Overview

Tamr

Tamr's data comprehension solutions enable large enterprises to drive business outcomes through data-driven insights by enhancing data operations and empowering data teams to activate data.

The resulting curated assets are being used to fuel digital transformation initiatives and drive business outcomes around use cases including Know Your Customer (KYC), spend optimization, customer 360, parts management, and clinical trials data reconciliation. By using Tamr to unify thousands of datasets or millions of records in weeks instead of months or years, customers can improve regulatory compliance, increase upsell opportunities, speed up drug discovery, and optimize supply chains.

Tamr's ability to manage a dynamic hybrid environment allows enterprises to start controlling data on-premise and migrate to the cloud to take advantage of the flexibility, security, and cost benefits of using AWS, Microsoft Azure, and Google Cloud Platform.

Company Background
Founded in 2013, Tamr was launched by well-established startup collaborators and data management veterans who previously co-founded Vertica Systems (a high performance database management company purchased by HP) and worked together on several other related companies. Tamr's software was inspired by an MIT-led project called "Data-Tamer". Tamr is headquartered in Cambridge, Massachusetts, with offices in London, Washington DC, Seattle and San Francisco. Tamr is backed by NEA, Google Ventures, and a number of top tier strategic investors, including HPE.

Tamr software products are available on HPE Catalog via HPE Complete program.

HPE Complete- Resell of Third Party Branded Products
HPE Complete is a resource enabling the purchase of best in class third party branded products with the added reliability of Hewlett Packard Enterprise's interop assurance for a complete validated solution, all via one HPE purchase order.
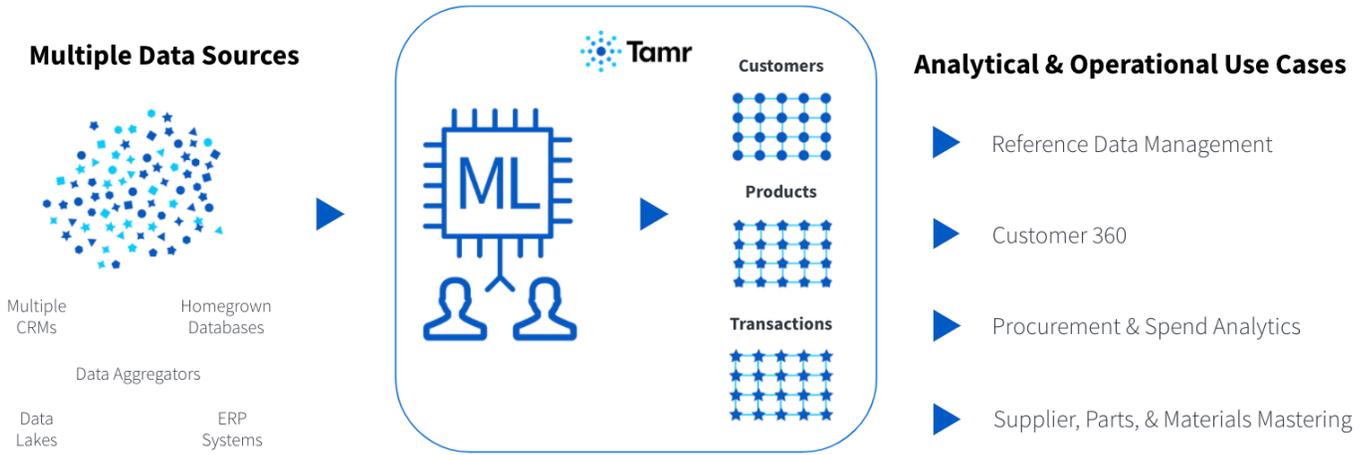
Benefits
- One Stop Shop - Purchase complete solutions from HPE that include best in class third party branded products, all on a single HPE purchase order
- Validated solution - Confidence of The HPE interop assurance validation for third party branded products that complement HPE Storage & Server solutions
- Customer Experience - HPE Complete utilizes third-party expertise for installation, support, and warranty of their products. However, HPE Complete will step in to facilitate third-party issue resolution when required to assist in overall customer satisfaction. HPE products that are part of the overall solution are supported per HPE PointNext services and support purchased.
- Unique Value – Minimize risk, complexity and cost when deploying multi-vendor products and technologies into the HPE ecosystem. Many solutions come with custom HPE/Partner configuration and integration guides and tools.

For more information please refer **HPE Complete** on HPE.com

Overview

Boosting Operational Efficiency and Creating Analytics-Ready Data

Multiple Data Sources

Multiple CRMs
Homegrown Databases
Data Aggregators
Data Lakes
ERP Systems

Customers
Products
Transactions

Analytical & Operational Use Cases

▶ Reference Data Management

▶ Customer 360

▶ Procurement & Spend Analytics

▶ Supplier, Parts, & Materials Mastering

Tamr Overview

Models

Hewlett Packard Enterprise is making the following Tamr SKUs available via HPE Complete

Description	SKU
Tamr Software Subscription	
Tamr Single Workspace Evaluation Edition Monthly E-LTU	R7N28AAE
Tamr Single Workspace Standard Edition 1-year E-LTU	R7N29AAE
Tamr Single Workspace Standard Edition 2-year E-LTU	R7N30AAE
Tamr Single Workspace Standard Edition 3-year E-LTU	R7N31AAE
Tamr Single Workspace Standard Edition Monthly E-LTU	R7N32AAE
Tamr Single Workspace On-premises Edition 1-year E-LTU	R7N33AAE
Tamr Single Workspace On-premises Edition 2-year E-LTU	R7N34AAE
Tamr Single Workspace On-premises Edition Monthly E-LTU	R7N35AAE
Tamr Single Workspace Evaluation Cloud Edition Monthly E-LTU	R7N36AAE
Tamr Single Workspace Cloud Edition 1-year E-LTU	R7N37AAE
Tamr Single Workspace Cloud Edition 2-year E-LTU	R7N38AAE
Tamr Single Workspace Cloud Edition 3-year E-LTU	R7N39AAE
Tamr Single Workspace Cloud Edition Monthly E-LTU	R7N40AAE
Tamr Service SKUs	
Tamr Entity 1-year Mastering Service	R7N41AAE
Tamr Hourly Professional Service	R7N42AAE
Tamr Training 1-week Service	R7N43AAE
Tamr Certification Training 1-day Foundation Service	R7N44AAE
Tamr Certification Training 3-day Practitioner Service	R7N45AAE
Tamr Technical Account Manager 1-year Basic Service	R7N46AAE

Standard Features

Technical Overview
Map schemas

Tamr combines disparate data sources from across the enterprise and maps their diverse data schemas to create a unified view of highly variable data sets.

Comprehend and Manage data

Tamr consolidates data into unique, golden records that provide a single source of truth for each entity. This process includes data cleansing and standardization, in addition to identifying the appropriate data source to input the most accurate and up-to-date information for each attribute.

Enrich data

Tamr categorizes data leveraging well-defined taxonomies to improve data standardization in downstream systems and enhance business intelligence use cases. In addition, Tamr engages non-technical data experts in the process, incorporating the knowledge of these subject matter experts who know the data best.

Publish data

Tamr Publish is a directory for comprehended data sets about core business entities (e.g., suppliers, parts, customers). It supports bi-directional data updates, enabling organizations more easily to discover, explore, and deliver comprehended data from Tamr to power downstream systems and business workflows.

Service and Support

Service and Support for Tamr products are provided directly by Tamr. For any support and generic queries please email to
help@Tamr.com. Tamr licensors service delivery organization will be responsible for responding with a call, assigning a severity level
to the call, and determining the service Severity Level acceptable to Hewlett Packard Enterprise customer. The support request will
be processed by Tamr in accordance with the Severity Level agreed upon.

Software Warranty

For a period of ninety (90) days from the Start Date, Tamr warrants (a) that the media on which the software is delivered will be free
of defects in material and workmanship, and (b) the software will operate substantially as set forth in the applicable Tamr
specifications when used in accordance with the terms of the Tamr software license. End User's exclusive remedy and the entire
liability of Tamr and its suppliers under this limited warranty will be replacement of the software media. Except for the foregoing, the
software is provided AS IS. This limited warranty extends only to the End User as the original licensee. See other Warranty
Limitations and Restrictions below.

Restrictions

Tamr warranties as set forth herein ("Warranty") are contingent on proper use of the Tamr branded hardware and software
("Products") and do not apply if (a) the Products have been modified without the written approval of Tamr, (b) the Products' serial
number label is removed, (c) the Product has been damaged or subjected to abnormal physical or electrical stress, abnormal
environmental conditions, misuse, negligence, or accident, or (d) the Product is licensed for beta, evaluation, testing or
demonstration purposes. In order to ensure proper operation of Tamr products, it is required that all Tamr systems utilize only Tamr
supplied optical transceiver components.

Tamr reserves the right to void warranty and service support offerings if optical transceiver components other than those supplied
by Tamr are used in the operation of Tamr products. The terms of the Warranty are limited to the remedies as set forth in this
Warranty.

This warranty is provided in lieu of all other rights, conditions and warranties. Tamr makes no other express or implied warranty with
respect to the software, hardware, products, documentation or Tamr support, including, without limitation, any warranty of
merchantability, fitness for a particular purpose and non-infringement of third party rights. Tamr does not warrant that any products
will be error-free, or that any defects that may exist in its products can be corrected. In no event shall Tamr be liable for cost of
procurement of substitute goods, lost profits or any other special, indirect, consequential or incidental damages (including but not
limited to lost data), however caused whether or not Tamr has been advised of the possibility of such damages. Some jurisdictions
do not allow limitation or exclusion of liability for consequential or incidental damages, so that limitation or exclusion may not apply.

Return Policy for Resellers

Stocking of Tamr products are not recommended. Please purchase accurate quantity required to fulfil the customer order.

Configuration Information

The Tamr configuration are as follows:

Tamr Subscription Software

Tamr offers subscription licensing for a minimum of 1 year, with 2 and 3 year term options available. Monthly SKUs are to be added to the 1, 2 or 3 year terms to provide inter-period terms (e.g. 30 months). Evaluation SKUs are for Proof of Concept (PoC) usage only.

A Tamr subscription license is for the use of a "Workspace": A single deployment of the Tamr UI and the associated cloud or on-premise scale-out infrastructure. A workspace includes a single Spark cluster, which can be configured (CPU, Memory, Nodes) to meet required performance to execute a project. A Spark cluster is fully consumed by any task required for project execution. Example tasks include:

- Ingest
- Profiling
- Model execution
- Golden record creation
- Dataset materialization
- Export/publishing

Execution of a project will fully saturate a single customer defined and managed Spark cluster, of any size. Additional Spark clusters may be added to a workspace for the price of a workspace.

Note: Unless otherwise specified in the license, Tamr's software is not restricted on any of the following dimensions: number of sources, records, users, projects or cores / CPUs. All software licenses include maintenance and support.

Step-1 Select License

Description	SKU
For Data located Customer Managed cloud infrastructure select subscription of term desired (1, 2 or 3 year)	
Tamr Single Workspace Standard Edition 1-year E-LTU	R7N29AAE
Tamr Single Workspace Standard Edition 2-year E-LTU	R7N30AAE
Tamr Single Workspace Standard Edition 3-year E-LTU	R7N31AAE
Notes: Options : Evaluation and monthly add-on to yearly terms	
Tamr Single Workspace Evaluation Edition Monthly E-LTU	R7N28AAE
Tamr Single Workspace Standard Edition Monthly E-LTU	R7N32AAE
For Data located in On Premise select subscription of term desired (1, or 2)	
Tamr Single Workspace On-premises Edition 1-year E-LTU	R7N33AAE
Tamr Single Workspace On-premises Edition 2-year E-LTU	R7N34AAE
Notes: Option: Monthly add-on to yearly terms	
Tamr Single Workspace On-premises Edition Monthly E-LTU	R7N35AAE
For Data located in Tamr Managed Cloud select subscription of term desired (1, 2 or 3 year)	
Tamr Single Workspace Cloud Edition 1-year E-LTU	R7N37AAE
Tamr Single Workspace Cloud Edition 2-year E-LTU	R7N38AAE
Tamr Single Workspace Cloud Edition 3-year E-LTU	R7N39AAE
Options: Evaluation and Monthly add-on to yearly terms	
Tamr Single Workspace Evaluation Cloud Edition Monthly E-LTU	R7N36AAE
Tamr Single Workspace Cloud Edition Monthly E-LTU	R7N40AAE

Configuration Information

Step-2 Select Service

Tamr Professional Services support customers on implementation, training, and adjacent data engineering services (e.g., pipelining) to ensure success. Tamr Professional Services can support scoping the effort required for your project.

For General Professional Consulting Service Needs:

Tamr Hourly Professional Service	R7N42AAE

For Instructor Led Training:

Tamr Training 1-week Service	R7N43AAE
Tamr Certification Training 1-day Foundation Service	R7N44AAE
Tamr Certification Training 3-day Practitioner Service	R7N45AAE

For specialized Consulting Services:

Tamr Entity 1-year Mastering Service	R7N41AAE
Tamr Technical Account Manager 1-year Basic Service	R7N46AAE

Summary of Changes

Date	Version History	Action	Description of Change
01-Mar-2021	Version 7	Changed	New portfolio and description changes
18-Jan-2021	Version 6	Changed	Overview and Standard Features sections were updated
02-Nov-2020	Version 5	Changed	Overview, Standard Features and Configuration Information sections were updated
06-Jul-2020	Version 4	Changed	QuickSpecs layout was updated and Branding Refresh was applied.
03-Feb-2020	Version 3	Changed	Updated SKU offerings
03-Sep-2019	Version 2	Changed	Updated SKU names
25-Sep-2017	Version 1	New	New QuickSpecs

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