

# Expose insights, not data.

Preserve privacy & secure data  
with IXUP's encrypted data analytics platform.

IXUP helps organisations who require the highest assurance of data privacy, security and control to perform collaborative analytics on data sets from multiple sources.

## Generate insights with privacy, security & control

Using data analytics ethically and responsibly without falling foul of evolving privacy legislation and threats is now possible with advances in encryption technology.

With data privacy, security and control at the core, IXUP's secure software environment uses advanced encryption and compute techniques allowing collaborative analytics to be performed on data while it remains fully encrypted. This enables organisations to continue to focus on creating value from their data while complying with privacy laws.

## Preserve privacy & customer trust

Today the consequences of privacy breaches are more serious than ever, not only in terms of penalties but impact on reputation and customer loyalty.

By utilising ground breaking homomorphic encryption that enables computations on encrypted data, the IXUP privacy preserving analytics platform solves the issue of how to collaborate securely with co-marketing partners while maintaining customer trust.

## Keep control of your data

While data breach penalties weigh heavily on the company whose data has been breached, often a breach is the result of a third-party that the company had trusted. Research by the Ponemon Institute in 2018 revealed that almost 60% of companies have experienced a third-party breach.<sup>1</sup>

With IXUP you no longer need to rely on third parties and worry about potential data loss and misuse. Your decrypted data never leaves your hands. Data encryption and decryption is performed exclusively client-side, and you hold the encryption keys at all times; they never enter the IXUP platform.

## Protect your data with post-quantum security

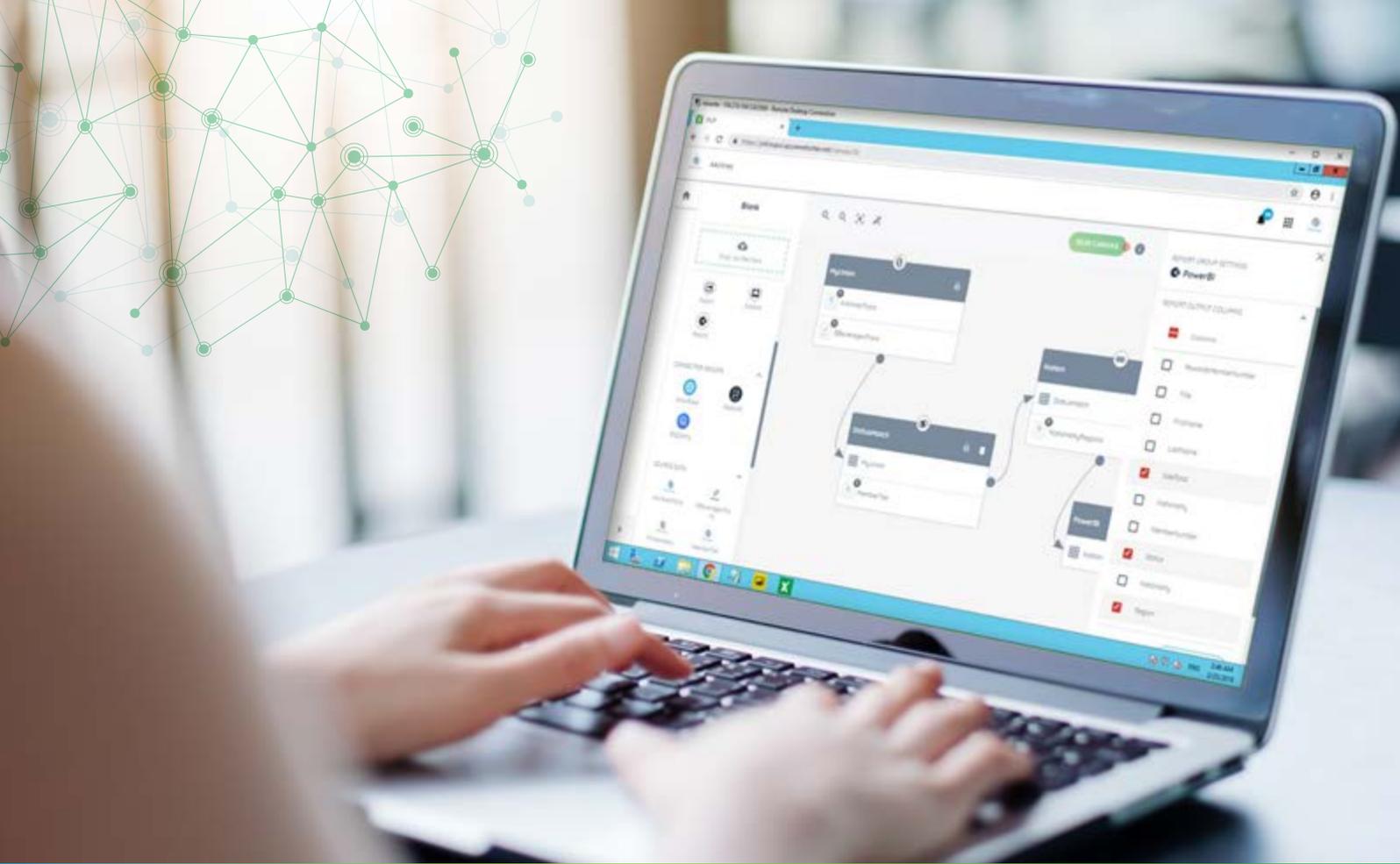
Unlike traditional techniques, IXUP encrypts data at every step in the process using homomorphic encryption – at rest, in transit and in use – so at no point is it vulnerable to the risk of data loss or misuse.

## Analyse your data securely & easily

The encryption and security provided by the IXUP platform maintains full usability of data so advanced analytics can be performed to generate rich insights.

The platform's intuitive and easy to use format empowers data analysts of any skill level whilst automatically deploying some of the most sophisticated encryption technologies the industry has to offer.

1. Ponemon Institute.  
*Data Risk in the Third-Party Ecosystem*. 2018



## The IXUP platform: encrypted-by-design

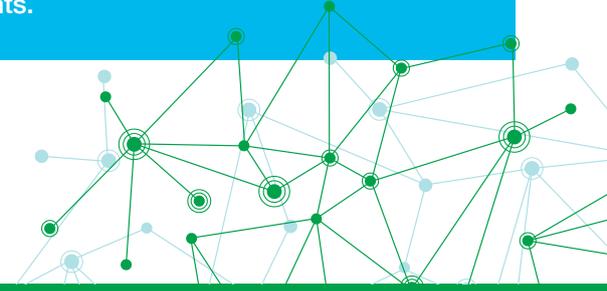
-  Data is 100% encrypted: at rest, in transit and during compute using homomorphic encryption
-  Allows insights at the cellular level for maximum control
-  Easily design your collaborations with drag and drop functionality
-  Inbuilt 'Five Safes Framework' risk assessment and governance framework
-  Output directly to Microsoft Power BI, Tableau and other visualisation tools
-  Available as Platform as a Service (PaaS) and Software as a Service (SaaS)

## About IXUP

IXUP (pronounced 'eyes up') is a pioneering technology company specialising in collaborative analytics on encrypted data. Our privacy preserving analytics platform enables sharing and analysis of data sets from multiple sources with 100% control, security and privacy.

IXUP holds the highest standards of information security demonstrated by our ISO/IEC 27001 certification.

IXUP is powered by Microsoft Azure and has a network of trusted industry-leading partners, such as Deloitte Australia, Tech Mahindra and Servian, ensuring customers can access our best-in-breed solutions supported by skills aligned with specific requirements.



To arrange a confidential discussion or demonstration, email [contact@ixup.com](mailto:contact@ixup.com) or visit [ixup.com](http://ixup.com)



Secure your data analytics