

# Q&A

## OFER TZIPERMAN ANAGOG

**Ofer Tziperman, CEO at ANAGOG**, introduces to us the Edge AI, the only technology that can fundamentally solve privacy concerns with mobile engagement and enable hyper-personalized customer experiences. Read on to know more about his mission of giving companies the tools to succeed while staying on the right side of regulations, present, and future.



**M7: What a wonderful journey! Anagog is the 'World's First Edge-AI Mobile Engagement Platform'. Could you please elaborate on this for our readers?**

**OZ:** Sure. Most people are familiar enough with Artificial Intelligence (AI) to assume that it is both powerful and probably requires huge computing resources, but they're still not really sure how it can improve their day-to-day life. For a long time, they were unaware of just how much AI engines, fueled by

large quantities of their personal data, influenced the way companies engaged with them. We recognized the ethical minefield and the threat to individuals' right to privacy that this represented.

Our vision was

to apply the power of AI to the challenge of enabling hyper-personalized customer experiences that respect the privacy of individual users. We do this by 'shrinking' our AI engine to run on edge devices, like smartphones (that's why it's called Edge AI). That means that the personalization and the personal data stay local on the phone and the AI engine pulls relevant offers for its

**MEDIA 7: Thank you so much for doing this with us! Could you please give us a glimpse of your 25 years of professional journey and what brought you to this specific career path?**

**OFER TZIPERMAN:** You can't always plan ahead a career. It is something that evolves from small decisions along the way. I started my Hi-Tech journey over 25 years ago, long before this domain became so hot, and have had the opportunity to see it growing exponentially ever since. My first job was VP Marketing and

Sales for a small Israeli startup in the field of NFC, and I was fortunate to play a role in taking it public in Germany 5 years later. I then co-founded a startup in the field of location-based services and had an amazing ride until selling it 10 years later. My next station was as a CEO of a NASDAQ company, where I met Gil and Yaron, the Co-founders of Anagog and I fell in love with the solution and became their first paying customer. Some 6 years ago I decided to join them as an investor and CEO and since then we grew the company together to become a global technology leader in the emerging field of Edge AI.

*"There is a need to earn users' trust again after the industry, as a whole, kind of abused their privacy over the years."*

owner but without disclosing its identity. The task proved to be quite challenging, as evidenced by the 25 patents we filed (17 of which have already been granted in the US). Now, hundreds of engineering years later, we have been globally recognized as having the only sophisticated AI engine that can run on the phone, with a battery consumption lower than 1 percent. This technology, when embedded into a mobile app, results in the most effective engagement opportunities (the right audience, with the right message, at the right time).

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***“The vast majority of consumers have already started to wake up to the potential harm that lax, sometimes unethical data practices could cause.”***

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M7: That’s remarkable! The privacy concerns are currently quite prevalent, how does Anagog manage to solve the ever-growing privacy issues and high cloud costs associated with hyper-personalization?  
 OZ: Turns out that Edge AI is the only technology that can fundamentally solve these concerns that have (justifiably) increased all around the world. The basic rule about keeping a secret is: Don’t tell it to anyone.... This is much better than sharing the secret and later investing heavily to protect it from unauthorized access. And that, in a nutshell, is why Edge AI is the solution. Your personally identifiable data (PII) does not leave your phone to any remote cloud.

You might ask, how can someone serve you with a hyper-personal offering if they don’t know who you are? Let me try and explain it with a simple example: When you walk into a hotel or a restaurant, you have two options. One is to sit by a table, the waiter comes to serve you, asks for your name and room number, and takes note of your face, since he/she will need to return to you with your order. The other option is that you take your plate to the buffet. The end game is exactly the same, you have what you want on your plate. But in the case of the buffet, you don’t need to identify yourself but just to put the food on your plate and walk to your table.

Edge AI is like having a personal assistant within an app. Your own phone combines your instructions with its own observations to create hundreds of profile segments and contextual moments about you. Based on this it knows to anonymously pull only the relevant offers the app has for you and to present them at the ‘best moment of engagement’ when you are most likely to be available and receptive. Throughout this process, none of your PII data needs to leave your phone. This completely revolutionizes the way customers can be served with personal offerings. Today, all the other solutions require a continuous, massive collection of our personal data to someone’s cloud. Of course, we are repeatedly promised that our data is well kept and it is ‘safe’ only to realize yet

again when we read the news, that it is just a matter of time until it gets into the hands of hackers. That’s why Anagog’s Mobile Engagement Platform is the only way that solves the problem at the source – our data simply doesn’t go outside of our phones.

**M7: What are the challenges that you face regarding handling and maintaining such highly developed AI technologies?**

**OZ:** There are many technical challenges we faced in making this vision a reality. The first was, how can you run such sophisticated algorithms continuously on the phone without draining the battery? We figured out a brilliant technology that allows us to operate efficiently only in the phone, without relying on any external servers for computation and with barely noticeable battery consumption. We also developed a smart way to allow the phone to understand its whereabouts without depending on continuously querying the costly external mapping servers. But the main challenge has been to create the market awareness that hyper-personalization can finally co-exist with true, actual privacy. We have gotten used to hearing the phrase “it’s too good to be true” from our customers, which shows that we still have some market education to do around Edge AI.

**M7: Speaking of the market, what trends in the marketing technology**

**industry are you watching keenly right now?**

**OZ:** There are two new trends that are seriously disrupting the marketing technology industry: the privacy regulations and the emerging mobile OS 'ID crisis'. There is a major, growing challenge with data protection and privacy laws sweeping the globe. The General Data Protection Regulation (GDPR) laws in the European Union enforced since April 2018 were a model for the California Consumer Privacy Act in November 2020. Other nations such as Brazil and India have enacted similar data protection laws, including most recently China with what seems to be the strictest data protection and privacy regulations so far. While many in the industry show concern about such changes, we actually believe that they can work in favor of companies who realize that it's time to treat personal data the right way. These regulations merely mirrored the consumer backlash that was brewing and would inevitably erupt. The vast majority of consumers have already started to wake up to the potential harm that lax, sometimes unethical data practices could cause. The regulation gives serious companies who truly care about their customers a framework on which they can re-establish consumer trust. It is our mission to complete this process by giving those companies the tools to succeed while staying on the right side of regulations, present, and future. The second trend is represented

by Google's recent announcement that it is phasing out 3rd party cookies for Chrome, and Apple's decision to give users a choice when it comes to apps tracking their activity (at last count 96% of users unsurprisingly chose "Ask app not to track"). These changes are the most disruptive the AdTech and MarTech industries have seen in the last 20 years and the market is still trying to adjust. We are specifically interested in these trends since Edge AI, running on the phone, does not require any user ID and ensures that consumers own and control their PII while still benefitting from hyper-personalized experiences. We have a good reason to believe that this market disruption will increase the adoption of Edge AI as the only viable approach.

**M7: "What happens on the phone, stays on the phone." Quite an interesting take by Anagog. What are your thoughts on the future of mobile engagement?**

**OZ:** On one hand commerce has gone mobile and that's why customer relationships have become reliant on mobile engagement. On the other hand, Apple and Google are making mobile marketing much more challenging with their newly created "ID Crisis". As an example, attribution on iPhones has become a big issue, seriously impacting giants like Facebook, Snap, and many others. In my view, in the long term, there is only one option; to build the mobile marketing industry

around different values. There is a need to earn users'



Anagog solves the most challenging issue of customer engagement: how to make hyper-personal engagement co-exist with privacy. Using Artificial Intelligence on the phone (Edge AI), Anagog's solution helps app owners serve their users with highly relevant experience based on first-party data while keeping all the PII data on the phone and protected.

Anagog is recognized by analysts as a world leader in Edge-AI technology, alongside giants such as Google, IBM, and Microsoft, with the strength of 25 patents, and trusted by leading Fortune 500 brands such as Mercedes-Benz, Volkswagen, Allstate, and many others. With a strong statement by Gartner about Anagog that "the potential market impact of this innovation is enormous" Anagog expects to lead the future of customer experience.



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