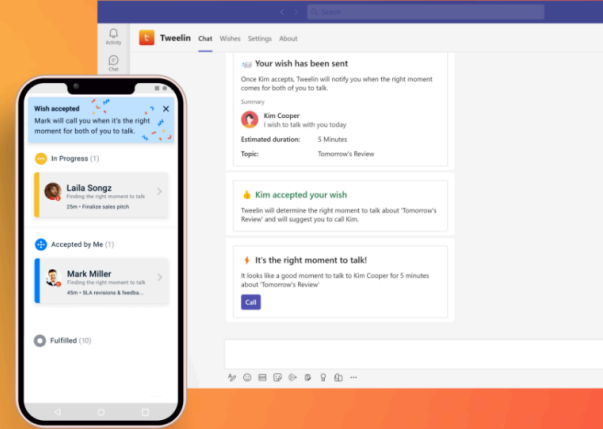




Digital Serendipity that makes hybrid work sustainable, anywhere you are.

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2024



# TECHNOLOGY SOLUTION BRIEF

## World's First Digital Serendipity Assistant for Effortless Collaboration

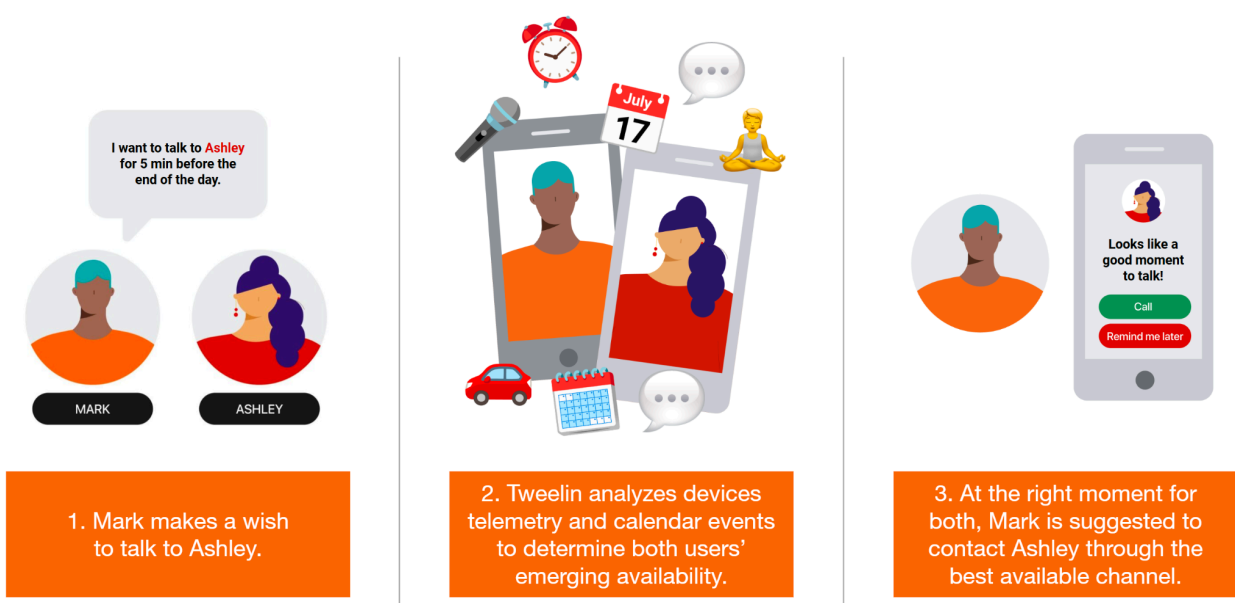
### Problem

In today's fast-paced distributed workplace, too many meetings make it almost impossible to have a real-time conversation, and, ironically, the only option is scheduling more meetings. It's a vicious cycle that pushes people to work an average overtime of 7 hours/week. To get to a live conversation, 1.6 billion workers waste a staggering 260 million hours each day. This scheduling inefficiency not only impacts productivity but also hinders collaboration, causes missed opportunities, delays decisions, increases a sense of disconnect among employees and negatively affects their morale.

### Solution

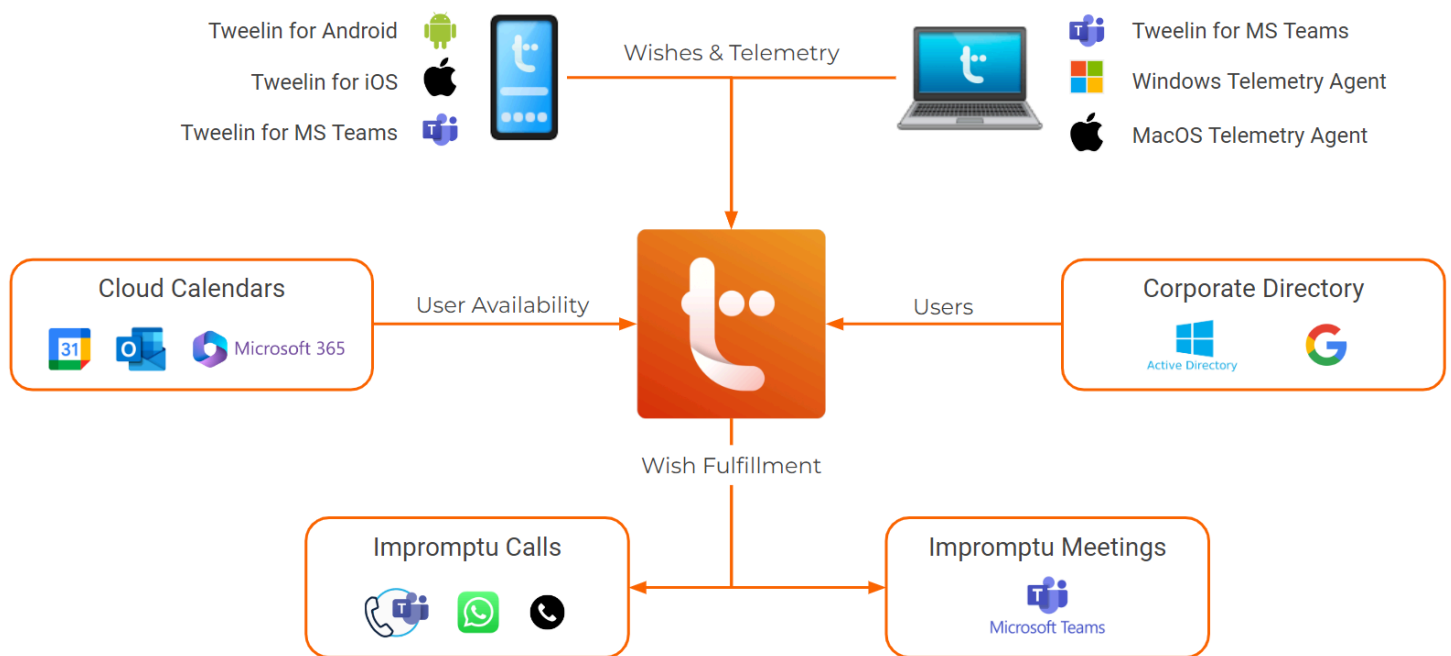
Tweelin is a revolutionary AI-powered Digital Serendipity Assistant designed to streamline communication and optimize your time. By leveraging its proprietary AI technology, Tweelin analyzes your calendar, communication patterns, and preferences to suggest the most opportune times for impromptu conversations. This eliminates the need for lengthy back-and-forth message exchanges and ultimately scheduled calendar meetings. Tweelin ensures that conversations take place at times that work best for both parties, regardless of location.

### How it works



## Key Features

- **Intelligent Availability Matching:** Tweelin's AI algorithm analyzes calendar event headers and device telemetry data to identify emerging conversation opportunities, saving you valuable time and effort.
- **Meetings Reduction:** Tweelin diminishes the reliance on pre-scheduled meetings, allowing workers to transform them into spontaneous, productive conversations.
- **Cross-Platform Integration:** Available for Android, iOS, Microsoft Teams, Windows and Mac OS. Tweelin seamlessly fits into the tools your team already uses, promoting smooth adoption across your organization.
- **Easy Deployment:** Tweelin is an Azure trusted application that can be easily deployed from the Microsoft Teams Admin console, with a few clicks.
- **Real-Time Notifications:** Receive smart notifications that prompt timely interactions, ensuring you never miss an opportunity for a valuable conversation, thus accelerating decisions.
- **Automated User Onboarding:** Educate and onboard your employees through an automated sequence designed to foster adoption.
- **Talk Earlier:** Tweelin identifies upcoming scheduled meetings among colleagues that could be avoided, and prompts the meeting host to transform them in wishes.



## Designed for Enterprise-Grade Performance

Tweelin is built to meet the demands of modern enterprises. With a scalable, serverless microservices architecture, Tweelin delivers high performance, scalability and reliability.






- **Data Protection:** Tweelin safeguards your data with end-to-end encryption—both in transit and at rest—meeting stringent industry standards.

- **Privacy:** Tweelin does not store your data for longer than strictly necessary to provide its service. No telemetry history is ever recorded, making it impossible to monitor employee activities over time.
- **Secure Integrations:** Tweelin integrates seamlessly with cloud-based calendars, enterprise user directories, and communication platforms, using OAuth 2.0.
- **Vetted Applications:** Tweelin apps have passed the security reviews of Microsoft App Source, Google Play Store and Apple App Store.
- **Compliance Assurance:** Tweelin is committed to security, actively pursuing ISO 27001 and SOC 2 certifications, ensuring compliance with the highest industry standards.

## Benefits

- **Increased Productivity:** On average, users can reduce the number of meetings by 37%, freeing up hours for more focused, value-adding tasks, while accelerating communication.
- **Improved Work-Life Balance:** Eliminates the stress of scheduling conflicts and allows you to regain control of your time.
- **Enhanced Collaboration:** Foster stronger connections with colleagues through more efficient and effective communications.
- **Significant ROI:** Based on hourly labor cost, customer value added per employee can be as high as \$10,000/year, corresponding to an average 4% workforce efficiency increase, which makes Tweelin a valuable investment for organizations of all sizes.

## Why Tweelin is Different

		 Copilot		 Motion	
Reduce meeting fatigue and overtime by <b>removing 37% of scheduled events</b>	●				
Emerging availability via <b>AI &amp; telemetry</b> , with <b>zero</b> need for user configuration	●				
Works <b>independently from calendar</b>	●	◐			
Finds the <b>best channel to connect</b> based on active device capabilities	●				
Designed for the <b>enterprise</b>	●	●	●	●	●

While traditional calendar assistants leverage AI for playing “calendar Tetris”, Tweelin is the only solution in the market that leverages AI to deflect meetings. We recognize that excessive planning and over-scripted days are today’s main collaboration problems, since they always clash with the daily emerging priorities, they hinder the ability to focus during work hours, and push people to work overtime.

## Future-Proofing Collaboration

As companies continue to embrace hybrid and remote work, Tweelin stands at the forefront of the battle against the pervasive problems of inefficient communications and meeting fatigue. By automating the process and suggesting optimal times to connect, Tweelin empowers workers to achieve more focused and productive work, ultimately leading to a more positive and fulfilling professional experience.

## Products

[Tweelin App for Microsoft Teams on AppSource](#)

[Tweelin App on Apple App Store](#)

[Tweelin App on Google Play Store](#)

[Tweelin Telemetry Agent for Windows and Mac OS](#)

## Videos

- [Value proposition](#)
- [Core use case demo](#)
- [How it works](#)
- [Tweelin App for Microsoft Teams](#)

## Contact Us

Our executive team is eager to assist you throughout the adoption process.

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