

SOLUTION BRIEF—

Data at the Speed of Thought™

Molecula is an Operational AI company that enables businesses to deploy real-time analytics and AI in their applications through the adoption of a feature-first mindset. Molecula's FeatureBase automates feature extraction to provide data engineers, data scientists, and application developers a single access point to graduate from reporting and explaining with human-scale data to predicting and prescribing real-time business outcomes with all data.

The Problem Molecula Solves—

Today's technology is much too complex, is too expensive, and is unable to adapt to the distributed nature of data or support the growth of AI, Analytics and Machine Learning projects. Organizations have reached a tipping point where the effort and costs needed to enable real-time Customer Experiences, Advanced Analytics and Machine Learning far exceeds the value they can create.

85%
of AI/ML
projects fail due
to complexities

RAJ BASKARAN, SR DIRECTOR, CDP PLATFORM, DISNEY/ESPN—

We have moved our Customer Data Platform from our data lake onto Molecula's FeatureBase to serve as a highly-performant knowledge base for analytics, audience discovery, ads, and a personalization platform for both digital and linear content.



Simplify

Real-time analytics and AI infrastructure

- ✓ Centralized feature storage for all distributed data and projects
- ✓ Continuous feature extraction and updates that scale
- ✓ Eliminates pre-processing, pre-aggregation, or moving data



Accelerate

Time from data to business outcomes

- ✓ Instant, continuous insights on massive data
- ✓ Millisecond performance
- ✓ Lightning fast API for web front ends



Control

Data access, compliance risks and costs

- ✓ Securely share features without copying data
- ✓ Meet compliance governance requirements
- ✓ Reduce infrastructure costs by orders of magnitude

 **MOLECULA** Data at the Speed of Thought™

Why Everyone Loves Molecula—

Centralized feature storage across massive amounts of siloed data that is AI ready, always up to date, and used for your most important machine-scale analytical, ML and AI.

FOR DATA EXPERTS:

- ✓ 'AI Ready' feature storage that continuously extracts and updates features in real-time at the source
- ✓ Centralized, ultra low latency access to all of your data
- ✓ High concurrency queries for machine-scale analytics and ML
- ✓ Performant Joins at query time, with no pre-aggregation or preprocessing
- ✓ Lossless reduction in data footprint up to 85% without copying or moving data
- ✓ Granular access control of feature sharing down to cell-level
- ✓ Seamless integration as overlay into existing environments



FOR THE BUSINESS:

- ✓ 'Predict outcomes in real-time using 100% of siloed data
- ✓ Enable continuous analysis, ML, and AI orders of magnitude faster
- ✓ Delight users and drive adoption with millisecond experiences
- ✓ Reduce security and privacy risks with a data format optimized for sharing
- ✓ Reduce time and costs to get value from AI and Machine learning

Enable Real-Time Use Cases—

Real-Time Customer Personalization and Segmentation

The software and enterprise companies that can glean the most insights about their customers and for their customers will dominate. Understand your customer like never before and personalize their experience based on their real-time with data from every relevant channel combined across multiple systems, in real time. Empower marketing and sales to understand their audience, ask any questions without the wait, predict outcomes and personalize customer experience in real-time.

Powering Analytics in Mission Critical Applications

Differentiate your application with real-time use cases and millisecond performance. FeatureBase acts as the central feature storage technology to provide the 'Netflix' experience in applications or power your most important analytics. Leverage unlimited attributes about your customers, products etc, real-time analytics or AI to ensure you deliver the most state of the art experience to your users.

Remote Decisioning and IoT

Keep only one copy of your data at the edge and join with any other data set in the cloud/core by creating one FeatureBase instance, and joining features representing all datasets at query time to identify anomalies in real-time, support millisecond analytics, ML, and remote decision-making.

Data Discovery/Preparation for ML

Speed up ML efforts by reducing the associated data prep time. Query and analyze large amounts of data across various sources and types in split-second latencies for data collection, formatting, and feature engineering.

Real-Time Anomaly Detection and Network Analysis

Uncover anomalies and exceptions by processing massive flows of streaming events and contextualizing it against historical data in real time. Power analytics and ML models on integrated production data to identify fraudulent and suspicious behavior.

Molecula for Your Industry—

Financial Services:

- Real-time Personalized experiences
- Real-time Underwriting
- Real-time Risk assessment
- Powering fintech apps
- Identify Fraud detection
- Instant Claims analysis

Healthcare:

- Personalized Patient Care
- Real-time Diagnostics and Treatments
- Real-time Hospital Optimization
- Device monitoring and innovation
- Proactive Care
- Predict Epidemics

Life Sciences:

- Clinical Research Optimization
- Drug Trial statistical power
- Real-time Drug Manufacturing Monitoring
- Device Anomaly detection
- Genomics

Computer Software/SaaS:

- Power Analytics/AI in Applications
- Accelerate Speed and power of Analytics
- Millisecond user experiences
- Share anomized-ready data
- Enable new real-time functionality

WHY FEATURE BASE?

75%

of C-suite believe that if they don't scale AI/ML in the next 5 years, they will go out of business

Only 1%

of data is available to the business for analytics and AI

80%

of Data Science time goes to preparing data for analysis

DATA AT THE SPEED OF THOUGHT™

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Request Demo