

Digital transformation is just starting. There is long and exciting road ahead.

In recent years there has been a pre-occupation with the “digitalisation” of legacy processes, business models and management thinking. Why? Managers seem mesmerised by digital technology, but with what result?

Productivity has been flat, human capital is treated like a commodity, governance and compliance have overwhelmed managers at all levels, real assets and balance sheets become opaquer by the day, and risks seem to grow proportionally with the acquisition of data and the growth of its attendant infrastructure.

Too much noise, no signal. How do you extract the performance signal? How do you validate the veracity and efficacy of past, current and future performance? There are two ways to optimise decisions that lead to performance-based outcomes in this impenetrable blizzard of data:

- Deterministic: assemble specialist, agile, highly-motivated teams who aggregate the processes and data that deliver a narrow, performance-based outcome.
- Probabilistic: agree a narrow, performance-based outcome, assemble data and let your algorithms determine what data drives your outcome.

Data analytics were a first step, looking for trends that “assist” in optimising decisions. Mining all that gravel for a few nuggets. Artificial intelligence recognises a nugget from a piece of gravel. Doing both, seems to be a logical way of lowering the risk of a bad outcome, optimising a good outcome.

Data Digital Cognates are nuggets! And most importantly, they are defined, owned and managed by you. No third-party friction, costs or fraud. Digital Cognates are the atomic elements for both your deterministic and probabilistic processes.

Digital Cognates are digital assets with intrinsic value and legal standing! Why? Because they are defined on a consensus basis by you and other permissioned stakeholders. **All aligned to deliver a common outcome with agreed performance.**

Digital assets that are user defined, built and managed. Link any tangible or intangible asset to consensus-based affinity data which gives the Cognate “intrinsic value”. Value can be wrapped in a legally binding, machine-readable, natural language contract.



Digital Cognate logic and value resides in your cloud

Digital Cognate platform is a centralised gateway for transferring intrinsic value using distributed ledgers. Provides certainty of value creation, distributed ledgers provide finality of value transfer. Bridge brings new levels of trust and efficiency to global trade.



Your centralised gateway into distributed trade ledgers