

Adaptive and Spark Compass Announces Alliance

Combining Data Governance, Analytics and AI

San Diego, California, April 12, 2022 - Adaptive, Inc., a leading provider of data governance and analytics capabilities and Total Communicator Solutions Inc (TCS), aka Spark Compass, a leading provider of Artificial Intelligent capabilities to identify and analyze patterns of enterprise data, today announced a collaboration to combine and integrate their award-winning technologies.

The companies will bring their combined solutions to the Sports Tech, AI and machine learning markets, Fin-tech, Energy, Retail, Government and Advanced Banking Technologies markets on a global scale. Combining the capabilities offered by both companies will provide added benefits to their clients and partners.

Jeff Goins, the Director of Adaptive states "With the proven Spark Compass platform and its event-action communication structure, we will be able to bring added value to our current and future clients by providing an authoritative single-point-of-truth for enhance governance and audit-ability coupled with enhanced AI and communications to various data centric sources of data. We are very excited how this can be leveraged to specific vertical markets to include domain centric models, rules and metadata which can leveraged in many ways to enhance analytics, deliver measurable results and deepen collaborations."

Erik Bjontegard, the founder and CEO of TCS Inc. and the inventor of the Spark Compass platform says "The Adaptive advanced governance and data harvesting capabilities enables us to deliver tremendous value to our clients enabling automated intelligence in the way we collect the data from the varied data silos to ensure data governance is achieved. This added capability enables us to deliver a "single source of truth" to our clients enhancing our commitment to provide solutions regarding "Data with a Purpose™".

The Spark Compass platform has powered many fan relationship platforms from the America's Cup to Wimbledon. Now a partner with Google Cloud, AWS and IBM Watson and multiple solution integration providers such as HCL, the platform will be activated by numerous global clients in a variety of markets from sports to marketing, smart city to IoT to banking and DeFi platforms.

Key advantages of this technology alliance includes:

- Provides organizations to detect and align disparate data sources for enhance governance and analytics
- Provides organizations enhance data quality and data profiling capabilities
- Provides organizations to identify and tag data for pattern recognition for enhance analytics and reuse
- Enables organizations to leverage data governance and AI to migrate data to cloud based analytics platforms
- Enables organizations to audit their data sources for specific time frames per applicable use cases

- Enables organizations to use data to deliver actions with immediate effect – directing communications, offers and content to the right user on the right device at the right time and place.
- Enables organizations to have up to date knowledge capture capabilities to facility reuse, audit trails, and issue management and resolution processes.

About Adaptive, Inc.

Adaptive provides a scalable, web-based enterprise-class platform to support and manage multiple models, architectures and data across an evolving set of technologies, applications and users. The Adaptive’s platform enables organizations to understanding the source and pathways of data movement including data transformations across the enterprise. Adaptive works with many Global 2000 companies and governments around the world to address the challenges of data governance and analytics.

About Total Communicator Solutions Inc. aka Spark Compass

The patented Spark Compass communication platform is delivering measurable outcomes on data collected from IoT devices, mobile phones and connected devices in the physical world. Combined with the patented AI communication platform, the solution is used by organizations to improve communication and analytics to its clients. A virtual operating solution for data driven communication has been utilized to connect fans for sports such as Ole Miss to the Americas cup, enhancing brand engagement from Puma to Coca Cola, and utilized by venues from San Diego airport to cities like Greater Manchester to the entire Island of Bermuda. Spark Compass has partnered with Google Cloud, IBM Watson and multiple solution integrators (Sis(such a global giants HCL with a platform that is patented and has been tested, validated and deployed in a variety of installations globally.

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