Reclaim your data destiny.
Build better customer experiences.

Redefining data collaboration in a privacy-first way.

InfoSum unlock data's limitless potential by powering a better data-driven customer experience through privacy-safe collaboration.

Challenges facing data sharing.

1 **Lack of commercial trust**

Companies don't trust each other to control and manage customer data even if it paints a more comprehensive picture of their audience.

2 **Increased compliance**

Consumer privacy legislation exposes data owners to unforeseen and increasing risks anytime data is shared.

3 **Data fragmentation**

Cleaning and organizing data to be shared is beyond the capability of most companies.

4 **Growing consumer awareness**

Consumer awareness is at an all time high due to very public data misuse and leakage stories and mainstream documentaries.

Imagine a world where data is connected, but never shared.

100% Control of Your Data

Non-movement of data', via decentralized technology, ensures you retain full control of your data.

Future-Proofed Solutions

Future-proofing your business against privacy changes and eliminating reliance on a single identity.

Customer-Centric Collaboration

Enabling infinite collaborative opportunities with access to a network of data-rich companies.

INFOSUM

One Platform. Any Collaboration.

Internal

- Create a single source of customer knowledge
- Empower secure and controlled access in your business
- Personalize brand experiences for customers

One-to-One

- Combine knowledge to power better experiences
- Build mutually beneficial, flexible and transparent partnerships
- Instantly identify the affinity between two customers

One-to-Many

- Unlock a holistic view of combined customers
- Optimize cross-industry processes, such as supply chain
- Build new data products across industries with high affinity

Co-Op

- Unlock collaborative opportunities with competitors
- Create innovative products that benefit entire industries
- Promote greater data democratization via industry-wide insights

InfoSum for your industry.

CPG & Retail

Deliver better brand experiences in a rapidly changing retail environment.

Media & Advertising

Capture the attention of consumers through personalized marketing experiences.

Gaming

Deliver player-first experiences across the surging gaming and esports industry.

Financial Services

Deliver better financial experiences and mitigate risk with a connected data approach.

Healthcare

Deliver a better future with richer research and care by safely connecting health data.

INFOSUM

Connectivity, privacy and security.
We take this very seriously.

Connectivity

Connectivity is the lifeblood of commerce today. We enable connectivity and collaboration with partners in a way that was never possible before.

Privacy

We believe privacy is a basic customer right. That's why we engineered a privacy-by-design platform to enable collaboration with anyone.
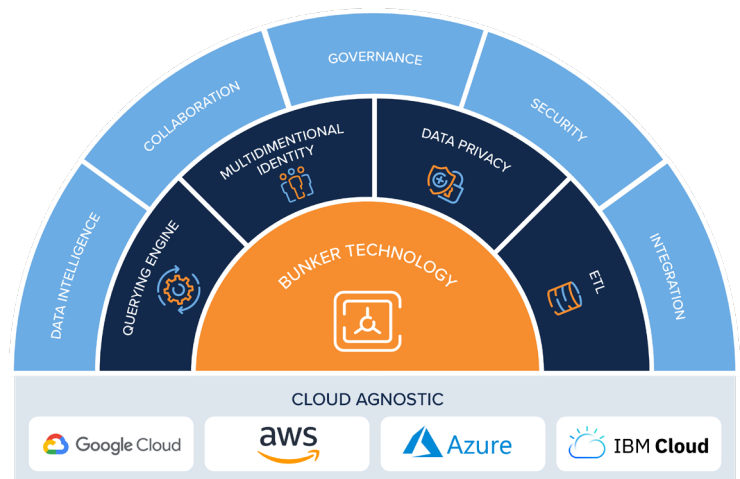
Security

Security is never an afterthought. Instead, it's considered in every part of our platform to ensure trust in all your collaborations.

Patented Bunker technology.

We deploy a Bunker to each of our clients that mirrors their first-party data. Bunkers can then be safely and securely connected to other Bunkers.

- Each Bunker held in a dedicated cloud instance
- Can be deployed across multiple cloud platforms and regions
- Bunkers connected via a decentralized architecture
- No infrastructure management
- Multiple patents protecting invention of 'non-movement of data'.

More Information?

Visit infosum.com or get in touch at hello@infosum.com.

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