



KruX Unveils Data Science as a Service Platform at Data Matters 2016

DSaaS Provides Companies with Scalable Turnkey Data Science Resources

San Francisco – May 27, 2016 – KruX, the leading provider of technology solutions for the Intelligent Marketing Hub, today launched its Data-Science-as-a-Service (DSaaS) offering, an extension to KruX's platform that enables developers, service providers, and data analysts to harness machine learning and data from KruX's cloud to create more valuable insights, services, and applications. KruX CEO & co-founder Tom Chavez unveiled the new offering during his keynote presentation at Data Matters, KruX's annual data summit for clients and partners this week.

DSaaS provides KruX clients with the technological infrastructure and data science tools needed to derive valuable insights, to coordinate the execution of analytic models and algorithms from multiple sources, and to build new services powered by people data. It creates opportunities for companies interested in finding patterns in their data that can help them drive positive business results.

"We noticed that many of our customers are using data from KruX to build private sandboxes to power more proprietary, more specialized data analyses, which isn't a terribly elegant or efficient process," said Chavez. "For KruX, DSaaS is about opening up our platform so we can unleash the power of people data and machine learning for all of our partners and customers. With DSaaS, we believe that that everyone, not just a few wizards and scientists, can start to experience the benefit and power of Data Science."

DSaaS has two major component offerings: **KruX Data Feed** and **KruX Kognitive**.

KruX Data Feed provides companies with a set of open interfaces and transport protocols for people data. Data Feed includes: programmatic APIs for discovery, transport, and certification of data; gateway services that KruX partners and customers can use to activate new data-driven offerings; access to normalized people data in analysis-ready, aggregated, anonymized, privacy-safe formats. These capabilities enable companies to transport large volumes of data quickly and seamlessly in a privacy-safe manner, allowing them to fuel third-party applications and services.

KruX Kognitive is the technology framework KruX has built that enables customers and partners to coordinate large data science projects in a cooperative, distributed fashion. Kognitive includes a combination of capabilities that allows companies to apply algorithms and to uncover insights from the massive data flowing through KruX's platform. Kognitive will provide clients with access to KruX's proprietary algorithms and models, but will also allow customers to develop, deploy, and test their own models inside KruX Kognitive.

Kognitive relies on the same governance methods KruX uses for data activation and access, but now carried into the realm of algorithms and models. Kognitive does this because algorithms and models are, like data, are a precious asset, IP that needs to be unleashed, on times, terms, conditions of a company's choosing.

Technology-driven research company Survata is a launch partner for KruX's DSaaS offering. The company uses KruX Feed to improve survey targeting for more effective and efficient research for its clients. Survata announced a new product - Segment Surveys - enabled by KruX on stage at Data Matters.

"For our company, this capability means our clients get fast access to the right segment data, at the right time and in the right context," said Chris Kelly, CEO of Survata. "We are finding some pretty powerful ways to use these capabilities for consumer research. KruX Feed drastically improves the targeting for our clients' research."

DSaaS is a critical part of KruX's evolution to the Intelligent Marketing Hub, which serves as the brain of its customer's marketing cloud.

"The Intelligent Marketing Hub is a natural evolution of the KruX platform from our origins in data-focused targeting to today's machine-learning enabled decision engine," said Vivek Vaidya, co-founder and CTO of KruX. "KruX's scale and technology now allows our customers to activate and create value from their people data anywhere it is needed."

About KruX

KruX helps companies worldwide deliver more valuable, more personalized marketing, media, and commerce experiences. KruX's cloud-based data platform (DMP) operates in real time, unifying people data from all screens and sources into a single view of the individual; analyzing the data to understand each individual's preferences; and activating the data across any delivery channel. Monthly, KruX interacts with more than 3 billion browsers and devices, and supports more than 200 billion data collection events, and processes more than 3 billion CRM records. Founded in 2010, KruX is a venture-backed company headquartered in San Francisco with ten offices across five continents. KruX clients include companies like Kellogg, ConAgra, Jet Blue, Mondelez, Time Warner, Meredith and Peugeot-PSA with enterprises achieving a 10x return or higher on their investment. To learn more, visit www.krux.com, and follow KruX on LinkedIn, Facebook, and Twitter.

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