INTRODUCING TIDWIT AI

Empowering B2B Ecosystems with AI for Contextual Accuracy, Scale, Privacy, and Security

Reston, Virginia — June 28, 2023 — TIDWIT Inc., the leading Enterprise Ecosystem Enablement company, today announced **TIDWIT AI**, the industry's first service that can empower AI within Enterprise ecosystems. With this, TIDWIT is combining the power of its trusted Enterprise Ecosystem Enablement platform with Generative AI and Large Language Models. This allows its customers to apply AI within their own Ecosystems – their "Walled Gardens" – to securely share and exchange content and knowledge with their partners, and drive AI to the edge to the benefit of their ecosystem partners.

With TIDWIT AI, organizations can now bring their content and knowledge to more users across their ecosystems, enabling anyone to capture the competitive advantage of AI. "AI is now beefing up our ecosystem platform value with more power and intelligence delivered to our customers than ever before," says Will Yafi, Chief Executive Officer and Founder of TIDWIT. "Today, AI/ChatGPT is just one flat world of content. While generative AI can only deliver general content, with TIDWIT AI you can actually contextualize AI within the safety of 'walled gardens', so you are just using it on the information that is relevant to you. This will generate more accuracy and trust, while being more private and secure. TIDWIT AI is scaling the intelligence of B2B ecosystems to new heights. Our customers can now enable their ecosystem faster, in smarter ways, at a lower cost, and to a much wider organizational audience."

TIDWIT is the only solution in the marketplace that can deliver B2B AI, as most other ecosystem providers do not house similarly massive amounts of content and knowledge, and therefore cannot provide such deep AI. With its groundbreaking AI solution TIDWIT supercharges the dissemination of content and knowledge across its clients' respective ecosystems while maintaining the regulatory compliance, trust, and governance for which it is known.

This announcement includes the first of many new anticipated innovations for TIDWIT AI within ecosystems, among them:

1) **Search and discover.** When users search for content on the internet or utilize B2C AI, they must filter through a lot of noise, irrelevant, inaccurate, or untruthful content. With the "Ask TIDWIT AI" infused into the ecosystem, users will see the content that is relevant to their role, receive suggestions and intelligence that is contextual and relevant to their needs filtering out the noise.
2) **Orchestration.** TIDWIT allows businesses to apply AI on the right knowledge at the right time and to provision it to the right organizational ecosystem audience while securing access to only those meant to have such access. This saves time and resources, while assuring privacy and security.
3) **Content Generation.** TIDWIT AI enables businesses to take their ecosystem content much further. It can regenerate content from existing content, no matter which format it resides in the ecosystem. This enables them to create new content from existing content, for learning, marketing, operations or technical purposes.

4) **Workload Automation.** Using TIDWIT AI, businesses can automate workloads. They can create automated questionnaires based on consumed content and profiles of users. They can determine which day is best to send out a campaign or create automated newsletters based on the latest content, most accessed content, etc. Having users interact with a Learning campaign, TIDWIT AI can create custom learning paths for them. Or they can use it to ensure Continuous Readiness with Auto Assessment campaigns that assess user knowledge via automated knowledge checks and send out learning recommendations based on the results.

5) **Support.** Businesses can now integrate AI Support into their ecosystem and support partners and users by allowing them to ask any question they may have around the ecosystem that will allow them accurate and relevant answers. Since the content flows are fully automated, AI would be constantly updated.

"The flexibility is incredible. Content interaction, personalized learning recommendations, content synthesis. And all at scale," says Aditya Basu, Partner Programs at Adobe. TIDWIT is bringing to the market the most robust of AI capabilities to power up enterprise ecosystems and their users. Promising to resolve B2C AI deficiencies, the value delivered by TIDWIT to organizations is as tangible as it is scalable and secure. The future of enterprise ecosystem AI is here and now!

About TIDWIT
The belief that organizations need to interconnect more tightly with one another and share knowledge and know how to realize the full potential of their ecosystems is at the heart of the mission of TIDWIT. TIDWIT is designed to empower and standardize highly scalable collaboration, distribution, and information exchange between different organizational ecosystems, and provide unprecedented intelligence, insight, and data analytics. The TIDWIT platform drives ecosystem connectivity quickly and efficiently, while allowing for customizability, automation, compliance, and real-time intelligence. It has evolved into a global ecosystems network supporting hundreds of thousands of users and fueling global partnerships for Fortune 1000 companies across the world, including Microsoft, Amazon, Adobe, IBM, Accenture, Infosys, Protiviti, and Verizon.

Learn more at: www.tidwit.com/solutions/tidwit-ai/

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