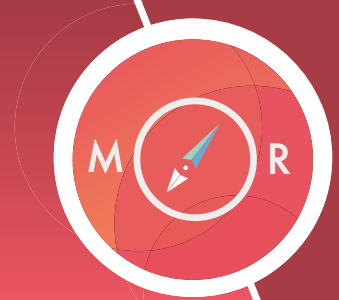


# metarouter

enterprise



## PLATFORM OVERVIEW

### **Fast, Flexible, Secure Data-Routing.**

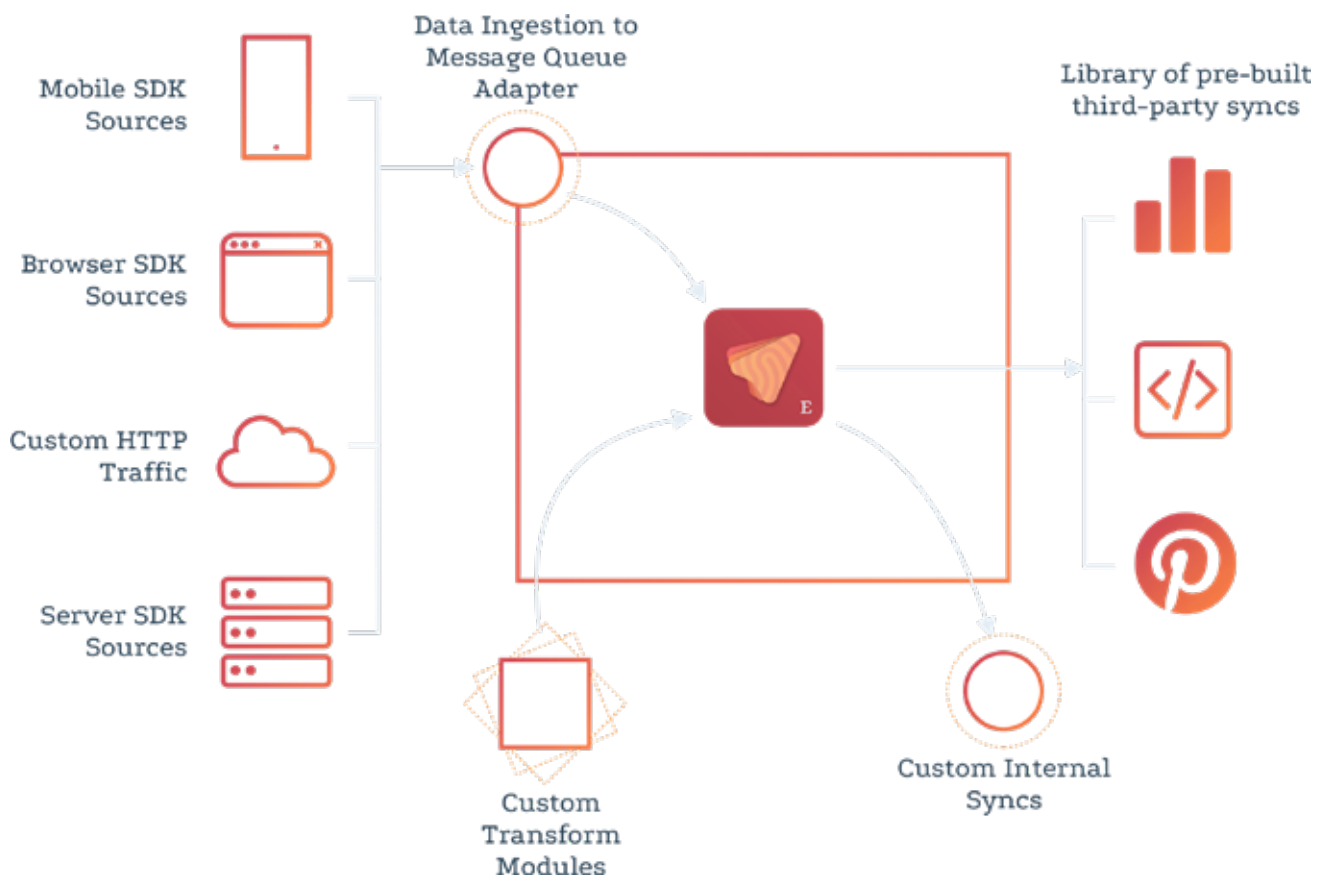
The MetaRouter Enterprise platform is a powerful 3rd-party data integration system. It allows you to prepare and shape your data exactly the way you want it delivered to each individual analytics or adtech partner, without ever having to make a change to your site or apps.

Through 1st-Party context, programmatic control of data flows, and the ability to obscure or omit sensitive data in-transit before it reaches 3rd-Party Vendors, it's a secure-by-design (complianceby-default) approach.



## Platform Overview

MetaRouter acts as the connective tissue between actions happening on your organization’s applications and the internal and external tools consuming the details (and/or metadata) for those actions. Our real-time data streaming platform provides a centralized control plane to direct, redirect, and transform analytical data points coming from your systems. It is installed within your computing environment, and our rulebased Playbook configuration allows for granular control of sending data to external API, data lakes, and data warehouses before external parties have visibility. We leverage existing off-the-shelf tools to enable your teams to fully run our platform on your organization’s favorite cloud provider. With our ability to monitor remotely and provide configurations to the most popular APIs, you have full privacy on the data that is collected and processed without incurring technical debt and maintenance long-term.



## Platform Specs

### Standard Event Schema In

SDKs for the most popular languages and a standardized Schema allows your team to keep analytic tracking implementation consistent across projects. The exposed REST API allows for events from any source from GET and POST requests.

### Hosted on your own Cloud

The Enterprise Platform can be fully contained within your own computing environment, without needing any 3rd Party to have access to data processing components or to have access to the raw data. Also, multiple instances of our platform can work together, distributed geographically, to help service your consumers from all over the globe.

### Built-In Ingress

The highly modular design of the Platform allows you to fully control how data comes in. You can accept events from the wider, outside internet or close off access with your Cloud Provider's Security Groups and only accept information from trusted, internal sources.

### Map and Forward to 3rd Party APIs and Warehouses in real-time

Our ever-expanding library of Data Lake, Data Warehouse, and API Destinations sends your data in near real-time. A simple control plane allows your team to create their own virtual pipelines to segregate and control data coming in from distinct sources without having to deploy any infrastructure.

### Remote Monitoring and Management

With our support plans, we can help oversee the success of your data processing by providing remote monitoring and control of the platform without requiring access to the data itself. Only your teams have access to sensitive user data without having the burden of maintenance to the Platform.

### Modular Event Delivery

Since the Platform is fully under your organization's control, it can be set to deliver data to your internal systems without requiring complex integration. We can write to your own message queues and data lakes to abstract the difficulties of operating a streaming infrastructure without forcing your team into patterns or blocking your organization's ability to innovate.

## What are the differences between MetaRouter Enterprise and other solutions?

### ▶ **Tag Managers**

- We remove the need for 3rd-Party tags from running on your websites; boosting site performance and page rank, while making compliance with the increasingly stringent data privacy laws easier.
- Events from Web, Server-Side, and Mobile applications can all utilize the same data pipeline flow.
- Ability to transform or obscure sensitive data in-transit, giving you control over what 3rd-Party tools are able to see.
- Built-in buffers to increase data durability when vendor API outages occur; if the third party tool goes offline, data points can wait for 3rd-Party Applications to come back online, avoiding costly loss.

### ▶ **CRMs and CPDs**

- Data streams can be moved and/or duplicated across CRM solutions
- Ability to securely store data within data lakes and historical replay prevents vendor lock-in; Back-fill user actions to new, third-party tools as if it was triggered by your customers in real-time
- No long-term data storage within the platform, no user data to purge for privacy requests and prevent unnecessary burden of managing user profiles in the platform.

### ▶ **SaaS Streaming Data Platforms (including MetaRouter Cloud)**

- All data points are processed as 1st- Party, yielding better page rankings and more complete insight (by eliminating the data gaps caused by adblockers)
- Easy compliance with data regulations and security standards by leveraging your existing, secure computing environments and providing full control over the data payloads before distribution
- Predictable pricing, no more “success tax” where billing increases due to traffic or registered user volume