



We help businesses unlock the power of 1st party data collaboration without the risks.

Globally, Financial Services providers urgently need good quality consumer data for better data signals. However, they are restricted by tightening privacy regulations, risk of data breach, risk of IP leakage and depreciating value of data, and lengthy times to negotiate and access new data.

Enter Omnisient.

Omnisient is the award-winning **privacy preserving data collaboration platform** that is enabling financial services businesses to access high-value **consumer data ecosystems** using advanced Cryptography and AI.



The Benefits



Consumer Businesses

For Consumer Businesses like, supermarkets, telcos, gyms and pharmacies, securely joining their consumer data with other businesses' consumer data amplifies their ability to optimize marketing, strengthen customer loyalty, build new innovative products, and generate new revenue beyond digital advertising.



Financial Institutions

For FSI's this collaboration delivers alternative sources of data that optimize cross-sell and upsell campaigns for existing customers and drives lower-risk and more profitable decisions on premiums, underwriting, and credit offers for new clients, especially those previously excluded because they lack data footprints within conventional data sources.



Consumers and Society

For Consumers and Society, the ethical use of anonymized consumer data can reveal insights that deliver enhanced customer experiences, cost-savings, as well as life-saving medical breakthroughs, life-changing access to financial services, and financial protection from unexpected events.

Secure, compliant, and transformative data collaboration

Our unique US-patented Crypto-IDs anonymize, tokenize, and protect consumer privacy during data collaborations. To avoid the dilution of value in each party's data sets, we have embedded analytical and AI tools into the secure environment where parties can deep dive anonymized data with no need to physically transfer data to the other party.



Unlimited use cases that benefit business, consumers, and society.

Our use cases span ground-breaking collaborations between businesses and sectors that have never collaborated before, such as:

- Real estate and banks to deliver timely home loan offers to in-market customers;
- Telematics, outdoor advertising and FMCG business to optimize billboard placements;
- Retail pharmacy chains and insurers for underwriting policyholders;
- Retailers and banks to determine credit risk for credit invisible applicants.

Our consultative and analytically led approach to determining the use cases and value of your data and connecting you with the perfect partners has allowed us to work with our clients to solve some of society's most pressing issues, such as financial inclusion, insurance risk, and healthcare innovation.

Established in 2019 in Cape Town, South Africa, Omnisient now hosts protects over 150 million consumer profiles for over 80 large businesses on our platform:

Award Winning and Internationally Recognized



Contact Us

Contact us to unlock the power of 1st party data collaboration without the risks

Visit www.omnisient.com.