

# Diginome Company Brief



## Continuous Information Integrity

THERE IS A GROWING NEED FOR PLATFORMS THAT WILL ENABLE THE ENTERPRISE TO PRE-EMPT FINANCIAL RISK, EXECUTE REAL TIME AUDITS AND FORENSIC ACCOUNTING, AND STOP LOSS AND EXPOSURE FROM M&A ACTIVITIES, FRAUD, AML AND OTHER POTENTIAL SOURCES OF COMPROMISED DATA. DIGINOME'S DATADNA™, WHILE VERY EFFECTIVE IN SUPPORTING AN EXECUTION ENVIRONMENT, PARTICULARLY LENDS ITSELF TO PREDICTION AND PREVENTION ANALYTICS BY ENSURING THE INTEGRITY OF DIGITAL ASSETS IN REAL TIME. WE SEE OPPORTUNITIES FOR DATADNA IN THIS DEVELOPING MARKET SEGMENT.

Diginome is a software company specializing in enterprise-wide information integrity solutions. Diginome's DataDNA is an information integrity management and visualization platform that gives enterprises unprecedented digital transparency and context so they can trust and easily verify the integrity of their information assets. This patented software creates a holistic, cross-enterprise view of information integrity that is both visual and actionable. With DataDNA, organizations can quickly "connect the dots" to identify flawed processes and prevent digital disasters.

Use cases for DataDNA exist in all industries, and are extremely compelling when they involve protecting "the money trail". For example, in a banking scenario, DataDNA can continuously monitor and validate the accuracy of granular loan data at the datum level, across an institution's lending applications, to enable exceptional internal and regulatory credibility as well as deep forensic ability.

In Financial Trading, DataDNA can monitor and validate trading transaction integrity in near-real-time to help institutions prevent Madoff- and London Whale-type scenarios.

In a mobile payments scenario, such as in Transit and Retail, companies can protect revenue from shrinkage as DataDNA automatically monitors transactions through reconciliation and settlement.

### CRITICAL MASS OF INFORMATION

The volume, velocity and variety of data being generated today are mind-boggling. Yet, the veracity (truth) of the data that businesses are using to become data-driven admittedly lags far behind - per IDC, "only about 15% of organizations state that they completely agree that data in their organization is trusted, granular (enough), and high quality." Conventional tools and methods haven't addressed the decades-old need for data veracity because they are manual, point-in-time, and have a limited scope; they are surely inadequate for the new era that includes Big Data, the Internet of Things and daunting regulatory mandates.

Organizations are now taking action, and the market is moving in Diginome's direction in a big way. IDC Financial Insights recently announced that in 2014 Risk IT will account for 16.5% of all IT spending, and the worldwide Financial Services risk information technologies and services (RITS)

market will account for \$71.2 billion. By 2018, it will account for 18.2% and \$97.3 billion.

“Risk IT strategies and investments over the forecast period will remain critical as policymakers around the globe stay focused on capital buffers, trade transparency, accounting and reporting improvements, internal control and IT system continuity, third-party risk, financial crime and fraud, and the impact of cyber threats on the safety and soundness of the financial marketplace.”

With the need for RITS growing at such an astounding rate, a holistic innovative software solution is the only feasible approach for raising information integrity and addressing information-related risk in a modern, sustainable and future-worthy manner. Enter Diginome.

### UNIQUE INFORMATION INTEGRITY SOLUTION

Unlike any other solution, DataDNA employs the concept of tracking the life cycle of each and every data value at its atomic contextual level (hence, “DNA”). This ability to discover, test, validate and certify massive and disparate enterprise data for its lineage, metadata standards and related structures is powerful and customizable. Initial research and development has resulted in one granted patent and two patents pending.

With DataDNA, stakeholders can visualize the state of information integrity across the enterprise, and receive proactive alerts to correct problems before they propagate downstream. It continuously monitors and validates individual data events against stated and de facto business rules to automatically surface issues at any point in time.

All events are recorded in the DataDNA Repository which provides an up-to-date granular history of information integrity, complete with context and associations. DataDNA includes advanced lineage capability that detects data anomalies within and across platforms and applications, unlike traditional lineage products that deal only with source-to-target events within their application purview.

### DATADNA SOFTWARE

DataDNA is horizontally scalable and standards-based, and supports both structured and unstructured data. The repository runs on any modern DBMS platform and is accessible via ODBC/JDBC-based tools. The software is available via enterprise license or SaaS, and can be implemented on-premise or in the Cloud.

1 <http://www.idc.com/getdoc.jsp?containerId=prUS24489013> and <http://www.idc.com/getdoc.jsp?containerId=prUS24850014>



Diginome Incorporated  
201 Mission Street - 12th Floor  
San Francisco, CA 94105  
Phone: 866-678-3422  
[www.diginome.com](http://www.diginome.com)

### COMPANY FACTS

Organized in 2009, Diginome is a Delaware Corporation with its headquarters in San Francisco, CA and technology development in Eugene, Oregon. We partner with global implementers to deliver industry-customized integrity solutions to our mutual customers.

### EXECUTIVE TEAM

Kamyar Shadan, Chairman and Cofounder  
Harry Van Wickle, CEO  
Paul Bertucci, CTO and Cofounder  
Steve Rubin, SVP Business Development  
Al MacLeod, VP Sales  
Steve Luk, VP/Chief Architect  
Kim Stanick, Chief Marketing Officer