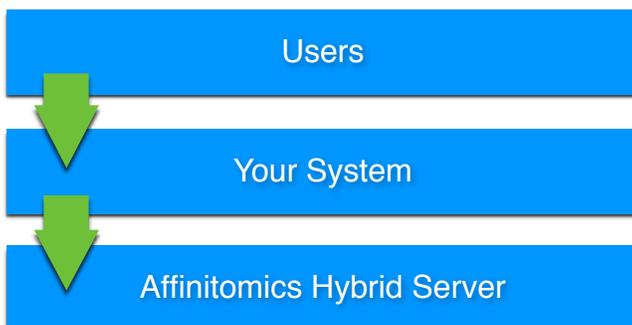


Affinitomics™ Can Be Deployed in a Model Best Suited to Your Enterprise

White Label Affinitomics™

You've built a successful brand based on your "Secret Sauce".

We can enhance your technology without spilling the beans.



Prefrent offers an Affinitomics Hybrid Server architecture that gives you the power of AI, without co-branding. All your customers will appreciate a greatly improved user experience without knowing how or why.

In a white-labeled system, All the Affinitomic archetypes are stored in a Hybrid server - one that holds the Affinitomic elements within your system and only communicates de-identified and / or encrypted JSON objects to the Affinitomics Cloud. All transactional calculations are handed back to your systems and knowledge store. This means that your customers and competitors are never aware

that your system uses Affinitomics™. Customer Archetypes can be created on the fly, without a user's knowledge - further supporting your brand.

This deployment is appropriate for any Enterprise that has an existing customer base that they want to offer AI to, without advertising Prefrent as the vendor. This deployment also means that your Affinitomic Archetypes are never made public, and that only your company has access to the data.

This is also a good model if your company offers more than one application derived from your data as well - it reduces the number of transactions required in the Affinitomics Cloud so it keeps costs down.

Intelligent Data Bridge

Welcome to the world of Big Data. After a decade of growth you company has valuable knowledge squirreled away all over the place - and it's become a problem.

Unlike competing solutions that rely on arduous data conversion, consolidation into a monolithic database, or an investment in custom point

solutions, Affinitomics™ will leave your data as it is, where it is, unmolested.



The difference is that Affinitomics makes data “aware” of its use and context. A record in a database or document in a folder will know how important it is and where it fits in the grand scheme of things under any context. That means you can have access to your entire knowledge store from one place, and that all your data speaks the same language.

Affinitomics lets us rapidly create record and document processors that store Affinitomic Archetypes (an intelligent representation of your data). That means your data, aside from a unique ID, is smart but virtually unchanged. With Affinitomics you’ll save time. More importantly, you’ll find new ways to make more money, and be positioned for the future. Unlike competing solutions that rely on arduous data conversion, consolidation into a monolithic database, or an investment in custom point solutions, Affinitomics™ will leave your data as it is, where it is, unmolested.

The difference is that Affinitomics makes data “aware” of its use and context. A record in a database or document in a folder will know how important it is and where it fits in the grand scheme of things under any context. That means you can have access to your entire

knowledge store from one place, and that all your data speaks the same language. Affinitomics lets us rapidly create record and document processors that store Affinitomic Archetypes (an intelligent representation of your data). That means your data, aside from a unique ID, is smart but virtually unchanged. With Affinitomics you’ll save time. More importantly, you’ll find new ways to make more money, and be positioned for the future.

Intelligent Applications and Portals

In the time it takes you to set up a new data base or create the facing pages of a web portal, you could install an AI layer that would make it 3 to 27 times better at doing it’s job.



According to Mckenzie & Co, knowledge workers spend 108 minutes a day looking for what they need to do their jobs. Affinitomics can reduce that to 12 minutes. Saving nearly an hour and a half per person, per day. It adds up fast, and goes to your bottom line.

Most applications that have access to the internet can make use of our RESTful API and be up and running in no time without any middle-ware or infrastructure cost.

Affinitomics is not burdensome to your current staff either - processes and workflows can be

learned in less than a day, and mastered within a week. Affinitomics makes more information available from your data without requiring that you add microformats, or micro data structures of any sort.

The information Affinitomics returns can be dropped directly into your application design, and can be styled to match the look and feel you need, not one that it requires. It integrates so well, that after a few days, you'll be wondering what you've done without it for so long.

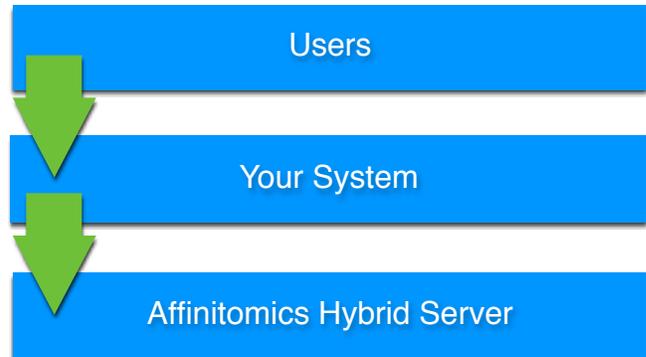
Affinitomics would be worth the money and effort if all it did was improve the user experience, but that's just the tip of the iceberg. Affinitomics makes your data "aware", more useful and more valuable. Analytics, trend analysis and knowledge discovery capabilities become an inherent part of your infrastructure and support the future growth and success of your enterprise - no matter how the landscape changes.

High Security / Compliance Needs

Many industries must take extra precautions to protect data and meet stringent compliance requirements. Generally enterprises in this space are required to take extra precautions to meet these needs. Affinitomics™ Hybrid Server is the perfect A.I. solution for these instances.

Whether you work in medical, financial, defense, or any other high compliance or security environment, you can now add an A.I. layer that meets your stringent security needs. For most applications, even in high security environments, Affinitomics IQ Cloud™ is

appropriate and effective. However, in situations where compliance requirements prohibit sharing information on the web, or hybrid server is a more appropriate choice.



Our hybrid server holds the Affinitomic elements within your system and only communicates selected (by you) de-identified and / or encrypted JSON objects to the Affinitomics Cloud. All transactional calculations are handed back to your systems and knowledge store. In extreme cases, the system can be configured to only receive updates from the cloud, processing all other information on the hybrid server.

This deployment is appropriate for any Enterprise that has an existing or future increased compliance needs, but also offers a layer of abstraction for your customers - they never need to know Prefrent was involved. This deployment also means that your Affinitomic Archetypes are never made public, and that only your company or customers have access to the data.

This is also a good model if your company offers more than one application derived from your data - providing a centralized A.I. system for all your applications.

Prefrent[™]
Evolving the Web

1325 West Biztown Loop in Hayden, Idaho
83835 • info@prefrent.com • prefrent.com

888.974.6633 x 203