

# We're here to support IT & analytics teams.

BlastPoint works alongside our customers' internal IT departments to enhance the way data can be used throughout the organization.

## WHAT TO EXPECT



- Relentless adherence to your cybersecurity protocols
- Non-intrusive collaboration
- Commitment to maintaining the integrity of your existing systems
- Integrated, interoperable data
- Supportive team spirit

## OUR PROCESS

Collaboration between BlastPoint and IT allows for functional, accessible, efficient data that's useful for all departments. We work with your data pipelines and process flows, maintain the integrity of your systems, and adhere to all cybersecurity protocols.

BlastPoint securely receives, reviews, and, if necessary, cleans data, readying it for analysis.



Next, we source and append relevant third-party data sets, making it possible to get a 360 degree view of customers.

Our proprietary ML algorithms find meaningful patterns in the data that we turn into actionable insights.



Data becomes securely accessible via the BlastPoint Platform, where it can be used for segmenting, exploring, and mapping.

## PRIVACY & SECURITY

Our data scientists have over half a century, collectively, of experience writing software for highly regulated industries. We work with companies on an individual basis to ensure regulations regarding the protection of customer information are being met.

