

The header banner features a blue and white geometric design on the left with the word 'MERLYNN' in large, bold, black letters. To the right, the words 'INTELLIGENCE' and 'TECHNOLOGIES' are stacked in a smaller, blue, sans-serif font. At the bottom right of the banner, the phrase 'DIGITISED EXPERTISE' is written in a bold, blue, sans-serif font.

MERLYNN

INTELLIGENCE TECHNOLOGIES

DIGITISED EXPERTISE

TOM™ Next Generation Decision Technology

At Merlynn we are passionate about human expertise and the contribution skilled and experienced people make to business and society.

Our technology is designed to augment human expertise, to scale it and make it more accessible. By digitising human decisions we are able to provide real-time access to the insights of your organisations most valuable and scarce human resource.

Human intervention remains relevant to make decisions which help organisations navigate areas of intolerable uncertainty and risk, scenarios which require judgement and reasoning, those with highly consequential outcomes and complex situations that require the foresight, knowledge, expertise or big picture perspective of experienced individuals to make decisions that mitigate risk or exploit the opportunity in risk, to result in optimal outcomes for the organisation.

Constraints around access to key decision makers introduces delays and inefficiencies into processes.

Our next generation decision technology TOM™ replicates human expert decisions, providing unlimited, real-time access to solutions and decisions informed by the organisation's key decision makers.

Expert decision technology is the final step in the automation journey, enabling organisations to operationalise executive and expert decisions to **optimally – more efficiently and effectively - navigate and manage risk and uncertainty**. Effective risk management is a key determinant of business success, optimal management is imperative to remaining competitive and relevant in the digital age.

What is Uncertainty?

Uncertainty is an evolved version of risk. Uncertainty involves situations with unknown, complex and/or evolving variables and issues outside of the organisation's control. Outcomes are unknown and unpredictable. Uncertainty cannot be accurately measured or calculated.

Uncertainty arises from internal and external sources from technical, management, operational, and commercial issues. But uncertainty can also be positive. It can lead to opportunities — opportunities that can only be exploited if they're recognized early enough

Although outcomes cannot be guaranteed, Identifying and dealing with uncertainty faster, dramatically improves the chance of a good outcome.

Decision Support (Predictive) Technology & TOM™ Decision Technology

The combination provides a powerful competitive advantage to any organisation

Decision Support - Predictive Technology

Traditional AI and data analytics create valuable predictions, alerts and flags which reduce uncertainty by supporting and informing human decisions.

In high frequency low severity environments these technologies are sometimes able to reduce the extent of uncertainty to a negligible degree.

However as the:

- ⇒ extent of uncertainty increases, or the
- ⇒ severity, impact or consequence of the outcome increases or the
- ⇒ frequency of events reduces and confidence level in the prediction decreases

organisations continue to rely on human intervention to make decisions to mitigate risk and manage their exposure.

The business challenge:

Within organisations the number of subject matter experts and experienced managers ***are limited, therefore access to them is constrained***, in most instances referring every risk or transaction to a human expert is neither optimal nor efficient.

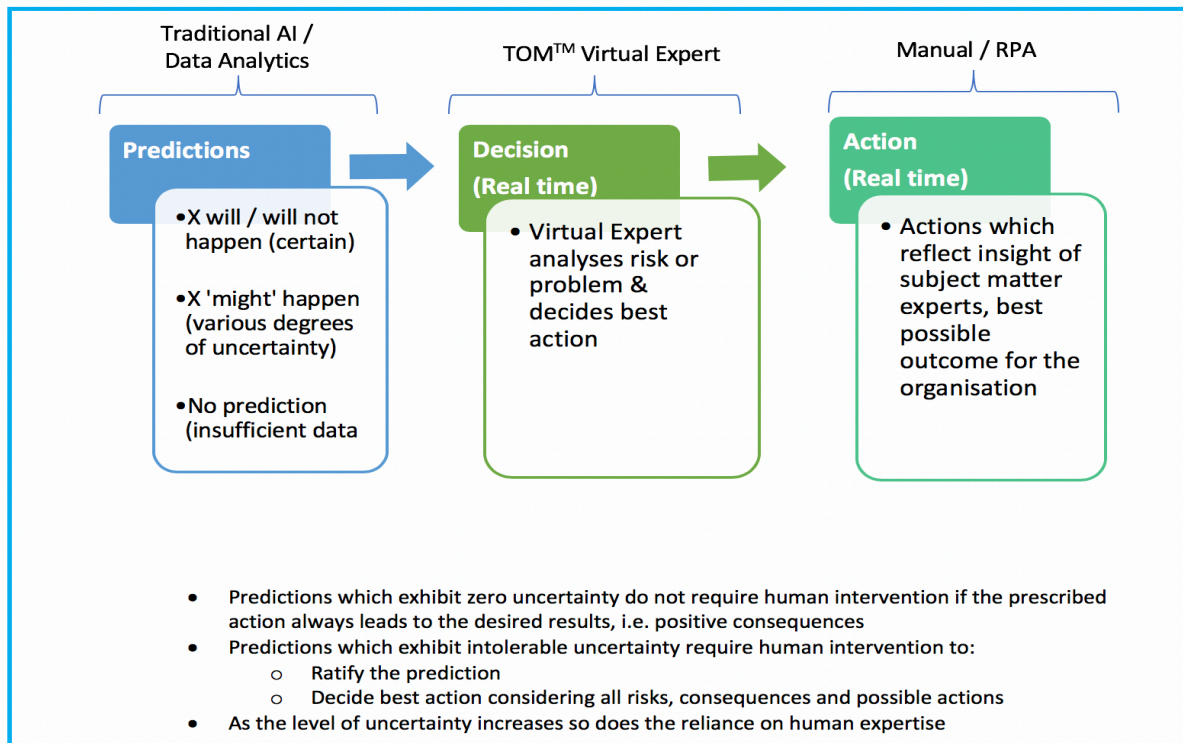
Due to efficiency demands organisations have until now, had to work around the human constraints, filter risk so that only highly consequential decisions end up on the human expert's desk. With access to digital decisioning technology this becomes a sub-optimal solution.

TOM™ - Decision Technology

TOM™ scales human expertise removing constraints to access, by providing real-time access to decisions which replicate those of the organisation's key decision makers, expertise can be applied to every transaction regardless of size, frequency or severity - in real-time. TOM™ enables organisations to automate highly complex processes and drive process efficiencies to identify and manage risk faster and smarter. TOM™ is the next evolution in digital transformation, a key element in effectively managing risk and future-proofing any organisation.

Virtual Experts are accessible 24/7 365 days a year and process transactions in real time (20,000 records per second) This scaled expertise is readily deployed, into operational processes via API's to provide expert oversight on every transaction or risk regardless of profile or size, meaning risks that were previously excluded (by rules) from receiving management attention, can now be reviewed by the Virtual Expert – eliminating the “below the radar” risk and dramatically improving process efficiencies. The virtual expert will make informed decisions on the most appropriate action for each transaction to ensure the best possible outcome for the organisation all in real time.

By deploying a combination of decision support technologies and TOM™ Decision Technology organisations are able to **optimally – more efficiently and effectively - manage uncertainty, reduce negative risk and exploit opportunity in uncertainty**



Tacit Knowledge – what makes TOM™ Unique?

Experts – specific subject matter experts or experienced managers have the ability to very quickly analyze a scenario and make consequential decisions or judgement calls which mitigate risk and exploit opportunity in uncertainty. This ability is fostered through years of experience, where they develop a deep instinctual understanding of the problem or risk.

They appreciate consequence and are accountable therefore have authority to elect actions - or design new solutions - which potentially defy, bend or manipulate simplistic rules but yield optimal outcomes.

Instinct gives humans insight beyond what is evident in data, a sixth sense of sorts.

Human experts are able to make better decisions in the face of uncertainty because:

- They have specialised knowledge, training, and skills used to assess explicit information
- They apply reason and judgement in weighing up various actions and associated consequences.
- Experience gives them insight, wisdom and instinct – tacit knowledge

Tacit knowledge is intangible and resides in the sub-conscious.

Prior to TOM™ these decisions were impossible to codify due to the complex interplay between variable relationships and influence and unknown or unpredictable outcomes. Experts themselves are often unable to explain their decisions and describe them as gut-instinct.

Tacit Object Modeler – TOM™

Merlynn's Tacit Object Modeler (TOM™) is the only technology able to embrace human expertise. Through its unique AI capabilities TOM™ is able to replicate expert decisions creating a "Virtual Expert"- a digitised version of the expert - which emulates the decisions of the human expert, only infinitely faster.

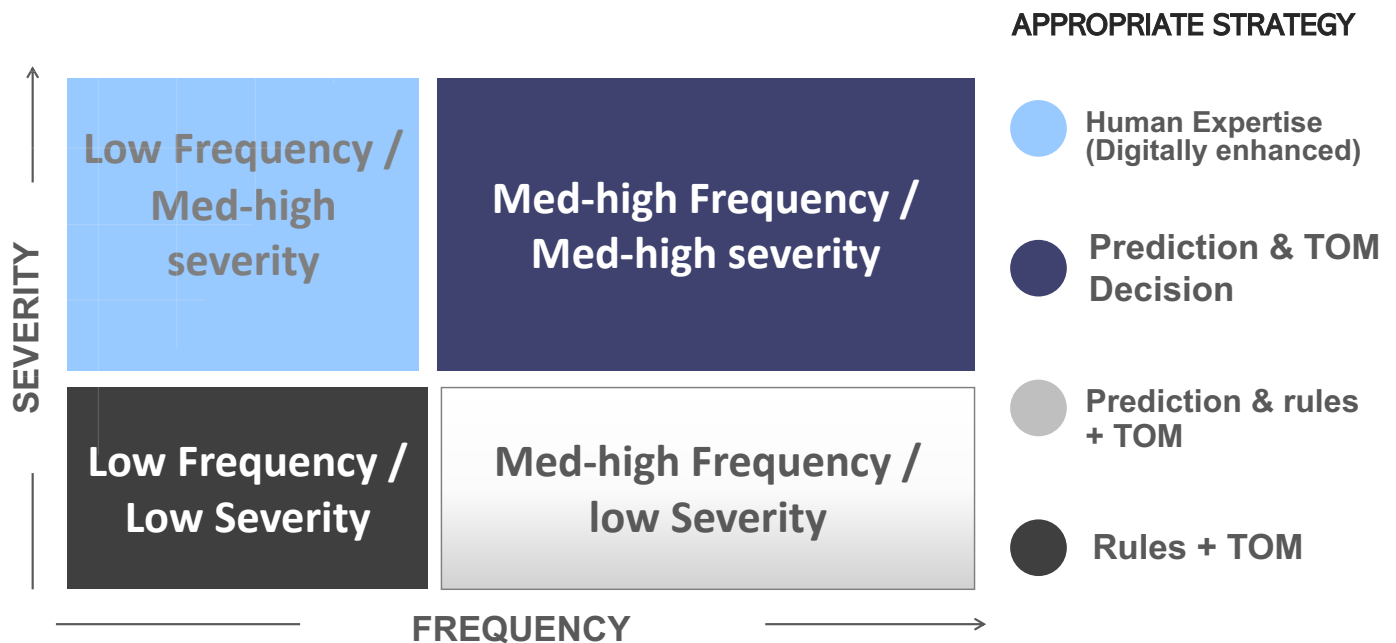
TOM™ proprietary AI engine is able to codify the intangible insights and tacit knowledge of the expert, the technology learns rapidly directly from the human through a simulation environment, so requires no historical data to create a model or Virtual Expert.

TOM™ vs Traditional AI

Current AI (Prediction Technology) Data Driven	TOM (Decision Technology) Expertise Driven
<ul style="list-style-type: none"> Traditional AI learns from historical data. 	<ul style="list-style-type: none"> TOM learns from the subject matter expert
<ul style="list-style-type: none"> Considers only explicit information (data). 	<ul style="list-style-type: none"> Considers knowledge gained through experience, instinct & intuition housed in the subconscious
<ul style="list-style-type: none"> Provides your experts with data insights and predictions (decision support) enabling experts to make decisions 	<ul style="list-style-type: none"> TOM makes the same decision as the expert.

Appropriate AI Technologies to Optimally Manage Risk

Identifying Appropriate AI Technology



Digitised Expertise Enhances Growth

Identifiable Opportunities to compete in Uncertainty

Operationalising executive level and subject matter expertise provides organisations with a major competitive advantage. Applying bigger picture and business acumen thinking to every transaction or risk not only reduces uncertainty but also identifies opportunity for growth in areas which previously weren't able to be assessed by top expertise due to capacity constraints and inefficiencies.

Digitised expertise allows judgement and insight to be factored into previously rules driven transactions which were excluded from executive sight. Key decision makers identify opportunity to take calculated risk and have the authority to choose less risk averse actions understanding and being accountable for these actions.

This is a compelling competitive advantage for organisations seeking growth opportunities from existing customers previously unafforded this level of attention, better informed cross sell opportunities, as well as brand new opportunities.

Expert Driven Innovation

Human experts will attest to the fact that about 20-30% of their time is spent on exceptions or true risk (unique and high-risk problems) outlier cases that actually deserve and require their attention.

Digital experts act as a 2IC or assistant to their human expert and are able to reduce expert workload by up to 90% by handling what the expert considers routine, leaving the organisations top thinkers to spend their time more efficiently - on the truly high risks and future focused activities such as research and development, emerging risk and trends and further upskilling themselves in training, reviewing evolving regulatory landscapes.

Organisations that fail to stay ahead of the curve by continuously innovating become irrelevant

Customer Experience

Providing customers with high quality, consistent experiences relies on a high degree of contextual precision. Traditionally this is the domain of human expertise, the organisations most outstanding customer service and subject matter experts, utilising their knowledge and experience to deliver the best outcomes. The main constraint with human experts is the limits of their capacity.

One source of competitive differentiation lies in the ability to provide automated experiences with appropriate context, delivering outcomes equivalent to those provided by the organisation's best experts, in real-time and at scale.

This positively impacts customer experience in 3 ways:

- ⇒ The virtual experts consistently deliver the best quality decisions, across multiple channels. A team of virtual experts can transform customer journey performance when applied across key touchpoints, promoting trust and positive customer relationships.
- ⇒ The provision of Instant access to fair and equitable expert decisions reduces emotional and mental effort, improves first contact resolution rates and positively impacts customer loyalty.
- ⇒ Organisations exceeding customer expectations through surprisingly easy and consistent customer experiences are more likely to generate customer advocacy.

Customer Experience (CX) - Impact of Digitised Expertise

Forrester 2012 CX Evolution

Enjoyable experiences create emotional connections and motivation to tell others. This is a catalyst for customer **advocacy**

Ease of effort (physical, emotional and mental) influences **loyalty**.

Consistently keeping promises builds **trust**

Merlynn TOM 2019
Digitised Expertise CX Experience

Expert attention to detail combined with business acumen provided on time, every time

24/7, 365 access to decisions which include human insight & empathy

Consistent, big picture, accurate and fair decisions

En-
Joy

Loyalty

Easy

Needs
Met

Trust

MERLYNN