

## Data-as-a-Service Cloud Hosting and Delivery Platform

The more information you know about your customers and prospects, the better position you will be in to provide the most relevant offers and content. Minimize time and resources while enhancing your own data with Infutor's extensive data elements and instantly gain a complete view of your consumers.

Increases in volume of your collected data can add strain on capacity, security, technical, and personnel resources. Logistics of data storage, hosting, and management can impede your ability to make actionable insights of your customer and prospect data. Removing barriers to data hosting and extraction allows you to spend more time focusing on analytics and making higher priority business decisions to drive revenue.

Infutor's Data-as-a-Service (DaaS) Cloud Hosting Solution allows you to instantly interact with your own data and make real-time decisions, while minimizing the logistics and costs of data hosting and maintenance. Solutions can be customized to meet your specific enterprise goals and objectives, with fast and flexible program implementation.

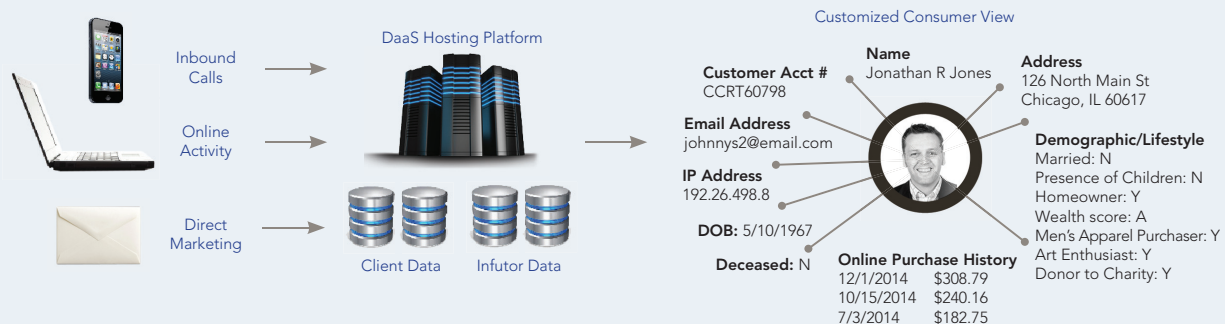


### DAAS MANAGED HOSTING SOLUTIONS

#### Multi-Channel Customer Recognition

Gain a complete view of your consumers, regardless of marketing channel. Learn key details of your customer's contact information, buying behavior, demographic profile, and lifestyle information **based on a phone number, email address, or postal address.**

Hundreds of demographic and lifestyle elements are available and can be integrated into any call center, point-of-sale (POS) system, or web-based Customer Relationship Management (CRM) platform. Multi-Channel Customer Recognition is available in real-time and tailored to provide you with a complete, instant view of your consumers, enabling you to make critical marketing decisions at the optimal time.



**LEVERAGING THE STRENGTH OF INFUTOR'S DATA**

As part of Infutor's DaaS hosting solution, you can integrate any of Infutor's compiled data assets with your own database, giving you access to hundreds of additional data elements. Leverage this data for advanced consumer identification, segmentation, and analytics.

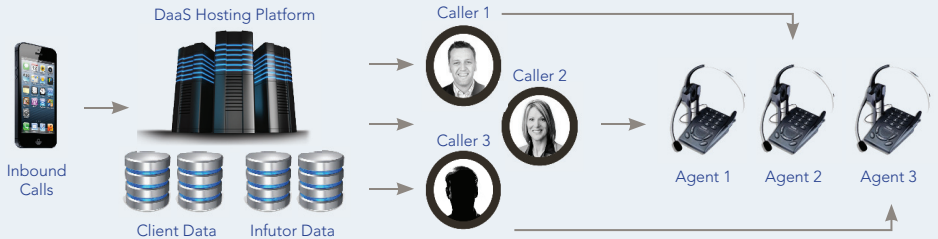
**360° Consumer View**

**Name:** Jessica R. Smith  
**Aliases:** Jess Smith, Jessie Smith, JR Smith  
**Phones:**  
 Mobile (private): (312) 555-5248  
 DA (public): (312) 555-1986  
**Address History:**  
 126 North Main St. Chicago, IL 60617  
 534 West Broad St. Chicago, IL 60624  
 190 Elm St, Apt 3, Chicago, IL 60616  
**Homeowner:** Y  
**Sale Date:** 05/2007  
**Sale Price:** \$362,500  
**Mortgage Amt:** \$290,000  
**DOB:** 5/1976  
**Deceased:** N  
**Email Address:** jrs@email.com  
**IP Address:** 192.12.548.1  
**SSN:** xxx-xx-9441  
**Marital Status:** M  
**Automobile:** 2013 BMW 325i  
**VIN:** WBGDG83649A005289  
**Purchasing Power Score:** B



**Enhanced Call Center Routing**

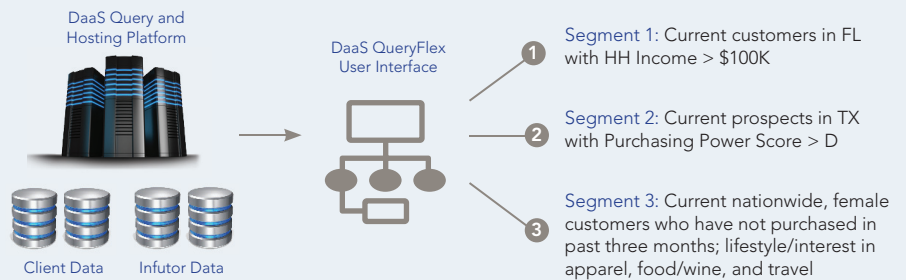
Combine data and analytics to provide real-time marketing intelligence at the time of an inbound call. Quickly and efficiently identify your callers, route calls to specialized agents, and present customized sales messages to improve conversions.



**Advanced Analytics and Market Segmentation**

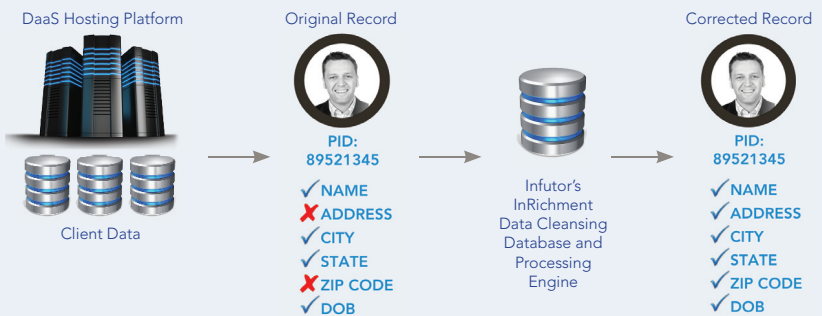
Combine multiple databases into a single platform to supplement and segment your customer data. Bring siloed and disparate enterprise databases into a single location, or combine your enterprise data with Infutor's compiled databases to gain even further insight into your customers' behaviors.

Data is accessed from an easy-to-use interface, allowing all stakeholders in your organization to run queries for analytics or segment data for marketing campaigns.



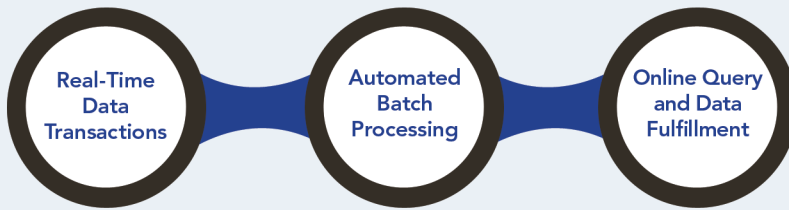
**Streamlined Data Hygiene Processing**

Cleanse your enterprise databases in a single, central location to improve data quality and deliverability. Hygiene processes include CASS™ standardization, NCOA<sup>Link</sup>® updates, advanced address correction, Proprietary Change of Address (PCOA) updates, date of birth, deceased flagging, and Persistent ID (PID) assignment.



## ACCESSING HOSTED DATA

Infutor's DaaS Managed Hosting Solution provides three unique options for data accessibility:



### Real-time Data Delivery

Infutor is a key provider of real-time data feeds, delivering data to any platform, including call centers, CRM systems, online platforms, POS systems, and more. Hosted data can be delivered in any combination and can include data from your enterprise database, Infutor's compiled databases, or a combination of several databases.

Infutor's real-time delivery platform, FlashFind, is an XML API system that searches and processes data in real-time (sub-second speed). Connectivity is available through REST, SOAP, and JSON protocol.

### Batch Data Delivery

Infutor provides a batch delivery option which allows you to upload files, append and process data from your hosted file, and automatically output data to a secure FTP site. PowerFlex, Infutor's file processing and data append platform, automatically sweeps your sFTP folder, processes jobs within 24 hours, and sends an email notification with reports when processing is complete.

The platform provides a variety of options for appends, reverse appends, and data hygiene processing, including CASS, NCOA, Proprietary Change of Address (PCOA), advanced address correction, date of birth, deceased identification, and PID assignment.

The automated PowerFlex platform is capable of high capacity processing, handling hundreds of millions of records per month. The interface can also be customized to your organization's branding standards.

### QueryFlex Data Analytics and Fulfillment Platform

Another option to access your hosted data includes an online query platform that allows you to instantly access any segment of your database. Whether you want to perform online analytics of your enterprise data or fulfill orders for your clients accessing data from your own databases, QueryFlex provides you with unlimited flexibility and segmentation options.

In a simple online, point-and-click platform you can select from any data element in your hosted database. You also have the option to perform queries of your hosted database combined with additional data elements. Infutor's compiled data assets can be combined with your own customer and prospect data to enhance current records.

## + INFUTOR'S COMPILED DATA ASSETS

Automotive Owners

Consumer Demographics with Extensive Lifestyle Elements

True Telephone Number Resource (Public and Private Phones)

Master Email Database

Real Property Data

Bankruptcy Data

True New Movers

Consumer Referential Data (with 30-year name and address history)

Deceased Database

## + DATA SECURITY AND TECHNICAL SUPPORT

Infutor's DaaS hosting solution employs dual redundant co-location facilities, global load balancing, and automatic failover to ensure high availability and uptime. These facilities are fully secured and comply with SSAE16 certification requirements.

Infutor maintains the strictest security standards including policies such as restricting data storage to United States-based, highly-secure data centers, ensuring access-as-authorized, appropriate logging, secure firewalls, secure/encrypted data transmission, and intrusion detection/vulnerability processes.

As part of our managed DaaS solution, Infutor provides complete data security support including server monitoring, application updates, security audits, disaster recovery, database administration support, firewall services, antivirus updates and more.



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## WHY ORGANIZATIONS CHOOSE INFUTOR'S DAAS CLOUD HOSTING SOLUTION

Infutor provides you with dedicated expertise in database management and data delivery. We manage trillions of data transactions, from thousands of independent and varied sources. Infutor's core strength is in managing vast and often disparate data sets and providing a way to extract pieces of that data to provide immediate value and insight.

Our dedicated technical resources provide you with the power to make fast, actionable business decisions at the right time in the market. Infutor's DaaS Hosting Solution provides several benefits including:

**Cost-savings:** Leverage Infutor's vast and scalable data storage capacity for immediate cost-savings. Streamline data management and security logistics to eliminate costly and time-consuming resources. Reduce IT resources and redirect focus on actionable data insights and analytics

**New data extraction and data analytics tools:** Integrate your data with unique delivery platform(s) to provide new analytics and delivery services. With Infutor's DaaS Cloud Hosting Solution, you will be able to integrate multiple data sources, and extract data in new real-time, batch, or query/analytics systems. Hosted data remains separate from the delivery applications, making it easy to change or upgrade data and application features

**Improve implementation time:** Expedite the process of launching new initiatives. Infutor's dedicated technical expertise enables you to meet stringent deadlines, giving you a competitive advantage in new business acquisition

**Gain insight from siloed data:** Consolidate all enterprise data assets to gain a comprehensive view of your business. Leverage Infutor's extensive management of disparate data to bring together all of your internal and segregated databases, providing you with a single and accurate view of your consumers, sales, suppliers, services, and more

**Optimize data quality processes:** Utilize Infutor's advanced data hygiene processing for continuous improvements to data quality. Access CASS, NCOA, PCOA, advanced address correction, date of birth, deceased flagging, and Persistent ID (PID) assignment as part of your complete DaaS Managed Hosting solution

**Reduce privacy and security concerns:** Capitalize on Infutor's team of data privacy and security experts. Infutor facilities are fully secured and comply with SSAE16 certification requirements. Data resides in multiple co-location facilities which are completely independent and redundant. Infutor has formalized Information Security and Disaster Recovery Programs that are continuously reviewed and updated to exceed industry regulations and best practices



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