

Anjuna Northstar™

AI Data Fusion Clean Rooms

Limitless AI-Driven Data Value Discovery



Limited Collaboration Blocks Growth

Enterprises with the richest data—often in highly regulated industries—are often limited by privacy concerns, breach risks, and stringent regulatory compliance.

Untapped Revenue Streams: Data assets remain locked internally, due to concerns about secure sharing.

Trust Alone is Not Enough: Legal contracts and partner trust aren't sufficient; verifiable security mechanisms are required.

Risk Keeps Assets Trapped: Fears of breaches, regulatory penalties, and insider threats keep data siloed.



Traditional Data Clean Rooms are Limiting

Early-generation clean rooms, designed for narrow use cases, no longer meet the demands of a data-driven world.

Slow and Complex: Not designed for real-time processing of diverse datasets, leading to delayed insights.

Built for Narrow Use Cases: Ill-equipped to support complex operations, such as AI-driven predictive modeling.

No Custom AI/ML: No way to integrate proprietary AI models, limiting advanced analytics.

Limited Interactivity: Data scientists can't transform or clean datasets, forcing them to work outside the secure space.

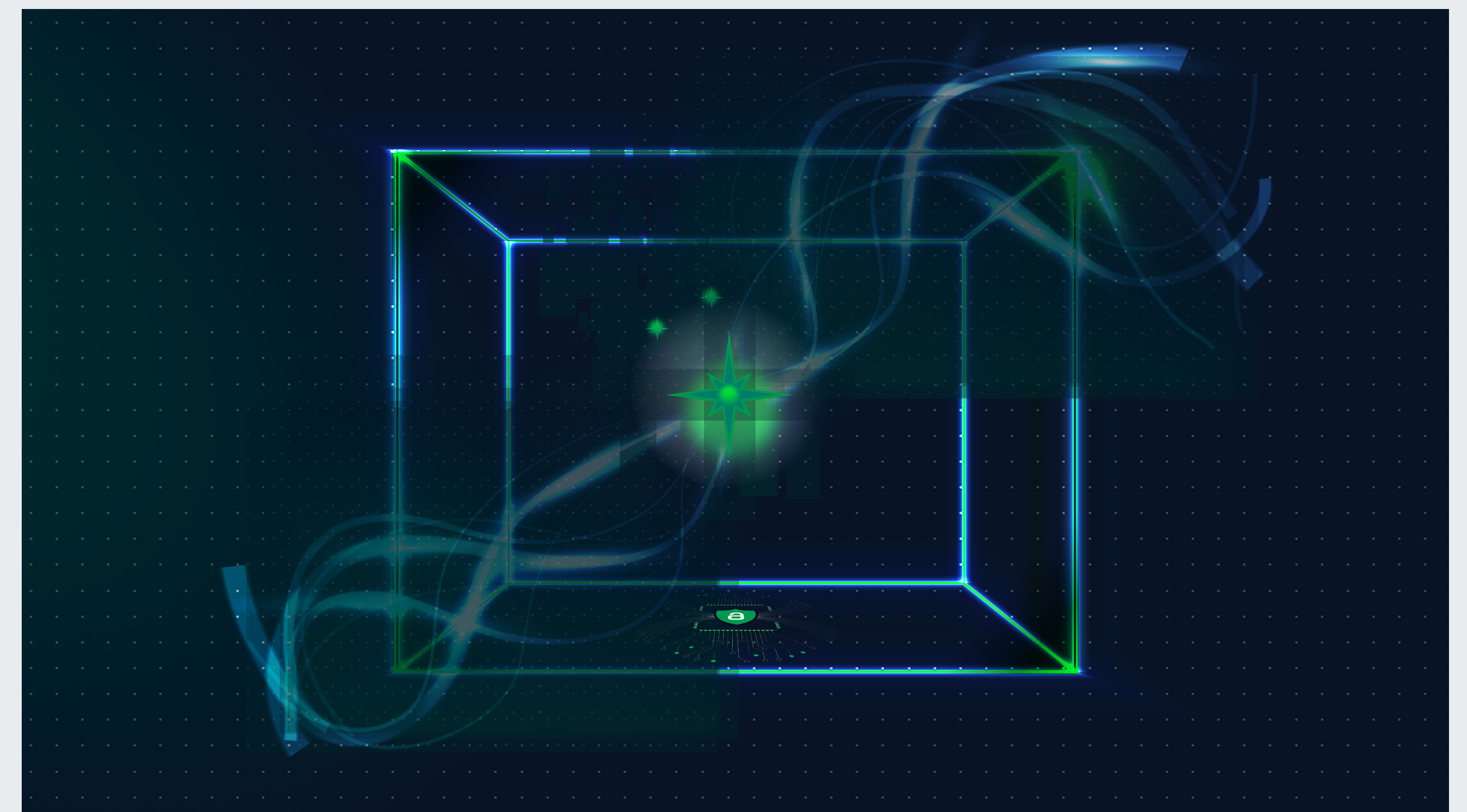
Rely on Blind Trust: Without verifiable security mechanisms, they require trust on third-party providers.

At a Glance

Anjuna Northstar is the first AI Data Fusion Clean Room. It provides an out-of-the-box, private environment for limitless AI-driven data collaboration and value discovery, enabling enterprises to unlock new revenue streams.

With fast, scalable one-click clean room deployment and the flexibility to bring custom and proprietary AI models, Anjuna Northstar empowers companies to interactively prepare their pre-analysis data, and to fuse multi-party datasets seamlessly through the power of AI.

Built on Anjuna Seaglass, the Universal Confidential Computing Platform, it supports any app and any use case, while offering intrinsically secure, end-to-end data protection and verifiable trust for safe collaboration.



What You Can Achieve

Data is a critical enterprise asset. **Data value discovery is the cornerstone for sustainable growth and maintaining a competitive edge.** With Anjuna Northstar, you can achieve:

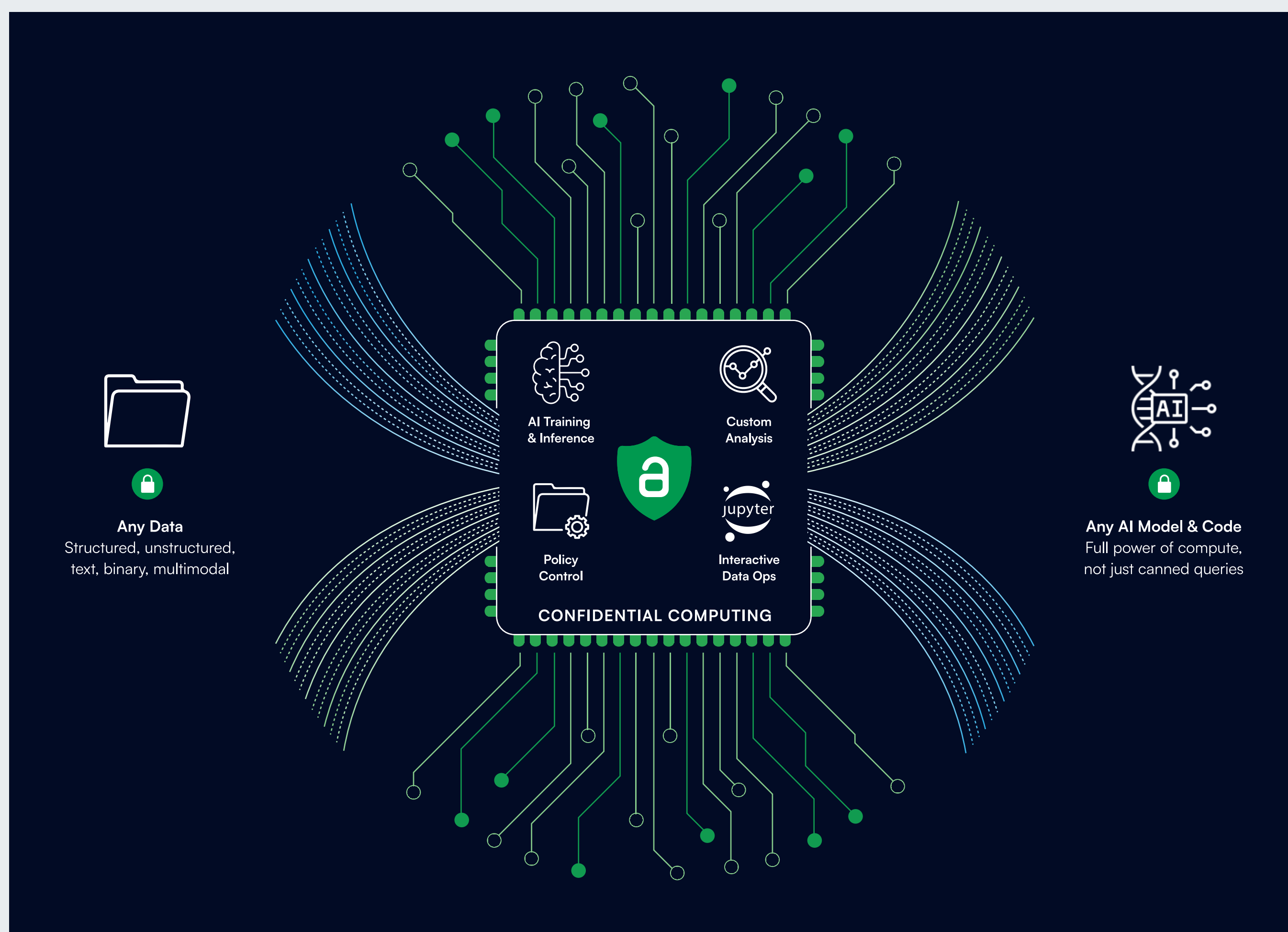
A Strategic Asset: Proprietary datasets hold tremendous value, driving deeper customer engagement, refining GTM strategies, and accelerating growth.

Minimal Human Risk: Modern AI/ML models can enable efficient processing with minimal human intervention allowing for strong governance policies.

Enhanced Utility: Secure collaboration expedites analysis for higher-value results with reduced risk.

AI-Driven Insights: With data from different sources, AI can generate higher-value insights that transform decision-making.

The First AI Data Fusion Clean Room



Fast and Scalable – One-click deployment

Organizations can create new confidential clean rooms with a single click, across any cloud provider, no effort required. This scalability ensures companies can quickly meet data-sharing demands, **reducing setup time by up to 90% compared to traditional clean rooms.**

Universal – BYO(AI)

Built on general-purpose Confidential Computing, it offers a universal solution to run any app or AI/ML model for any business use case. Bring your own AI, tools, and code – **Jupyter Notebooks, TensorFlow, and PyTorch** – without modifications. Organizations report **up to 30% faster deployment of analytics projects.**

Interactive – Built-in data ops

Data scientists can freely manipulate and prepare datasets within a secure, interactive environment using off-the-shelf Jupyter Notebooks. By streamlining the pre-analysis workflow, it enables data teams to **achieve 50% faster time-to-insights.**

Intrinsically Secure – Complete access control

Through Confidential Computing technology, it ensures data and code are fully protected during ingestion, processing, and analysis. Hardware-enforced isolation **instantly eliminates 77 threats in the MITRE ATT&CK Matrix.** With remote attestation and data-in-use isolation, companies can reduce risks, and guarantee the highest level of privacy and security for every collaboration.

Unlock Collaboration Across Industries

Financial Services

- **Personalized Products:** Banks share secure data with fintechs to create budgeting, investment, and loan products tailored to customer needs, driving engagement and reaching new demographics.
- **Targeted Marketing:** Banks and retail partners can analyze transaction data to deliver personalized promotions, enhancing customer loyalty while boosting retailer marketing efforts.
- **Credit Assessment:** Secure partnerships with fintechs specializing in AI-powered credit scoring enable banks to reach underserved customers with optimized lending products and interest rates.

Healthcare / Life Sciences

- **Predictive Analytics:** Hospitals and pharmaceutical firms collaborate securely to predict treatment outcomes using anonymized patient data, improving care and reducing risks.
- **Drug Development:** Secure data-sharing with pharmaceutical companies accelerates clinical trials, streamlining drug development and generating revenue from collaborative research.
- **Personalized Medicine:** By securely exchanging genetic and lifestyle data, healthcare providers and biotech firms can deliver targeted treatments, improving patient outcomes and creating new revenue.

SaaS

- **Product Development:** SaaS companies and third-party developers co-create products by sharing usage data securely, adding new revenue through integrated premium features.
- **Upselling Opportunities:** Securely shared data with integration partners enables SaaS providers to recommend upsells, increasing revenue from targeted offerings.
- **Personalization:** Collaborations with AI providers allow SaaS companies to deliver personalized user experiences, driving retention and premium upgrades.

Government Agencies

- **Public Health:** Government health agencies securely share anonymized data with research institutions, advancing public health projects and revenue-sharing with private entities.
- **Smart Cities:** Partnerships with tech companies improve urban services, advancing smart city initiatives that generate shared revenue.
- **Economic Research:** By collaborating securely with private firms, government agencies drive insights for economic planning, generating shared value from enhanced data analysis.