

## Form: Direct Data Entry & Governance

*Standardize taxonomy, governance, and reporting*

### FORM ENABLES:

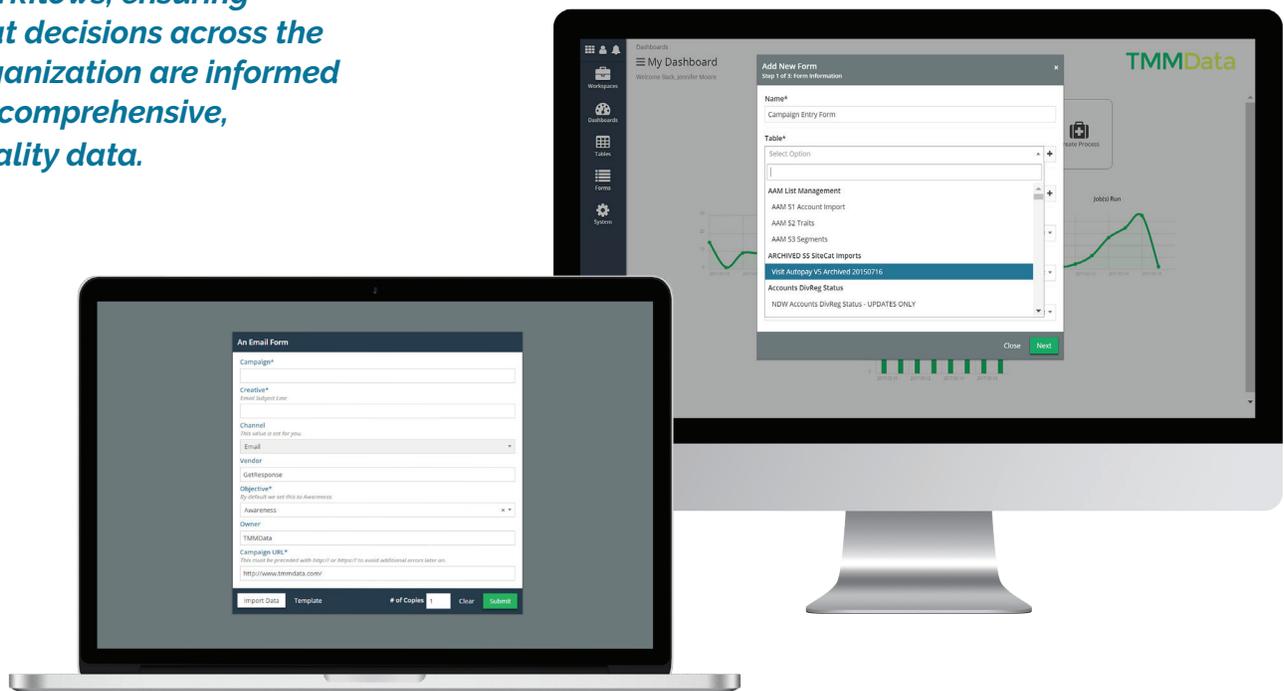
- The ability to centralize and automate data processes
- Protection of data quality, integrity, and governance with user- and group-level controls
- Seamless, direct integration with data platforms and tools

*Form provides standardization and automation of time-consuming and error-prone manual workflows, ensuring that decisions across the organization are informed by comprehensive, quality data.*

Within TMMData's software, Form allows users of any technical skill level to contribute comprehensive, clean data that can be automatically integrated and seamlessly blended with data from data warehouses, cloud applications, spreadsheets, and other sources across the organization.

Form enables centralization of the valuable data resources that often reside in spreadsheets on individual desktops, by minimizing manual effort and automating the collection of data.

The Form interface is highly flexible and intuitive, ensuring that accurate, timely data entry is a painless process. The Form backend provides powerful data governance tools to ensure the capture of metadata and adherence to taxonomy rules. When data is submitted, user notifications, automatic alerts, data blending, and data delivery processes can all be set to execute immediately or on a defined schedule.



## WITH FORM YOU CAN:

**Input** – Enter data directly into a centralized platform using customized forms that minimize manual entry errors

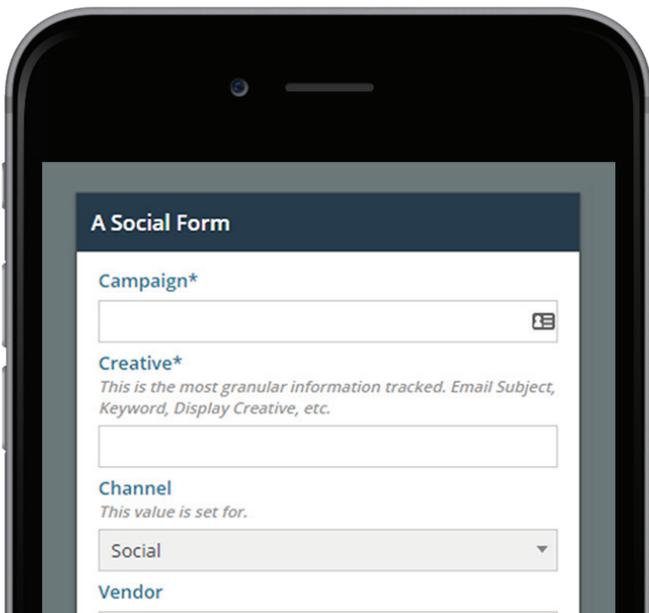
**Connect** – Integrate and blend form-entered data with platforms from across the organization

**Automate** – Eliminate manual tasks by scheduling processes that refresh, deliver, and send alerts when new data arrives

**Deliver** – Provide clean, accurate data directly to business intelligence and advanced analytical tools

**Govern** – Ensure data quality, integrity, and security with flexible data governance and user-level access permissions

**Manage** – Organize data assets with robust metadata support tools, documentation, and notifications



The image shows a smartphone screen displaying a form titled "A Social Form". The form has several fields: "Campaign\*" with a text input and a calendar icon; "Creative\*" with a text input and a note below it: "This is the most granular information tracked. Email Subject, Keyword, Display Creative, etc."; "Channel" with a dropdown menu showing "Social" and a note below it: "This value is set for."; and "Vendor" with a text input.

## EVERYONE CONTRIBUTING TO DATA QUALITY

TMMData's software makes it easy for anyone in the organization to contribute clean, complete, timely, and accurate data. Flexible forms can be designed with user-specific instructions, fields, requirements, and displays to minimize effort and minimize errors. Forms can also be accessed from any device to ensure easy, fast, secure data entry, and form themes are available to blend seamlessly with other organizational resources.

## ABOUT TMMDATA

TMMData simplifies the movement and enrichment of data for analysis through its self-service data integration, preparation, and management software. A range of users—from marketers and analysts to developers and engineers—depend on TMMData's enterprise-grade software to ingest data from any source, automate complex data synthesis, and customize direct data outputs for delivery to any platform. Whether implemented in-cloud or on-premises, TMMData's powerful data governance and taxonomy functionalities ensure data quality and protection of sensitive information across data environments.

TMMData software powers the data supply chains of clients including Comcast, FedEx, Blue Cross Blue Shield, the Pennsylvania State University, Expedia, and others. TMMData was founded in 2008 outside of State College, PA, and has additional offices in Philadelphia and Baltimore.

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**TMMData**