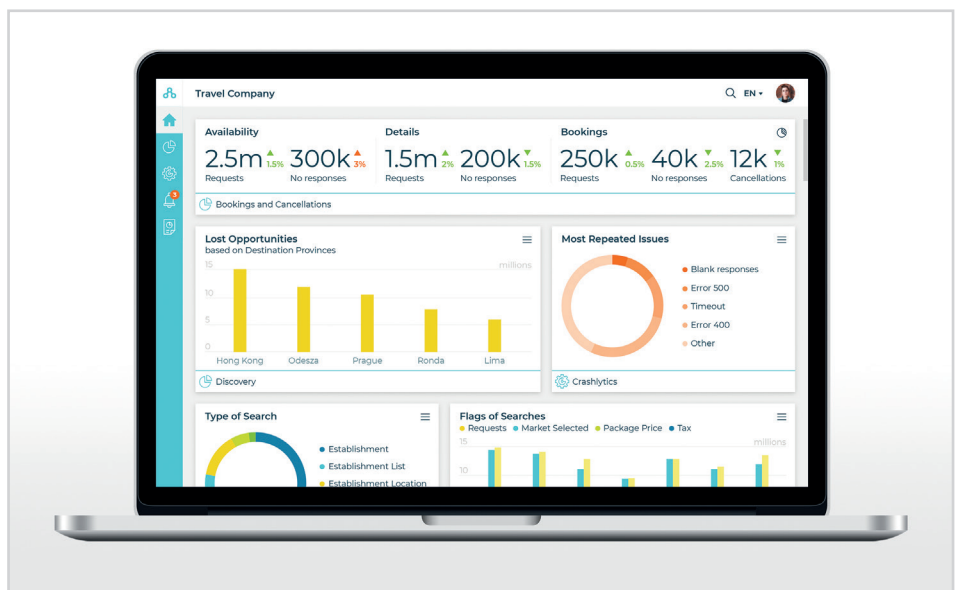
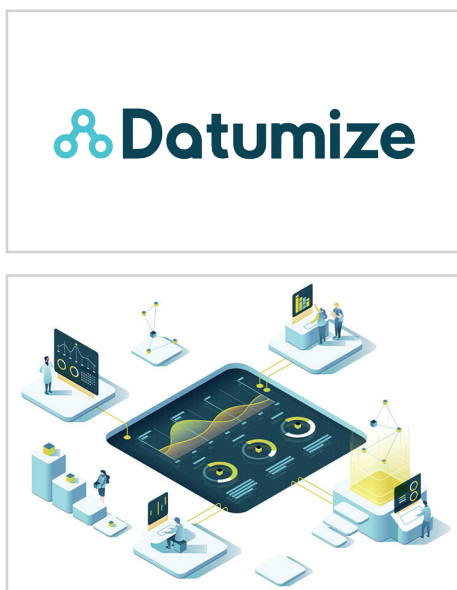


Digital Tech Datumize



Grow your business by leveraging dark data

Feed business and operational intelligence with new and better data by tapping unexplored data sources. Discover strategic growth opportunities from your Dark Data.

Only 20% of data generated by companies is used to make decisions. Datumize develops innovative products that allow companies to gather Dark Data - data not stored and therefore not used - and leverage it to generate new business and operational insights.

The secret sauce is a proprietary and powerful data collection engine, Datumize Data Collector (DDC), that gets data from fancy sources that most other vendors do not consider, such as network transactions, IoT, Wi-Fi technologies, industrial networks or distributed locations.



Competitive Advantages

- Deep: Proprietary Enterprise Data Integration software to smoothly capture Dark Data, capable of accessing complex and unexplored data sources
- Fast: Process using real-time data flow to prepare data for storage in an enterprise platform to unleash analytics and insights
- Non-intrusive: With no impact on critical systems and no modifications to existing hardware and software systems.



Target Markets

- Regions: UK, France, Germany, Benelux, and Nordics
- Verticals: System Integrators and Resellers (with other data integration or BI products in their portfolio), Travel companies (large tour operators, bed banks and airlines), Hospitality (hotel chains) and Logistics (Warehouses).



Use Cases

- Real Demand for Travel: Monitoring customers' requests and behaviour for better demand understanding and lost opportunities detection by collecting and cracking data flowing through their Web Services and API integrations
- Motion Intelligence for Warehouses: Analysing motion in the warehouse - as a critical piece of the operational intelligence - by leveraging existing WiFi data without additional investment in mobility infrastructure
- Motion Intelligence for Hotels: Monitoring and analysing guest position and movements during-stay as a relevant source of customer behaviour intelligence.

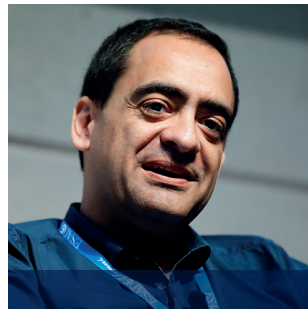


References

- Relevant clients such as Vueling, FM Logistic, CEPSA, Grupo Piñero, Yalago (Emirates Group), Globalia
- Key partnerships with Informatica and Intel
- A growing network of System Integrators and Resellers (DataSpurs, Powerdata, SDG,...).



Connect



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Company

- **Founded:** 2014
- **Founders:**
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- **Headquarters:** Barcelona (Spain)
- **Location:**
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