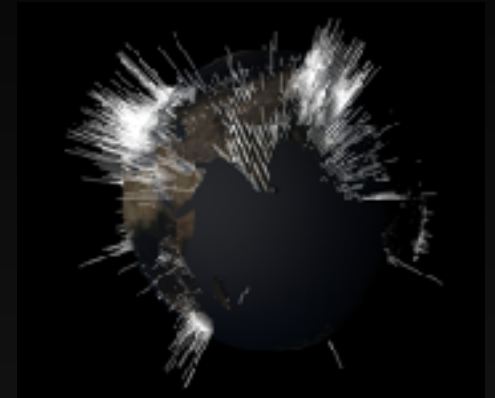


# WhereOS

“Build Digital Apps Easier”



Build Digital Apps Easier

# Industry Trends

## 1. Hyperconnected World

Businesses are getting more and more **connected** to online, cloud based information systems as a part of their business processes.

Customers are accessing companies' online services 24/7 through different interfaces, generating **more and more information** about their purchase behavior, location, movement, social interactions and so forth – all tied to geographical locations

## 2. Business Digitalization

New businesses are challenging traditional industries by using **combinations of static and dynamic** information to create new services for their **digital customers**:

- They know better who their customers are, what they want, where they are located, and how to serve them best
- They know where the operational bottlenecks are and can deliver the right goods and services to right locations to maximize the sales etc.

## 3. Data Explosion

The amount of data businesses are collecting from their customers and business operations is increasing constantly. Data sets are **large**, and in **constant change** - the existing IT systems and processes do not facilitate innovation in the fast paced change many industries are undergoing.

# WhereOS Vision

“WhereOS is the app platform for businesses developing apps for the new digital customers living in the upcoming hyperconnected world”

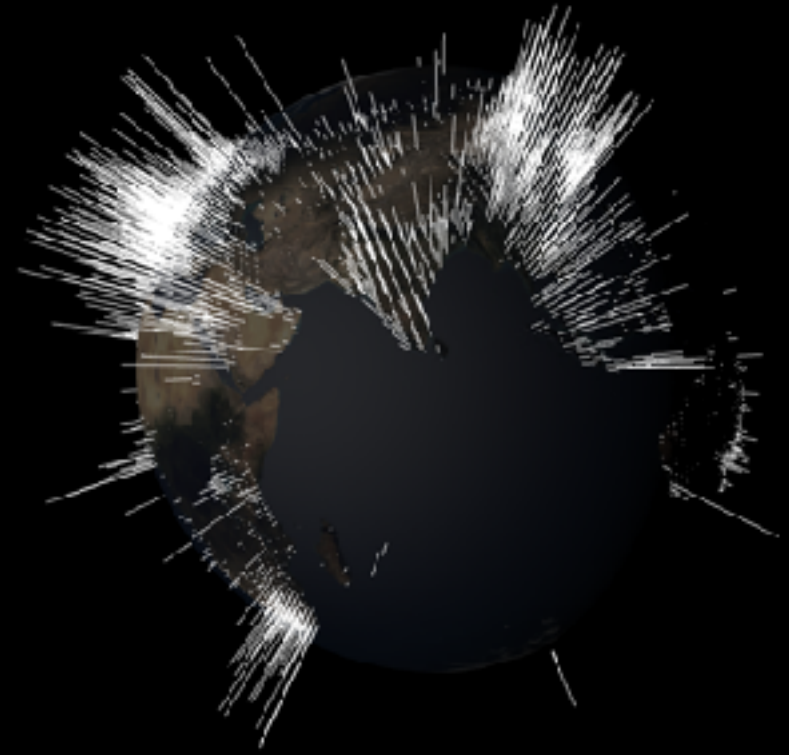
# WhereOS Key Selling Points

WhereOS enables businesses to innovate and build new cloud based digital apps based on their data

**EASY TO DEPLOY:** WhereOS is licensed through SaaS model (pay as you go) – no long term commitment required or upfront investments.

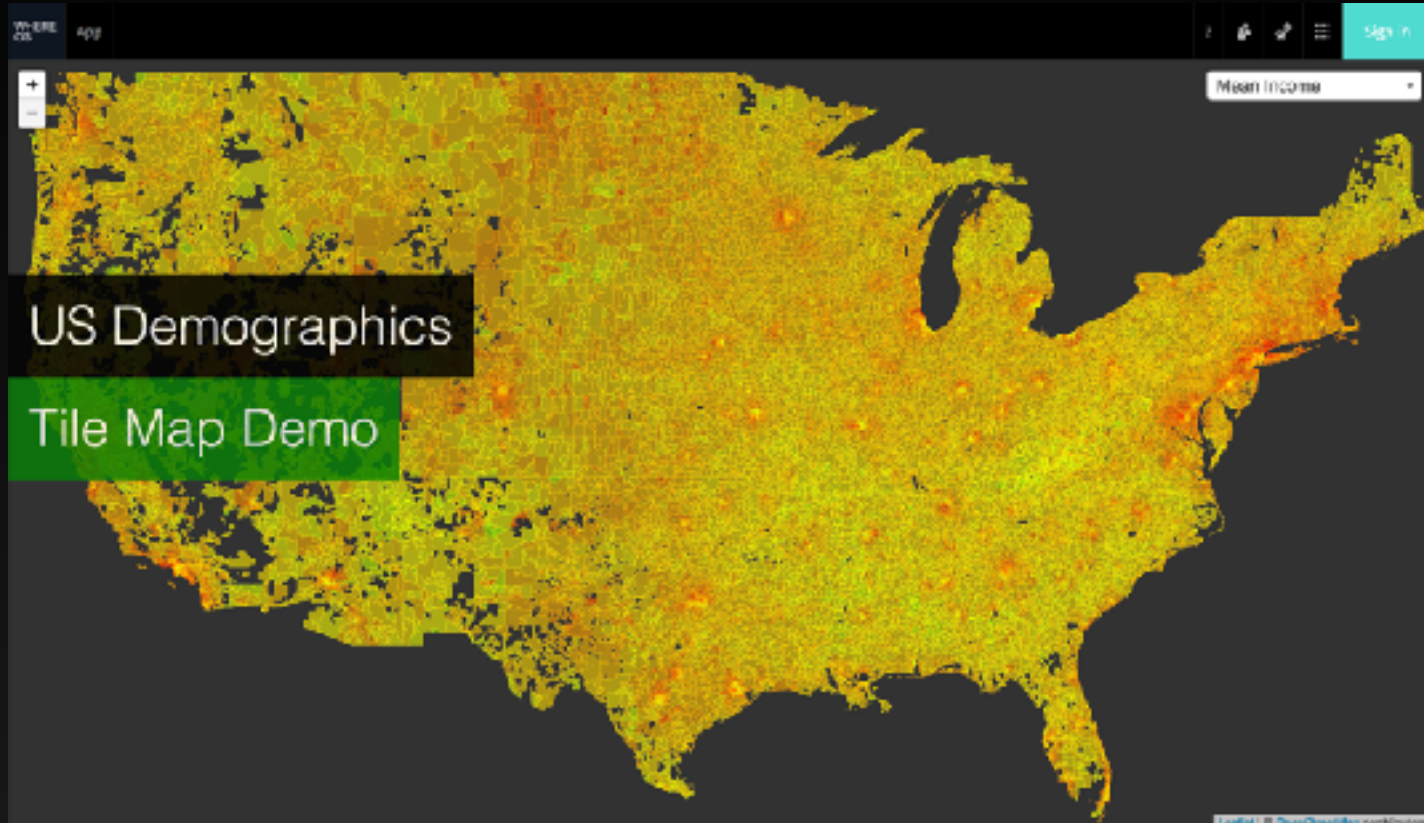
**EASY TO INTEGRATE:** The service is cloud based, which means the apps and data can be integrated into any online tool, application, website, mobile app or backend system or data warehouse.

**EASY TO SCALE:** The apps built on top of WhereOS can be scaled to billions of data points by just adding more cloud computing capacity, without rewriting any application code or starting a major IT infrastructure project.



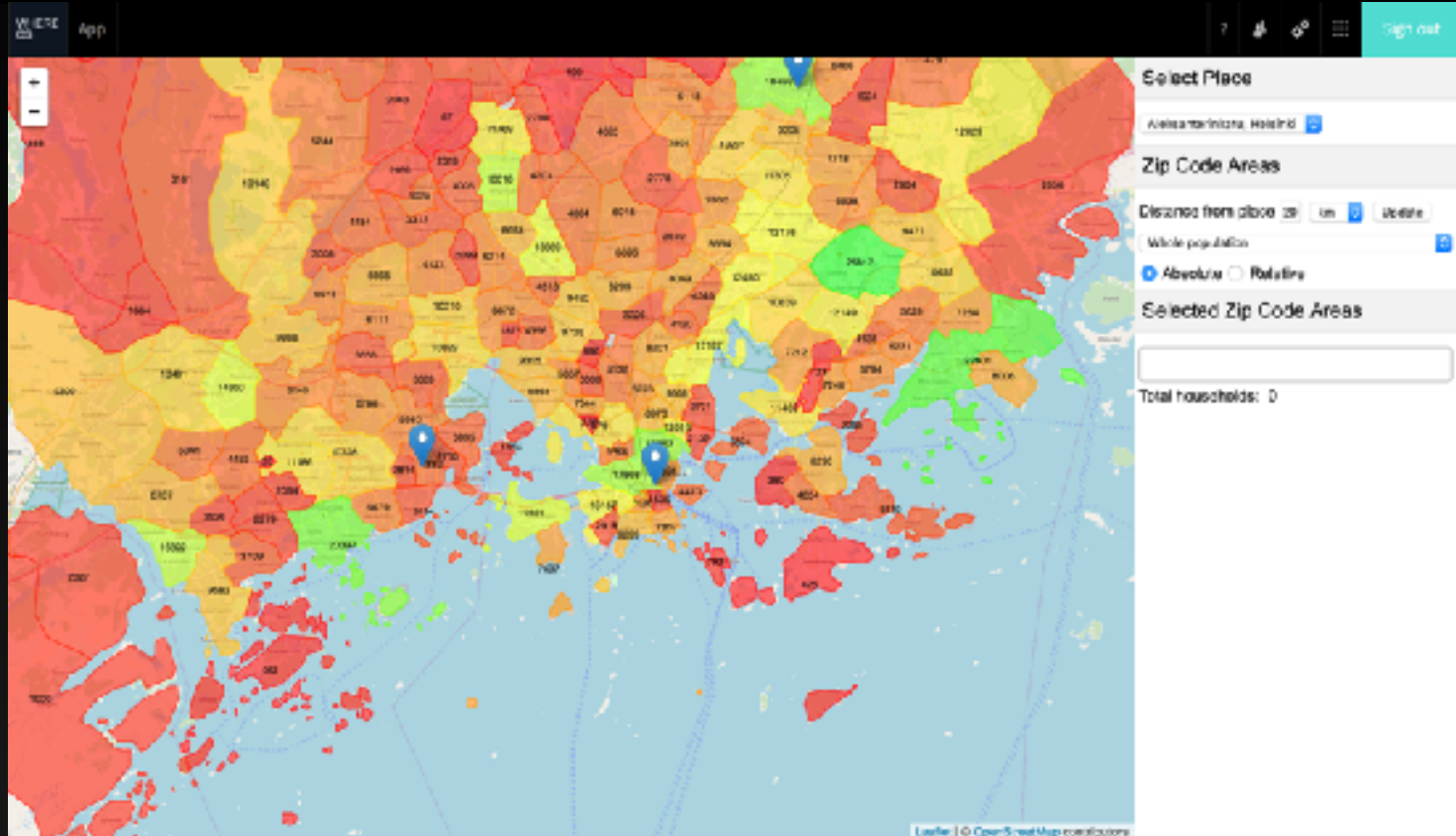
# A Sample App Built with WhereOS

## App for Visualizing US Demographic Data, Mean Income



# A Sample App Built with WhereOS

An Interactive App for Analysing Zip Code Areas in Helsinki Region, Finland



# Our Customers love us because

... it takes a few hours to build new apps based on their data, instead of weeks or months

... no new software needs to be installed, everything happens in the cloud and you can get started in 15 minutes

... everything can be easily made available through their existing online media properties or other sites