



DNEXT

data**booster**



THE NEXT GENERATION COMMODITY DATA PLATFORM

# Webinar - DataBooster

June 24<sup>th</sup>, 2024

Sami Jaballah (COO & Co-Founder)

# Who is DNEXT?

- DNEXT is a startup founded in 2020. HQ in Geneva.
- We are **commodity agriculture experts**. We provide market research and a data platform to a variety of firms involved from the production stage all the way to the consumers and across multiple geographies
- We provide our clients with:



Complete and thorough datasets



Analytical tools



Market Insights



Integrated & tailored solution

# Where we are?



45 clients in 16 countries

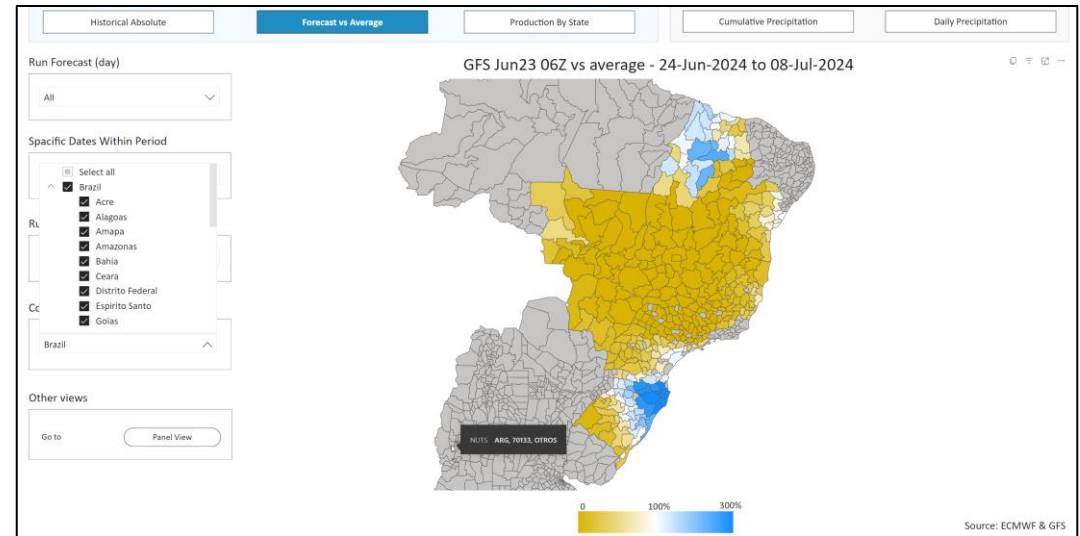


35 people in 6 countries

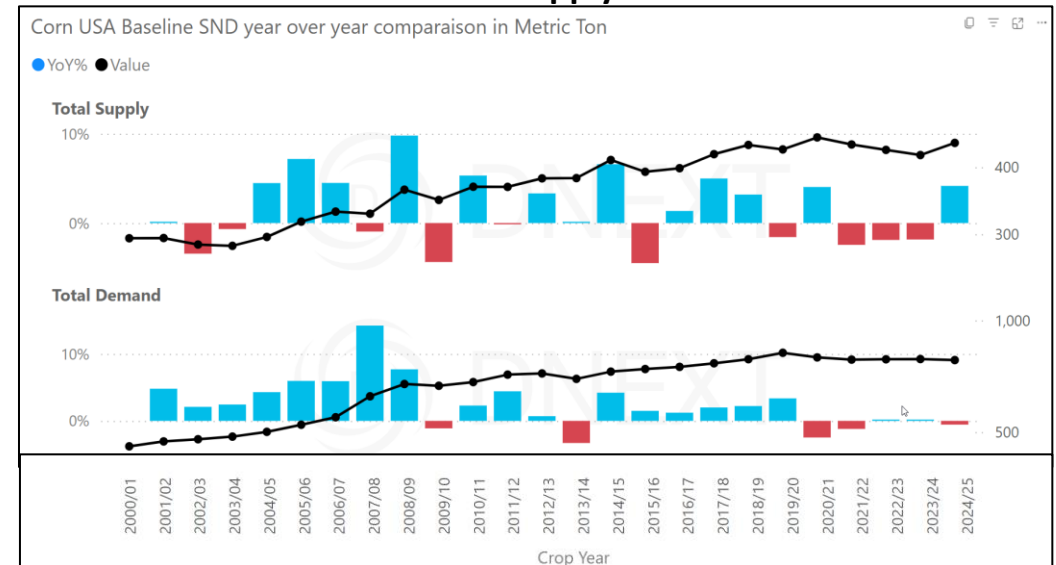


Positive cashflow starting  
Year 2

## Precipitation Forecast – Brazil (24-06 - 08.07)



## USA – Corn – Supply & Demand



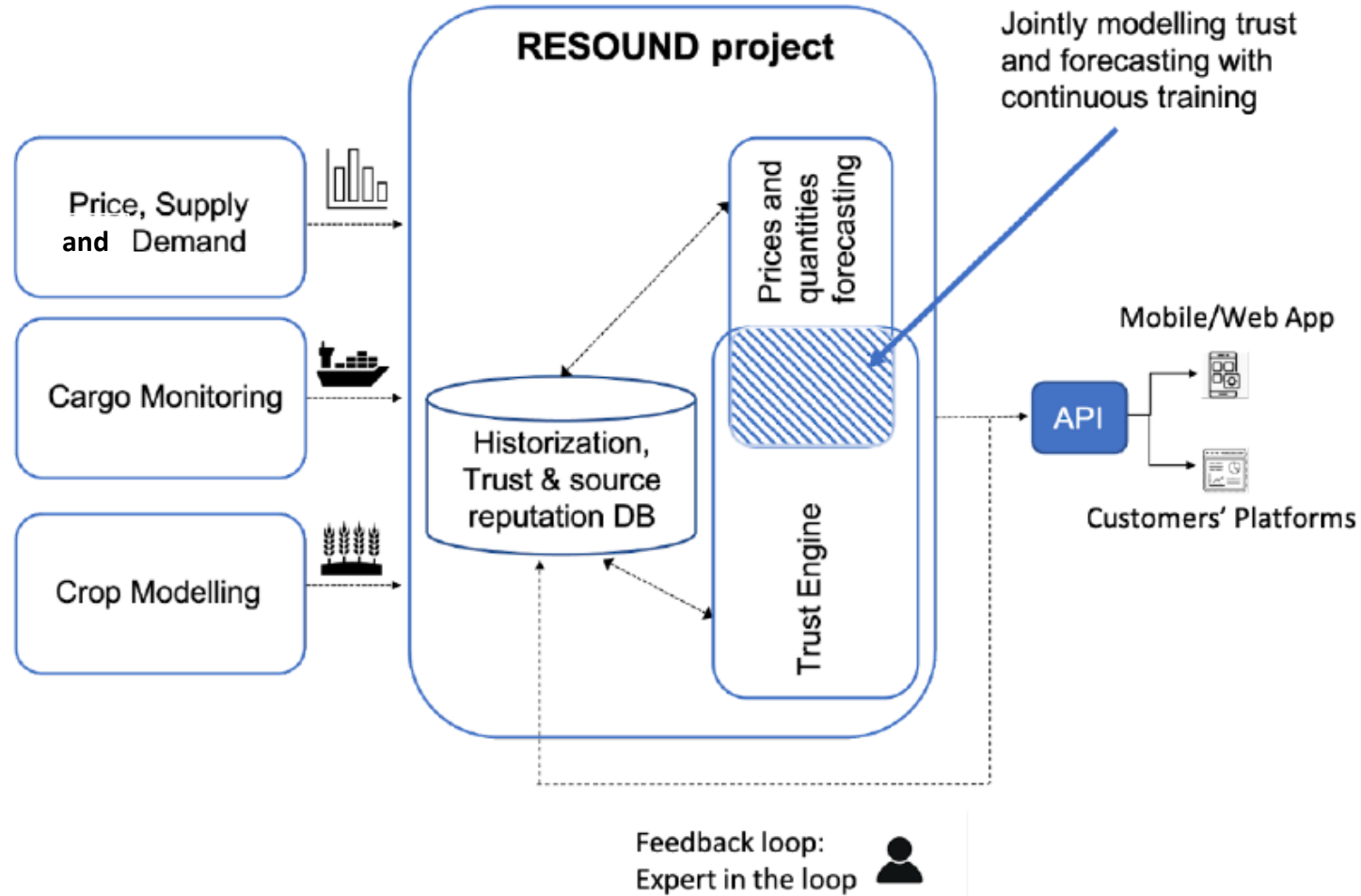
# Our experience with Innosuisse

- As a startup, we have many project ideas... and a small budget
- Databooster helped us in validating two project ideas:
  - **Price Index**  
Build a data room for price assessment of agriculture commodities
  - **Crop Modelling**  
Develop a crop model to improve yield predictions for Corn, Wheat and soybean
- Innosuisse project “RESOUND” - won in June 24

# Our Innosuisse project – 1/2

- It was our 4<sup>th</sup> trial ! – we were convinced that we have an innovative project.
- RESOUND aims to be the first-of-its-kind to provide a higher standard of information quality that involves the joint learning of trust and forecasting models
- Provide Agriculture Commodities market with a higher quality forecasting based on ML and Transformer models

# Our Innosuisse project – 2/2



# Feedback & Next steps

- DataBooster is tailored for a company like DNEXT (data-driven platform)
- The major added value of Databooster is to bring high-level experts around a subject and help you defining the value and the business model of the project
- Next step for our journey with Innosuisse: start the implementation of RESOUND in Sep-2024



DNEXT

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**THANK YOU!**





# REGDATA

## CORPORATE PRESENTATION

2024



## Company

REGDATA, founded in 2018 and based in Geneva, Switzerland, is a **scale-up with 25 FTEs** who designed and developed our proprietary REGDATA Protection Suite (RPS) software.

## Solution

The RPS Platform provides a cutting-edge data protection & privacy service that **enables Corporates to apply their data protection policies across their Business applications hosted in Multi-Cloud environments.**

With features including proof-of-compliance reporting, it is particularly well suited for the complex requirements of highly regulated sectors that have strict data security and privacy requirements.

## Ecosystem

REGDATA's partner ecosystem encompasses leading services companies to serve Tier 1 corporate clients, including:

- International integrators: Atos Eviden, Capgemini, Accenture.
- Local CH integrators: Kyos, ELCA, Swisscom, ...
- Software editors: Temenos, Wealth Dynamix, Regnology, ...
- Public Cloud providers : MS-Azure, AWS

**REGDATA Protection Suite to allow Corporates to secure their most sensitive data while keeping full data control**

## Finance



**Financial institutions and private banks**  
Confidential (T1, Medium banks)

## Commodity



**T1 International Trading company**  
37 locations / Turnover: 85 Billion \$ (2020)

## Pharma



**T1 International Pharma**  
Worldwide Leader, HQ in Europe  
66 countries / Turnover: 17.5 Billion Euros (2020)

## Transport



**SNCF**  
120 countries / 30 Billion Euros (2020)



*Context*

# Top 10 strategic technology trends for 2024

1 AI Trust, Risk & Security Management

2 Continuous Threat Exposure Management

3 Sustainable Technology

4 Platform Engineering

5 AI-Augmented Development

6 Industry Cloud Platform

7 Intelligent Applications

8 Democratized Generative AI

9 Augmented Connected Workforce

10 Machine Customers

*It is a strategic move for businesses to not only survive but thrive in the digital age.*  
*“Data isn't 'the new oil' - it's way more valuable than that.”*

*Data control and protection is **MANDATORY** to embrace global digitalization, platform & multi-cloud opportunities in full confidence*



Google Cloud



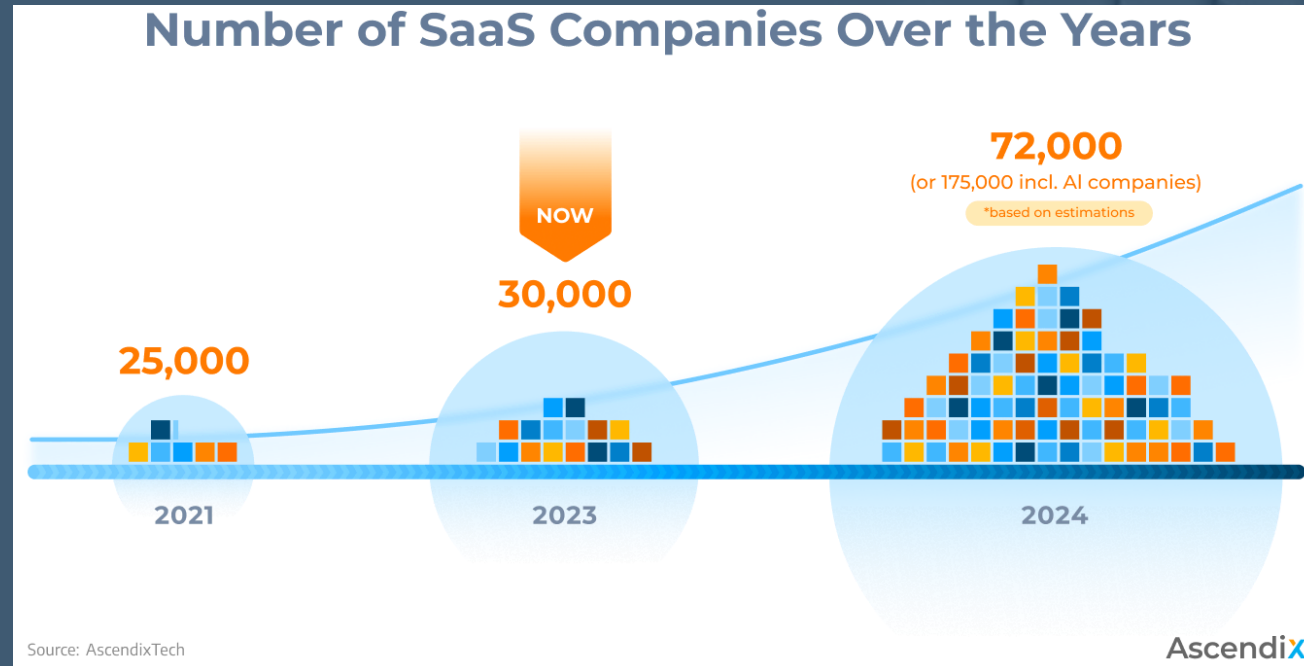
Customer Data  
Center



> 70% of companies transfer sensitive data to the cloud



*Data control and protection is MANDATORY to embrace GenAI consumption in the Public Cloud in full confidence*



By 2025, the global SaaS market is projected to reach \$242.9 billion, marking an impressive 113.49% increase.

# REGDATA

*Enforce and  
streamline your  
Data Control  
& Data Compliance*





## DATA PROTECTION SERVICES

1

- Provide a solution that statically or dynamically and contextually protects confidential and/or personal sensitive data processed by Banking business applications



## SECURITY & COMPLIANCE REPORTING SERVICES

2

- Provide a solution that generates evidences through auditable, automatic, real-time reports



## DATA LEAK PREVENTION SERVICES

3

- Provide the means to block new APIs and payloads not protected yet by RPS Platform and avoid potential data breaches in SaaS production environments processing confidential data



# *Go-To-Market*

## Integration



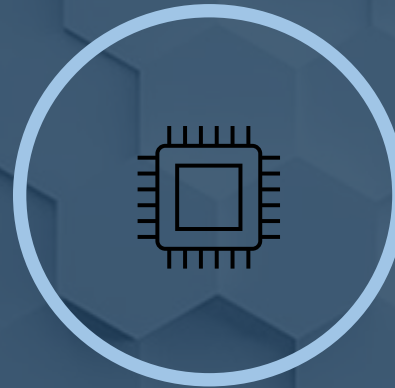
**Direct  
T2, T3 Customers**

Mirabaud



**Indirect  
T1 Customers**

## OEM



**SaaS Cloud Editors**

Temenos, Wealth Dynamix, ...

**Managed Services Provider**

Cap Gemini, Swisscom, ...

## Marketplaces

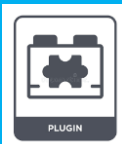


**Transactional Co-sales**

Marketplaces actors  
(Microsoft Azure, AWS...)

# 5 Product Market Fit (PMF)

## SaaS Business App Protection PMF #1a (PR)



- [RPS Infinity](#) (Mirabaud)
- [RPSCLMi](#) (Mirabaud)
- [RPSTransact](#)
- [RPSFCM](#)
- [RPSJiway](#)
- [RPS Tape](#)
- [RPSAlessandria](#)
- [RPSDynamicsCRM](#)
- [RPSSalesForce](#)
- [RPSPower BI](#)
- [RPS Edgeverve](#)
- [RPS Appway](#)
- [RPSFitax](#)
- [RPSFMPlatform](#)

## Custom App Protection PMF #1b (PR)



- [.net App](#)
- [Java App](#) (Tessi + Sicpa)
- [Javascript App](#)
- [Python App](#)
- [Webservices](#) SNCF

## Data Services Protection PMF #3 (AI)



- [RPSAWSTranscribe](#)
- [RPSMS-OpenAI](#)
- [RPSMetaAI](#)
- [RPSKong](#)
- ...

## DataPlatform protection PMF #4 (DP)



- [RPSDenodo](#)
- [RPSSnowFlake](#)
- [RPSDatabricks](#)
- [RPSMS-DW](#) (Mirabaud)
- [RPSAWS-DW](#)
- ...

## Data Protection as A Service PMF #5 (DPAAS)

- [Swisscom Security Services](#)
- [Atos Security Services](#)
- [ELCA Security Services](#)
- [ATOS- Custom Business app protection](#) (Merck)
- [Finnova Data Protection services for Tests-Dev envrts](#)

## Dev-Tests Protection PMF #2 (TT)

- [RPS SQL](#) (Mercuria)
- [RPS Oracle](#) (LODH)

P1: Key actual PMF

P2: Other PMF

## 2 different pricing models



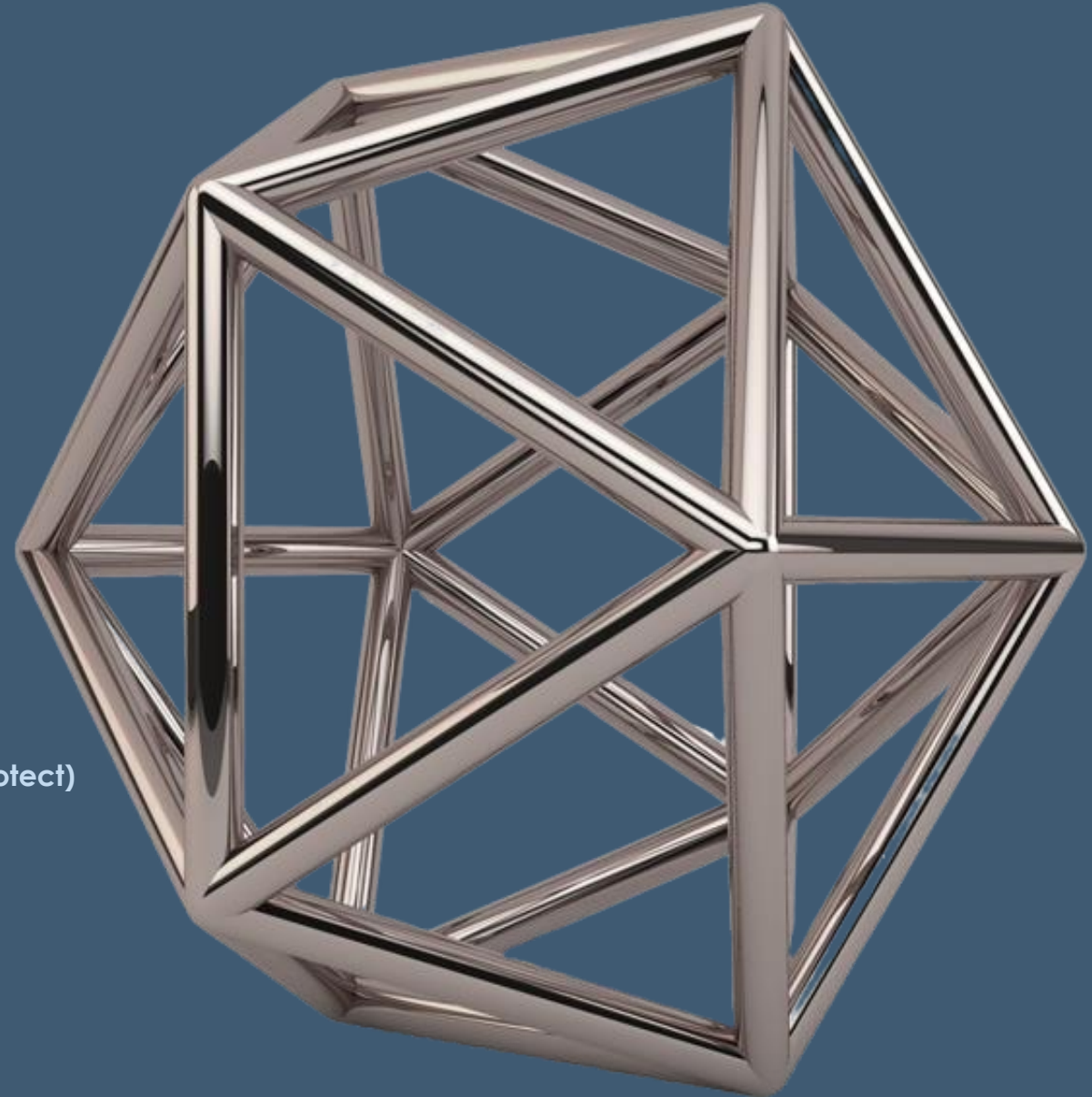
### Subscription-based

- Per application
- ELA Capped
- ELA Uncapped



### Pay as you Protect

- Per transformation (Protect and or unprotect)





# REGDATA Use Case

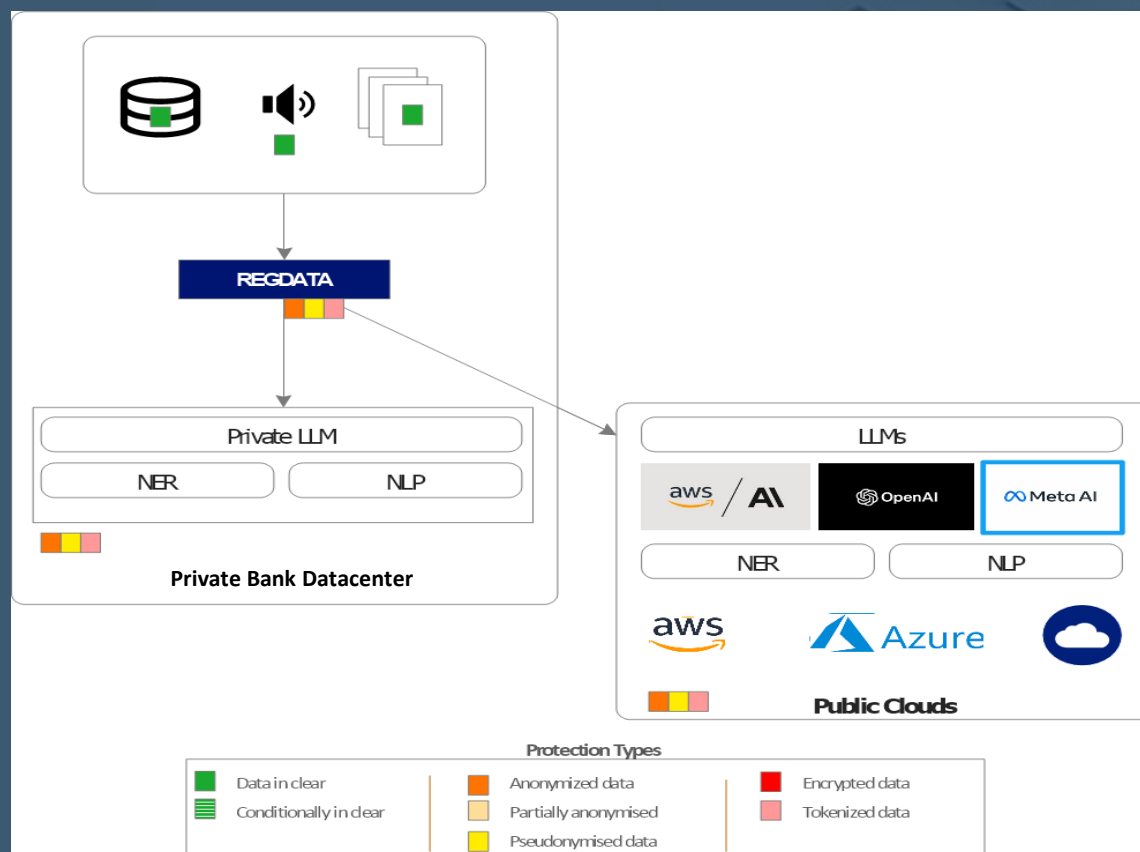
- GenAI protection in the Public Cloud



## Use Case 6 – GenAI protection

**Pain:** The Private banking company seeks to maximize the Use of GenAI in the Public Cloud but is afraid to expose its confidential data

➔ **Consume GenAI services in full confidence via a Trusted Data protection Platform (RPS) 100% controlled by the Private Bank.**



- Tests different AI-ML services ran:
  - internally within Bank's Datacentre
  - and or in the Public Cloud (MS-Azure/AWS, ..)

without revealing any PII, CIDs, confidential data to unauthorized Private Banking users and or any third party.



**How can Databooster  
help us developing  
this new GenAI  
protection use case ?**





## GOAL

**We propose developing an AI-driven module that integrates with our existing data protection product to handle unstructured data.**

This module uses Named Entity Recognition (NER) techniques to identify various types of sensitive information within documents, anonymize the identified data, and then safely send the processed data to LLMs, cloud databases. This ensures that sensitive information is never exposed or mishandled.

By incorporating AI, our existing data security systems will be significantly enhanced, allowing them to effectively handle and secure unstructured data, which has traditionally been challenging.

1



## KEY STEPS

1. Conduct a deep analysis of existing NER technologies and select the most suitable models.
2. Develop and test anonymization, pseudonymization, encryption or tokenization algorithms
3. Partner with a key client (Bank) to pilot the new module.
4. Gather feedback and refine the solution based on real-world use cases.
5. Integrate the module with our existing data protection product.

2



## DEEP DIVE

**We seek to design a Gen AI protection service beyond a solution/product.**

This service should be built by integrating various components all together: A GenAI Gateway integrated to the NER selected and the data protection engine so that when we have identified the confidential data an automated data protection configuration is set and can be reviewed by the Bank prior using the GenAI Gateway to access LLMs in the Public Cloud in as secured and compliant manner.

3