

Tamr Helps Toyota Motors Europe Build a Unified View of Customers and Prospects

Toyota is one of the world’s largest automotive manufacturers, offering a wide variety of high-quality vehicles, from trucks and cars to SUVs, PHEVs (Plugin Hybrid Electric Vehicles) and minivans. In 2013, the company launched Consumer One, a European-wide initiative to boost business in the region by putting the customer even closer to the center of Toyota’s activities. The idea was that operating with a more customer-centric view would not only increase customer satisfaction, but also fuel growth opportunities in the region.

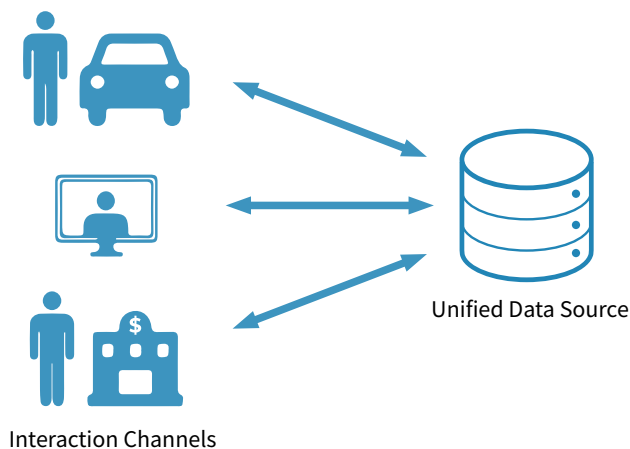
Toyota Motors Europe (TME) is a Toyota subsidiary that oversees European operations—specifically 30 national marketing and sales companies (NMSCs), each of which supports marketing and sales initiatives for retailers and consumers in their respective regions.

TME embraced Consumer One as a way of making sure it delivered on the expectations that customers have in an increasingly connected digital age. Customers need relevant information at the right time for them regardless of the method of communication or who initiated that communication. In keeping with Consumer One, TME wanted to better understand and predict the needs of their customers and to make each interaction feel cohesive for them, enhancing their experience with the brand.

“Toyota is intensely focused on innovation and customer satisfaction. We want to deeply understand our customers and provide them with the best products and services we have to offer in a very innovative way. We saw a more integrated approach to unifying customer data as a core component of this”

– Matt Stevens,
General Manager

Toyota Motors Europe



The Challenge: Generate A Unified View of Customers

At the core of TME's initiative was the integration of customer data at both the NMSC and pan-European level. The key challenge was that the level and method of customer data integration varied greatly by NMSC. Some NMSCs spent a lot of time building centralized customer databases, while others created separate databases for different business functions. Integration methods varied as well, ranging from none at all to manual integration to external agency outsourcing to full-on master data management solutions. Though reasonably effective with small amounts of static data, none could scale effectively with an increasing volume of complex data—which was especially important to TME, as it sought to introduce new, less country-specific data sources.

These disparate approaches meant that massive amounts of customer data, varying in quality, were spread across silos throughout the organization. This kind of fragmentation makes it much harder for NMSCs to optimize customer outreach in terms of targeting and frequency. Fragmented customer data also impacts the effectiveness of marketing and sales innovations at the European level, such as new apps, demand forecasting, and upsell efforts. In short, the lack of a consistent view of customer data was slowing down the ability to innovate and satisfy the expectations of its customers.

“Addressing these issues led us to an enterprise data unification approach, and a vendor, Tamr. We rejected traditional commercial offerings like MDM tools because their top-down approach required a single data model. Instead we wanted to pursue a bottom-up approach, and identified three mission-critical elements that guided our project: Scalability, Flexibility, and Collaboration”

– Matt Stevens,
General Manager

Toyota Motors Europe

The Solution: Tamr's Unique Blend of Machine Learning and Expert Sourcing

TME had previously attempted to employ several methods of consolidating customer data across the national distributors. They used external agencies, creating their own customer databases and manually integrating customer records from the variety of systems that they maintain, and master data management (MDM) suites. While those solutions were effective with small amounts of static data, they could not scale or evolve with the increasing data complexity and volume. Looking for a solution that would limit manual effort while managing data complexities and was able to run on Amazon Web Services (AWS), more specifically, Amazon Simple Storage Service (S3), TME reached out to Tamr and other vendors with machine learning capabilities to speed up and simplify the integration process.

Ultimately, TME selected Tamr as the best fit for the company because of its:

- Speed and scalability. Tamr employs a unique combination of automation and expert guidance, without the need for heavy coding. Unlike traditional approaches, with Tamr the effort and cost to integrate new sources declines as you add more sources.
- Embrace of data “entropy” as a fundamental property. Data entropy and variety are a reality in the modern enterprise. TME knew that its data would evolve over time at an escalating pace, so integration needs to be continuous—a core Tamr design pattern.
- Expert sourcing capability. Tamr's ease-of-use allows customers to use human expertise when validating results, serving as a collaboration platform for TME to capture input from data owners in various countries to resolve any questions.
- Blend of accuracy and efficiency. When compared to outsourcing the integration work to a third-party altogether, Tamr proved to be more accurate in addition to cost-effective.

The Result: European Regions Are Realizing Significant Value from Tamr

TME initially implemented Tamr's unification platform in two European regions, with each realizing specific benefits. For instance, in Spain, which had pursued manual integration efforts of customer data through external agencies in the past, Tamr's implementation was not only more efficient, but allowed them to keep their integration work and consumer data in-house.

TME looked for Tamr's implementation in Europe to not only drive gains in marketing and sales efficiency (e.g., less redundant outreach) and effectiveness (e.g., optimized upsell opportunities), but improve its ability to innovate and meet customer expectations for connected, seamless experiences.

Tamr's speed and efficiency in conjunction with Amazon S3's industry-leading scalability and security has allowed TME to benefit from machine learning in the Tamr data unification platform. As a result, TME has seen a 40% reduction of duplicative customer records allowing for an increase in efficiency and business value.

Toyota views Tamr as a critical component to other initiatives beyond generating a single view of customers, believing Tamr has become a central source for additional value to regional sales and marketing processes across all of Europe. TME's marketing efforts across the regions have benefit, for example, from Tamr enriching regional website leads with data from other external data feeds.

"We see Tamr as a strategic resource within our organization. The technology can not only be applied to help us improve our sales and marketing initiatives but we see it as a platform for innovation across the enterprise"

– Yves Tassenoy,
IT Manager

Toyota Motors Europe

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](https://tamr.com)