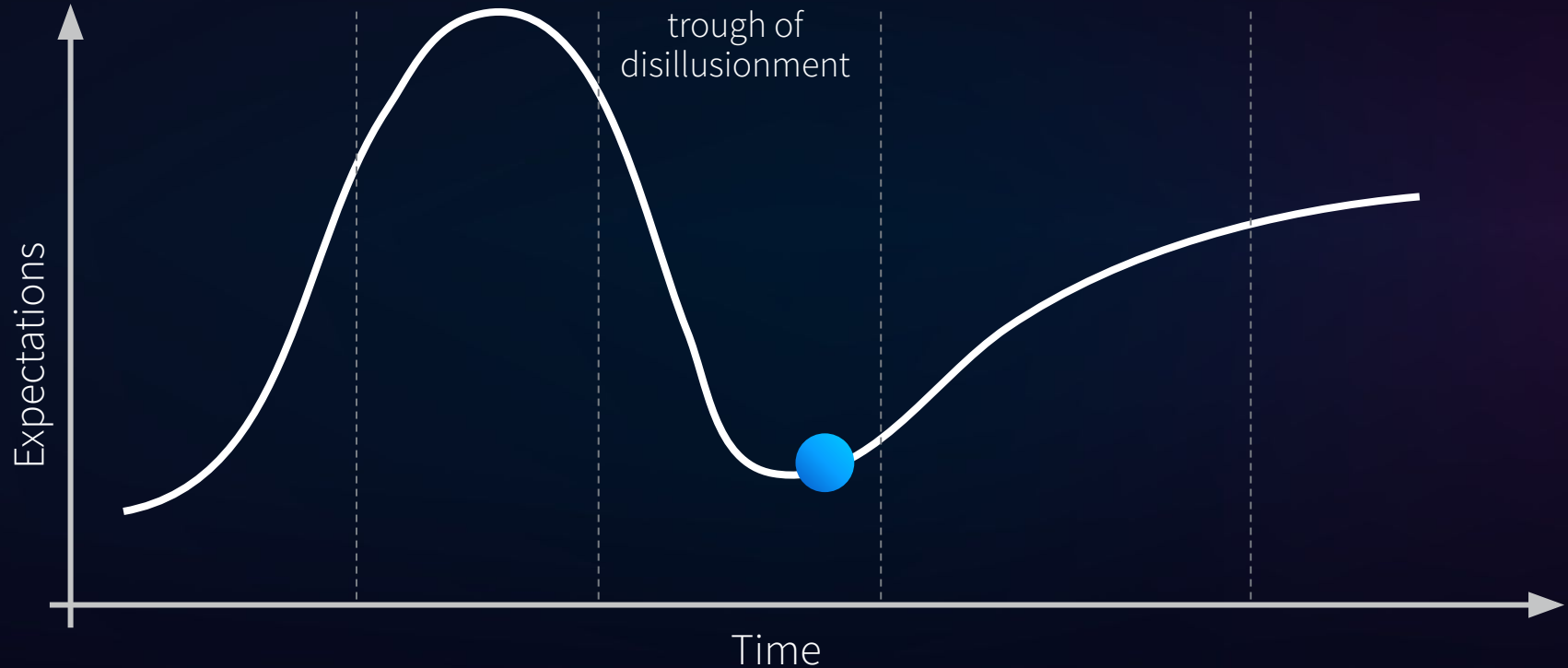


The world's most powerful
engine for continuous data
mastering

Poll Question: How close is your MDM to autopilot?



MDM is in the “trough of disillusionment”



Putting it into practice



A Leading Office
Retail Company



Poll Question: How much of your master data is a 'blind spot'?



Tickets to jump start your data automation





Q&A

See the solution in action

Visit tamr.com or dnb.com to learn more



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