



1. Powerful matching tool

2. Scaling up

3. Expansion

4. Deriving essential insights



www.scalin.com



Scalin

**Corporate Headquarters
Operations Europe**

Binnenveld 17 | 5462 GK Veghel | The Netherlands
Phone: +31 6220 20485 | info@scalin.com | www.scalin.com

Operations North America & China

1842 Snake River Road | Katy, Texas 77449 | USA
Phone: +1 713-586-1888 | info@scalin.com | www.scalin.com

What we offer

Scalin is an on-line service providing comprehensive analysis for different market segments, based on domain-specific expert knowledge. This expert knowledge is fed into a sophisticated match engine. The service can be accessed via different client applications for each segment.

With the application in a given domain, the end user can match the profile of a client, organization, animal or property with possible assessment and/or solution categories. Assessment categories may contain qualities, risks, indicators of (un)desired states. Solution categories are mitigations, interventions or improvement measures. The system matches by creating an analysis and visualizing the degree of connection between the examined subject and possible assessment and solution categories.

Customers and end-users

We offer a flexible license model, which enables companies, government institutions or independent professionals to share information between users. End-users are coaches, consultants, managers, project managers or other professionals that work independently or as employees in organizations.

Configuration per Segment

Scalin configures and provides standard applications for primarily the following market segments:

- Business coaching
- Sports coaching
- Horse care
- Cattle breeding
- Agriculture
- Water care
- Health care
- Educational issues
- Green technology
- Research and Development

The service is based on a powerful match engine. For each segment we cooperate with teams of experts entering domain-specific knowledge. These knowledge bases are tailored and will be presented as separate applications configured for our partners.

For each market segment, Scalin is working together with an application partner with subject matter expertise, authority and reputation in the corresponding field. The application partner adds domain-specific checklists to the application which we configure for their market segment.

Benefits

1. a powerful matching tool based on holographic scaling technology;
2. scaling up cooperation for an organization or network of professionals, by sharing access to client or case information;
3. easy expansion of your business activities by creating a configured application;
4. deriving essential insights from aggregated results.

1. Powerful matching tool

Our matching tool offers a fast short-cut to visualize the best possible solutions. Subsequent analyses are coherent. This enables you to monitor tendencies.

2. Scaling up

Complex problems may require multidisciplinary advice. Different specialists may need access to data of the same client or case at different moments. We support cooperation between colleagues. Therefore the matching tool is offered as an on-line service. This enables scaling up from an individual adviser to a cooperation of several advisers in major organizations.

3. Expansion

Your organization can easily expand into new activities with applications that are configured for your users, resulting in sustainable growth. This is supported by cooperation with partners which provide the required subject matter expertise. The component based architecture of the system enables easy configuration of applications (like composing Lego building blocks). Distribution of applications is always up-to-date and happens in real-time due to its on-line service model.

4. Deriving essential insights

The system enables you to derive essential insights based on aggregated results across several cases and advisers (collection of qualitative management information). This contributes to organizational learning, sustainable growth and identifying opportunities for improving effectiveness or lowering costs.

Distinction from conventional match engines

Conventional matching engines are exclusively based on conventional information technology (including fuzzy logic and machine learning techniques). These require that the user enters extensive profiles into the database of the subjects and items that have to be matched.

Scalin doesn't require such a data entry burden. A key feature of the system is that for analyzing subjects, only a minimal amount of input-information is required. This is possible because the underlying match and measurement process has access to a tremendously rich and huge information base. This information base contains multi-dimensional connections and associations between concepts, individual subjects and objects.

The user selects check-lists with assessment terms or categories that are relevant for the research goal. Match results are presented by visualizing the degree of connection between the subject under study and concepts in the information base. This process uses Holographic Scaling, which is an advanced technology.

Scaling Up

Scalin differentiates from other systems, due to its unlimited expansion of your knowledge base. Connections and associations are created automatically with holographic scaling technology.

How the service is accessed

We offer a platform independent Java client application which runs locally on the PC and connects to our server cluster running the matching engine.



www.scalin.com