

Let us maximize the full revenue potential of your data.

You have valuable data, but unlocking its revenue potential can be complex, time-consuming, and resource-intensive.

That's where Omnisient comes in.

We provide a secure and privacy-compliant managed service that allows you to maximize revenue generation opportunities from your first-party data.

Your role? Just ONE simple step.

All data owners need to do in the entire process outlined below is to use the Omnisient desktop app to anonymize and tokenize their data locally—behind their firewall—before securely uploading it into our privacy-preserving collaboration environment.



WE DO ALL THE WORK!



PHASE 1

Data Discovery

Once you've uploaded your anonymized dataset to our Cloud environment, we take care of the rest!

1. Omnisient reviews the data dictionary and identifies valuable data for monetization.
2. Omnisient selects datasets that provide the most business value to potential buyers.



PHASE 2

1-4 Months

Market Making

1. Omnisient develops multiple use cases (insights, scoring, triggers, marketing, etc.).
2. Omnisient identifies multiple buyers at once (vs. vetting one-by-one).
3. Omnisient secures buyer interest and facilitates overlap analysis.

Data Preparation & Feature Engineering

1. Omnisient builds a data dashboard to showcase richness and value to buyers.
2. Omnisient generates modelling features and automate their creation for buyer evaluation.

Proof of Value

Buyers evaluate the data securely in Omnisient's Cloud environment:

1. Buyers upload their data to Omnisient to assess the value of the seller's data.
2. Buyers use Jupyter Notebook in Omnisient to explore and test the data's effectiveness.
3. Omnisient provides guidance on commercial models based on buyer feedback.



PHASE 3

4-6 Months



PHASE 4

Ongoing

Revenue Generation

Seller forms a commercial agreement with the data buyer(s) once the value of the data has been established within our Cloud environment

The data owner earns revenue through 5 models

1. **Data subscription:** Monthly fee for buyers to experiment with the data.
2. **Use-Case subscription:** Monthly fee for buyers using the data for specific applications (marketing, risk, health, etc.).
3. **API charge:** Charge per API call as a decision engine service
4. **Batch enrichment:** Data enrichment services for financial services and advertisers.
5. **Advertising charges:** Standard advertising fees via the data owner's Retail Media Network, Meta & Google.

Start monetizing your data today!

With Omnisient, unlocking new revenue streams from your data has **never been easier**. Our **full-service solution** ensures maximum value with minimal effort - **no extra resources, no risk, just easy and privacy-compliant monetization**.

Your data. Your control. Your revenue.

Ready to maximize your data's value? Contact us today and discover how simple data monetization can be.