NPEX

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INDICA to Accelerate your data

Content

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MT & Organization

- Management team expansion to 5 people;
  - **Elmar Pigeaud – Managing Director**
  - **Joost Rutgers – Sales & Marketing**
  - **Anton Dijkstra – Organization**
  - **Wendy ter Horst – Development**
  - **Marcel van Schie – Finance**

- Team of 14 employees
  - 2 business development
  - 2 consultants/project managers
  - 7 software development (and 2 overhead finance/marketing)

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Market opportunity

Challenges	Solutions
Exponential growth	Automatic Data Inventarisation
No insights in data	Deep Insight Index
Laws and regulations	AI-Powered Personal Data (e)Discovery
Fraud detection	Cost Effective Continuous monitoring
Risk data leaks	Smart Data Minimisation
Added value analytics	Central overview of all Data Sources
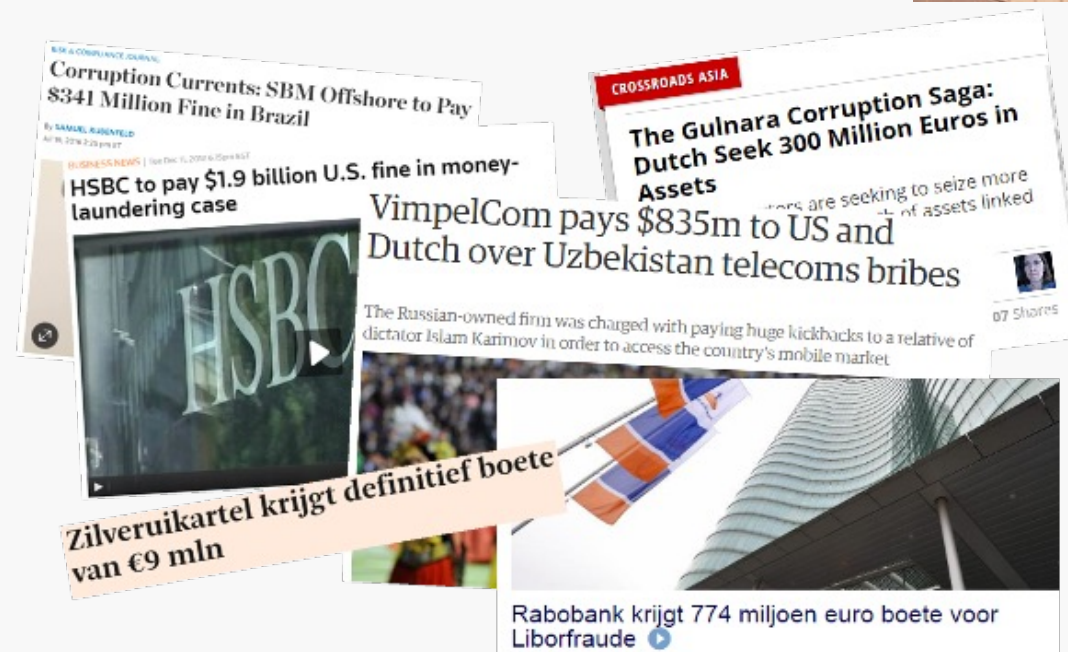
- Regulators require more proactive data driven action

- Organization want to be in control and perform early stage assessments

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INDICA, thought leader in datamanagement

> Company: software company specializing in Data Management Solutions.

> Vision: information should be easily accessible and usable.

> Products: smart solutions to make business information transparant, searchable, and manageable across all data sources.

> Software: all products has been developed inhouse and in the Netherlands.

> Data: all information on INDICA's systems remain in the Netherlands at all times (by design).

> Unique advantage: leadership in the Dutch market.

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Software overview
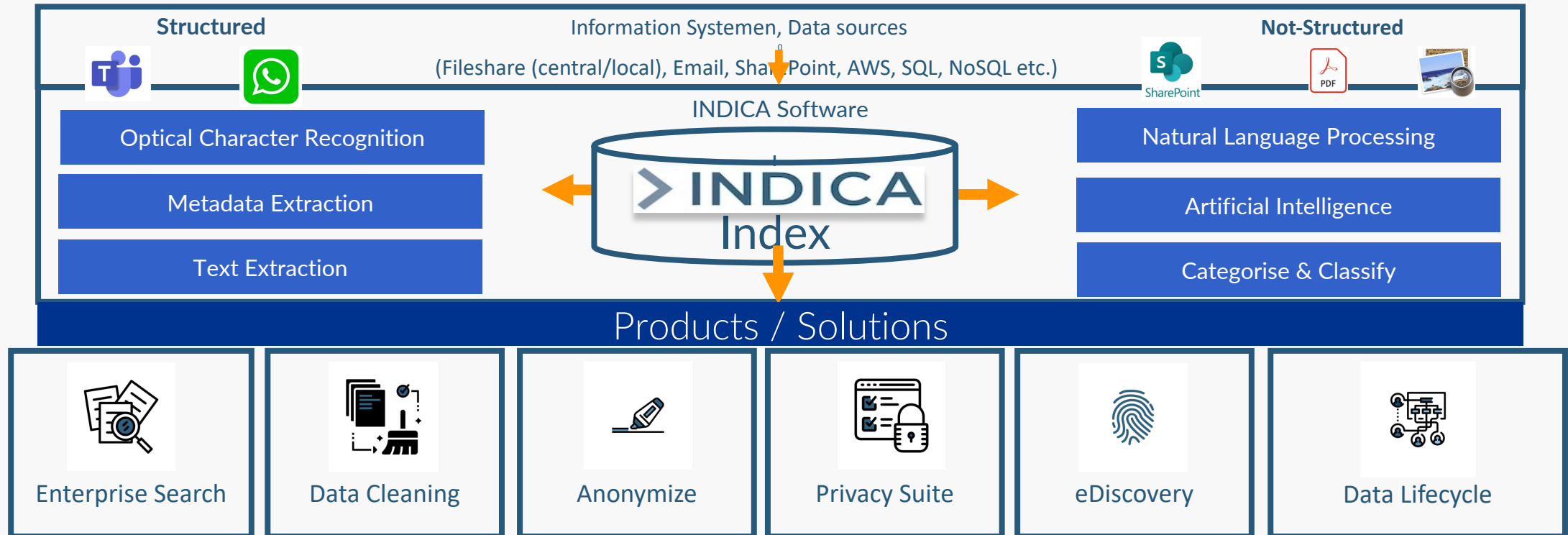
Use cases

Content Management

Enterprise Search

Privacy

CCPA Compliance
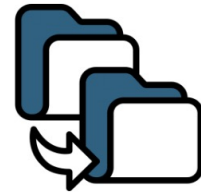
Data Migration

Data Cleaning

Anonymize
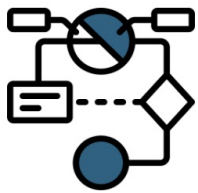
Data Classification

eDiscovery

Data Retention
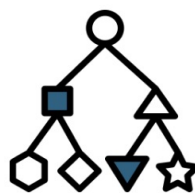
Predictive Tagging

GPDR Compliance

KYC & CDD

Data Inventory

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Platform

> **Flexible SAAS Pricing**: Pay-as-you-go SAAS pricing with structured client tiers.

> **Secure Hosting Options**: Choose between secure hosted cloud or on-premise solutions, both 100% web-based.

> **Trusted Security**: Our security is validated by renowned partners such as KPMG, Netcompany, EY, USG Legal, and ICTRecht.

> **User-Friendly Interface**: Enjoy superior ease of use with an intuitive interface and effortless data uploads.

> **Quick E-Discovery Setup**: Set up a full e-Discovery suite rapidly.

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RAPID SETUP

RAPID ADOPTION

PAY AS YOU GO

Further Perspective: AI

Traditionally, data was stored to be processed, printed and handled physically in hardcopy.

Digitalisation only meant the handling became digital, the way to produce hardcopy didn't change.

Modern processing means data turns into documents. Human readable documents get processed by using NLP, algorithms and other tools mimicking humans. Never a 100% result.

A better process would be to disregard the parts of the process meant for print and hardcopy. The automatic tools will get better, even nearing 100% results.

Storing all this information will bring big risks security wise and footprint will grow out of control. Algorithms and AI's will help.

Current AI's are made and implemented to create more and more irrelevant and unnecessary data. A couple of lines of text turn into a paper. A picture turns into a film.

Instead, INDICA employs AI's to stem data growth. Make the footprint smaller. To only keep useful and relevant information available.

The traditional way of handling and storing data
Data was manually entered and processed by people, and the resulting information was exported as hardcopy documents which were printed and sent via mail. These documents were then received, copied, stored, and archived.

Changes on entering digital era
As digital technology advanced, the process shifted towards scanning and emailing documents. The scanned documents were saved digitally and archived. The data from these digital documents was extracted using OCR technology and stored back into databases.

But most things didn't change despite the shift
Although the method of document storage changed to digital the overall process of storing, sending, and archiving the documents remained unchanged. Systems were developed to interpret digital documents originally intended for printing, resulting in a continuously growing digital footprint.

Big challenges arise with data growth
The need for algorithms and natural language processing (NLP) arose to read and process the digital documents that were designed for print. Additionally, data needed to be stored in computer-readable formats on both ends of the process.

Improving the process
By eliminating the storage of printable documents and generating output only when necessary, the process can be streamlined. Removing irrelevant information from data can also enhance efficiency.

Extracting information and storing data
By storing the original information and marking extra exports, copies and additional markup as unnecessary and irrelevant, the footprint goes down. Physical copies and digital representation thereof is unnecessary. Algorithms, NLP and automatic classification becomes indispensable. The process is faster, more efficient and environmentally friendly.

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Growth strategy

Traction

- *Won major RFP for belastingdienst*

- *Market awareness for AI and data*

Development & transformation strategy

› **Targeted Marketing and Direct Sales**: Focus marketing efforts on the top 100 accounts and enhance direct sales.

› **Global Partner Program Expansion**: Expand the partner program internationally (BE, DACH, UK, Scandinavia, USA).
  › Master Agreements for INDICA Solutions: Finalize master agreements to enable the sale of INDICA solutions through partners.

› **INDICA-academy**: Educate consultants in the partner program and end-users ("INDICA certified").

› **Recurring Revenue through Mid-Scale Projects**: Prioritize mid-scale projects for consistent revenue.

› **Standardized proposition**: Shift from "tailoring solutions on demand" towards standardized solutions.

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Actionplan for 2024

> Establish and nurture relationships in the following areas:

> > **Existing and New Customers:** Concentrate on specific verticals.

> > **Existing and New Partners and Channels**: Prioritize key partners, including those with established MSA agreements, while setting clear KPIs.

> **Market Ownership**: Stake a claim in markets like Government/Municipalities, focusing on areas such as WOO, GDPR, ESG (CSRD), and data management.

> **Leverage Current Offerings**: Maximize the value from existing products and services while benefiting from new EU Regulations.

> **National Marketing Initiatives**: Develop comprehensive marketing programs to bolster sales efforts.

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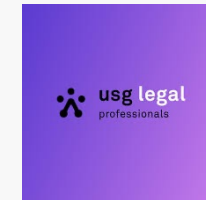
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