

DIGINOME

DataDNA™



Diginome's DataDNA Platform is a breakthrough offering that shapes your business transactional events into a highly actionable database, representing all of your disparate source data. This incredible, new database technology creates the "DNA" fabric of your data environment and, thereby, provides heredity between data objects, digital traits and characterizations, and powerful data provenance that allows you to visualize the complete digital life of data across heterogeneous applications. Our digital fabric offering allows you to leap forward into actionable problem solving far beyond traditional BI capabilities. This breakthrough has been accomplished by combining Diginome and ParAccel technologies to yield a massively parallel actionable BI solution that has no equal.

DataDNA: The Diginome Database Platform

Diginome® has developed and patented a unique software platform that allows any organization in any industry to automatically capture, associate, track, reconcile, visualize and harvest any disparate data transactions, related events and information in a secure and real time environment.

Globally, businesses and governments are faced with a data management and information crisis with unprecedented issues and with ever increasing data volume magnitudes. Enterprise data landscapes are usually composed of various applications, databases, file types, formats, including structured and unstructured data. However, most enterprise data is processed and stored in numerous dissimilar servers and networks and often very difficult to leverage as one homogenous unit and without any way to look across all of these at one time. The ongoing results of such disparities are serious regulatory compliance problems, lost transactions, bad decisions, increased costs and huge missed opportunities.

The Diginome DataDNA™ database platform has three major components: a DataDNA engine, a powerful rules and traits engine and a series of user interface options with which to visualize and harvest. The DataDNA engine provides the core proprietary capability that weaves together the business events of the enterprise in real time. It will essentially associate all desired events across all time into a complex heredity-based picture of your business. This forms the basis of the complete data provenance capabilities that can then be harnessed for many actionable purposes. The rules/traits engine provides the next level of characterization of what is being captured for a depth of analysis and harvesting that has never been brought to market before. All of this is enabled across terabytes of information in real time.

Business Benefits

No technology or system has yet addressed the problems related to digital reporting, tracking and validation at the root level of data creation. Diginome with the help of ParAccel has broken this barrier and gone beyond conventional business intelligence. Our capability gives any enterprise **real time visibility** into all data back to the data's origin. The Diginome DNA Database is essentially a genome for data; it provides digital heredity between objects, the complete digital life of data and captures digital traits.

Customers are using Diginome for operational data visibility and reconciliation that yields millions in lost revenue (revenue leakage), in validating data accuracy and continuous auditing (data integrity and compliance), and for cyber security/homeland security verification (Data DNA heredity and traits). All users can transparently add Diginome to their landscape without affecting their current business operations, making all that we do **"actionable without disruption"**!



Diginome-ParAccel Partnership

Combining the power of the ParAccel massively-parallel processing columnar database technology with Diginome's unmatched harvesting and heredity capability gives the user a unique and powerful real time business intelligence and analytical capability. Our innovative DataDNA solution is the most powerful tool on the market for examining and tracking data as it's generated throughout the enterprise, providing businesses with much greater visibility into the integrity of their information and deeper insight into the full value and potential of the data they're gathering. Pairing that power with ParAccel's breakthrough high performance database enables real-time analytical capability with unlimited scale.

Diginome Technology Differentiation

The following key features embody Diginome's patented approach:

- **Granularity** DataDNA captures and tracks all data value characteristics thereby enabling audit and provenance at the finest granular level of data-the atomic level. We deal with the data values themselves, not simply at the metadata or schema levels. **Diginome bulletproof data integrity delivered!**
- **Agnostic Integration** Data integration and related architectures are complex and difficult to manage across very diverse source systems, transformations and data targets. DataDNA is the ideal enabling fabric due to its platform agnostic, highly scalable, independent and interoperable capability. DataDNA works across all databases and applications in any given enterprise or group of enterprises from legacy systems to the latest cloud application and services. **Diginome fabric delivered!**
- **Heredity** DataDNA has the capability to create heredity threads (or associations) among all related data events or objects across the enterprise. The software literally creates a complete DNA mapping of the enterprise data values along with their characteristics, and when combined with the Diginome harvesting and visualization capabilities unleashes information in your enterprise that has never been provided before. Streaming in real-time, this feature can provide advantages like complete continuous audit and monitoring of your businesses execution. **Diginome enabled harvesting and visualization!**
- **Abstraction** DataDNA provides a normalized abstraction layer across any identified pool of data in the enterprise. This enables any data perspective of data harvesting regardless of origin. No longer will you be limited or restricted when using compliance mechanisms such as XBRL or other industry protocols. Diginome spans these at a higher, common object layer and simplifies the access, the tracking, auditing and harvesting of all systems. **Diginome simplification!**
- **Forensics ("Crawl Back")** DataDNA has the capability to do a backward crawl through complex applications systems and databases to provide a complete forensic trail of transactional history. Again, at the same atomic data levels, a vast historical picture can be gathered into our DNA-like representations which unlock missed business intelligence and missed opportunities that would otherwise remain buried forever. **Diginome actionable "crawl-back"!**

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