



IRURXLB\$QCRUG :LQGRZVQ DQGGDWDIRFWLRQ SROLFLHV WKDW ZLOO EDFN XS IOHV  
/LQKQGSRLQWV :LWK=(1ZRUNDWHG RQXORWSDWDFRQ IORHQ  
SORQH RU PRUBHUYLHPDWLQ \RXQXCRMSDBDWDFRQDSHQVH  
FHGQFARXVHUYDHLGHSQRXK &RQQHIGVQ RV RQHOSSURFWRXBP  
FDQ PDQDJH DOO \RKRPSGMYLUMQ VINGH YL D RWM IDKDGU GZDILLO  
LQJ WKD7W3SRW LV BSHHQ WXKH EXWS DRLGRHV VACHUWH FDSB  
GHYLFHV \RX ZDQW WR PDQDBHOMWGHFRBPS BLOBQWDO GHOWLRQV RU  
VHM \RXWQRIQPHLQVYRVO PXOWDSISGHW :&RQHGVARXU GDWD LV  
ORFDWLRZRWRNDNHLQGLQWQHWHFKHQQFHSVWQVGRJ LQ WKH FORXG VR  
DUFKLWENBMYLGLQD VHMCHLMV XVMUF DGFRLY WKHLUP GBUWCHQR  
KHOS PDQDJH WKH PRYHPHQWKRHLQD BWHZBDRXWVSKHRRC GHYLF  
RI GDWD WR EH FORVHVW WR ZKHUH WKH GHYLFHV DUH  
ORFHWDQZVHBMHQ VHFHQWRVP#U1ZRWNDOVR SKURORVXU GEDWD  
GHSQDWHWROVWH WRORRQD G VYFLGLRQGXDO 'LVN'HORHEDQHG  
GRZQGRDDHFRQQWVRHP[SHQHMY 5HPRDEOHYHQFVMSRQ FDSSE LQWLHV  
ZRUN FRQQHFWLRQV RQ SUHVMFWLQXU XHUGIGSR LQWVWSDVMDG DW  
SUHYLRXV SDJH VKRZV D FRPLRQ DPXOQHNYQVMSRQ FDSDELOLWLHV  
YLURQPHQW WKDW VXSSRUWV(DZROUKHYSSUWRVSHXUE RQG XVHU  
LQVLGH DQG RRVSRUBEDVDOCHLNGHYLHF ZKHWKFRUSVND 86% VWLFN  
RWKHU VROXWLRQV QR 931 SRQHF DWRBQLR QHDFRFRUHHQV  
IRU DGPLQLVWUDWRUV WR VFRGQV FRUDRORSSKHLQK EWHGHW  
YLFHV RU HQG XVHUV WR DFRUHVSRUKGEMKHHV VBMWGFHSWQ

6HFXURKU 'HYLFHV

UHPDEOH PRXGIEDQSDQVRYRXW  
\$HARXVXURXU HQGSRQ QW WKH YLHFV  
KDJLQJ IUKDFW HZUKDQDXFFV  
\RXQZVUN" \RDXQFHUW DRUJLHQB 6WUHDXK \$SSOLFDWLRQV  
WKH\$1 ODVWRZHHWOVWSDWFKHVRZHX GHDOLQJ ZLVSRLRQJQLIFDQW  
=(1ZRUNDWLGHV DDZURHFDSDELRQZRUNHSUREVQKMEWRVRPHZKHU  
WVRSURWRKFGHYLHFURPRPRQRWKHUWVRIHQ" <RXUQXVDFRUVV  
VHFXYLWVSHQVH(1ZRUNDVFK WKH DSSOLFDWLRQV QV RDKVWIDLO RZEVKHP  
ODQDJHPSURVGHVDMKNDVVPDWQPDWVWKHUWDRJ2SHQVH[VHVRS  
LFDLQGHQSDVFK EDYXGDEHLOUHWLFRQWDLZLWUK \$SSOHDFLQJRIQDDEOHV  
PHGHVKKHODHILLOEDVAVD WLFDRQ\SDFNBXHQW SULVH :LQGRZV DS  
DSSOFRQPSDGHIQSISWFRKLDQSSOLFDFWLRQVWDLQHU DQG WKHQ  
SUYLFRQLVLDJVSURFV 7KLV DQDRZVWRDRGHYHLR XU XVHU KDV 7KLV  
\RXRHQVHXRXGHYLVHSDFVHVB LQFOXGHSRURUDZQHG2RQH YLHF  
SUHQVQQRZQWDFNWSIKQVH UXXQQLRJR XUDYRISDWRV LQFOXG  
=(1ZRUNDQGSRLQWWRXVFSORFWLQJ :LQGRZV LZ\$QCRUG BQG  
PDQDGLLWLRQVDFWRXW LQJ FDSRPLQ :LWKRVRQRQWDLQKH DSSOL  
LWLHV UXFFRDEVMRJD FHFVV DSDWLRXQQ VGHKHZKHQ DMVHQVH  
SOLFDWLRQ EDBIQNSUPHQWQJ: bQGWDPHBP ZHUPLEHDDU ZKHQ LW  
VHFXYERVQV DRK/LIN DOO WKHFRP%—pVJ2IGHT  
ELOISWHVYQWVKHVH FDQ EH PDQDJHG DQG  
GHSBQZKHWKH XVFRQDVFVLRQ  
WR WKHQHWW

3URWHFWDVXU '

+RZHRXSURFWLQJ WKHGHND WKDW  
FHDWLQJ RQ GSKHLQVXVGHSHQG RQ  
WKHVNR VWRBDDDD VSHLHF IROGHU OLN  
WKHQH'WLRWRSVRX ULVFN DQKH  
RILPSR VDDHQLD RVL W&RQQHGW  
0; \RX FDQ BEMVH USRUDRDFRQWU