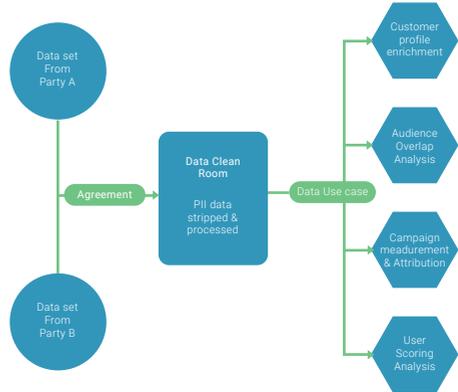




There's more data than ever before. Our connected world generates 120 zettabytes of data per day, up more than 20% year-on-year. This revolution has necessitated the need for better storage, faster processing, and accurate insights.

Data is the fuel that drives growth. With continuous signal loss and the push for privacy laws, a growing demand for privacy-preserving technology exists. Publishers and advertisers expect data to be shared to generate newer business models, grow revenue, and introduce better products – while upholding customer privacy.

Today, all companies are technology companies. It's important for businesses to invest in solutions that empower marketers and advertisers to work in a safe environment.



## DataHaven for Data Clean Rooms

### Democratizing data in a privacy-first world

DataHaven empowers data providers and consumers to safely share customer data within and outside the business environment. Seamless exchange of data at scale helps advertising partners enrich customer data, derive advanced audience analysis, implement better campaign management, and accurate attribution and engagement scoring.

### Benefits

#### Privacy-first

Meet compliance by stripping off all PII (personally identifiable information) before sharing with advertisers to protect the privacy of consumers.

#### Fast and scalable

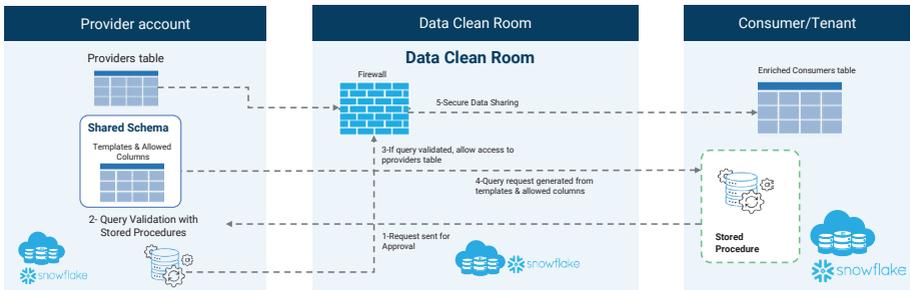
Process and deliver data in real time with an increasing number of data streams and advertiser networks.

#### Marketplace creation

Build a marketplace of data providers and data consumers with DataHaven acting as the defence system of your business.

#### Data partnerships

Create a new ecosystem of combined first-party data and ad partners to empower your joint business plans.



## DataHaven SaaS

Share and collaborate in broad daylight!

Build on a multi-tenant architecture, DataHaven allows businesses to add group companies and advertisers / media companies as tenants at scale. Your data remains in your 'haven' with intuitive dashboards, advanced logs, and automated reports made available at multiple levels. Itemized bills allow you to monetize your data more granularly. Access-based controls allow you to fine-tune access and usage in a privacy-preserving manner.

With stricter privacy laws being released and older ones updated from time to time, keeping up with this change is like walking on a tightrope. DataHaven makes it simpler for you to comply with the latest laws like GDPR / CCPA+ Compliance. Based on the laws applicable to your data, you can choose to turn them on / off and finetune them.



## Create a data-ecology

Bring in your group companies and your partners together

Data Haven allows you to add your group companies and share data with confidence. Enable other adjacent BUs to use target audience data from a common pool of PII-free data.

Extend data democracy to your partner companies and build joint GTMs using combined data collection. Launch newer products on your own or third-party marketplaces and monetize data.

DataHaven unleashes the power of Snowflake. Hosted on any public cloud, organizations are now able to perform synthetic identity detection, identify high-risk investments, account takeovers, burst-out scoring, and much more.



When we activated DataHaven, it was like turning on a light bulb in a dark room!



- World's leading media investment company  
Part of the world's largest Advertising Group Company

## Why Snowflake

Snowflake offers unmatched performance, flexibility, and near-infinite scalability to easily load, integrate, analyze, and securely share your data. Snowflake is a fully managed service that's simple to use but can power a near-unlimited number of concurrent workloads. Snowflake is your solution for data warehousing, data lakes, data engineering, data science, data application development, and securely sharing and consuming shared data.



## hoonartek

About Hoonartek

Hoonartek is the world's leading data solutions company. Founded in 2010, we've helped more than 200 enterprises successfully leverage data and insights to drive transformation, create innovative business models, and generate new monetization avenues. Hoonartek's three offerings – data products and monetization, digital banking and lending, and digital engineering – make Hoonartek a partner of choice for businesses in BFSI, Telecom, ISVs, Healthcare and Manufacturing. With headquarters in Pune, India, we are present in the US, UK, and Europe. We proudly serve Korn Ferry, ASI, L&T, Experian, NSE, IDFC, and Airtel to name a few.

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