

# Secure Data. Trusted Collaboration.

Data is part of your organisation's bigger story. Imagine if you could enrich it and uncover hidden insights that empower innovation, boost productivity and enhance customer experience. With IXUP, you can.

## A new way to generate actionable data insights

Until now, if you wanted strategic insights, you had to share your data with other organisations. But entering a data-sharing arrangement means immediately losing control over how your data is protected.

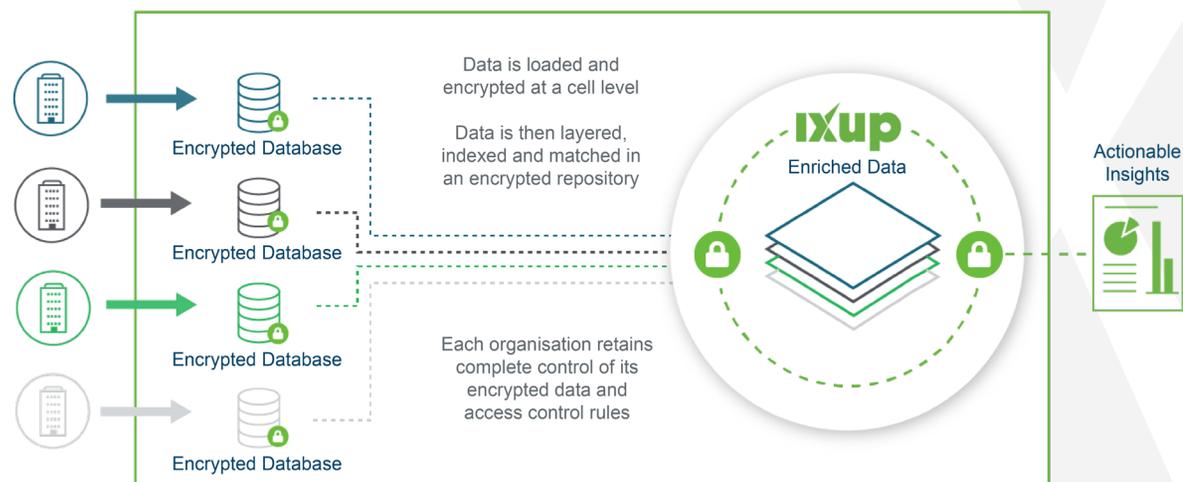
If your data is exposed because of another party's vulnerabilities, you can still be held responsible. Given the growing scrutiny from regulators and lawmakers about the security and protection of data, relying on other parties to safeguard your data is simply too risky.

There is a better, more secure choice. IXUP's software platform guarantees your data remains entirely in your hands. Secure data collaboration is one of the key differences between IXUP and other data sharing organisations, who cannot guarantee the safety of your data once it's shared.

## How IXUP works

Secure data collaboration ensures each party retains control over its data. At IXUP we achieve this by using a smart encryption and matching process that exposes insights and identifies commonalities in encrypted data sets. It layers these insights for analysis, to derive heightened intelligence from enriched datasets which can be connected and compared to support and inform strategy.

The source data remains securely encrypted by the software environment, with the encryption key held exclusively by the data owner.





## Understand customers better

IXUP helps you enrich your raw data to ensure it can be used to extract previously unattainable customer insights and inform customer behaviour to help deliver better products and services.



## Secure a competitive edge

Work with partners in trusted collaboration to uncover consumption patterns; conduct detailed market share analysis and identify strengths and weaknesses in company performance.



## Enable data-driven decisions

Use trusted data collaboration to conduct detailed due diligence about target companies to inform decisions on mergers or acquisitions.



## Always retain control

No third party can ever access your encrypted data on the IXUP software platform. You retain control over your data, allowing you to manage risks in line with your risk policies.



## Secure environment

IXUP's secure platform ensures you never compromise the privacy of the customers who entrusted their personal information to you.



## Data legislation

IXUP's platform ensures that you remain in compliance with strict new data protection and privacy laws during its secure collaboration process.

## About IXUP

Founded in 2011 and headquartered in Sydney, Australia, ASX listed company IXUP (pronounced 'eyes up') is a pioneer of secure data collaboration. Its unique, proprietary software platform allows multiple parties to connect sensitive data and collaborate without ever exposing that data or relinquishing control over it.

IXUP's software can be used across multiple industries including health, insurance and government – wherever there is a need to securely collaborate with data. While each organisation or industry vertical applies secure data collaboration according to its unique requirements, the demand for this capability is uniform.

Connect with us to find out more.