



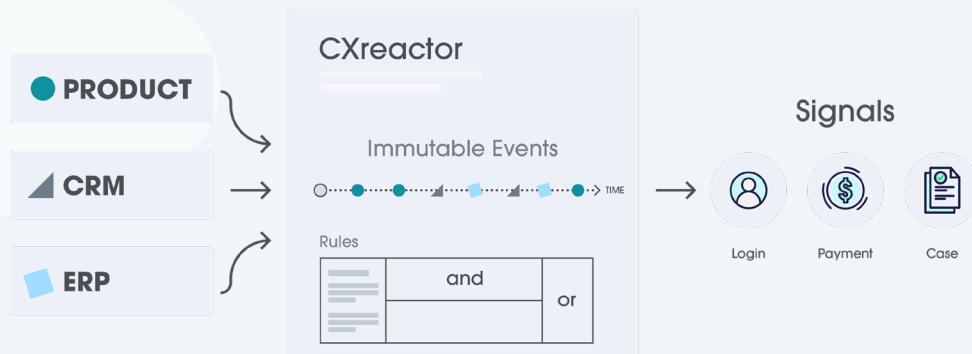
How MetaCX Measures Value

Businesses come together for the purpose of creating value—value that is unattainable by a company operating alone. This shared expectation of value exchange is the foundation of business relationships, yet until now, there hasn't been a way for companies to track or measure true value creation.

MetaCX has created the first-ever Business Value Network where companies go to manage their business relationships. Within the network, companies are able to connect with organizations both upstream and downstream in their value chain to align on expected outcomes and monitor value delivery over time.

Instrumenting Multidirectional Data

MetaCX creates a private, secure environment for all network members to instrument any application, system, or digital endpoint. Once a business system feeds raw events into MetaCX through a connection, they are processed in the MetaReactor. The MetaReactor ingests data from any source and normalizes it to a time-series based signal that can be used to measure real-time value creation and delivery.



Tracking the Exchange of Value

Then, to track the exchange of value between organizations, companies are able to share data and insights to MetaCX Bridges—co-owned digital spaces where two or more organizations can come together to collaborate on strategic initiatives. Within a Bridge, individual metrics combine into a dynamic, comprehensive view of performance toward the achievement of desired outcomes.

For the purpose of establishing and supporting trust between organizations, MetaCX puts all companies on equal footing with respect to data privacy, transparency, and control. MetaCX is not a system that “is owned by” a supplier or buyer. Rather, MetaCX is a neutral, third-party network where all members are equal and have full control over who they collaborate with and how their data is used and shared.

Learn more about MetaCX's cybersecurity and privacy controls at metacx.com.