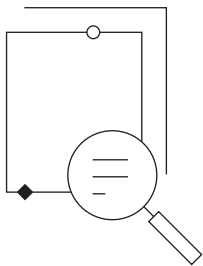


# How can your research be more discoverable?

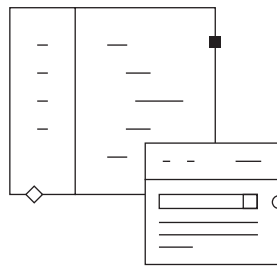
## INTELLIGENT TAGGING FROM REFINITIV

The world is awash with information. Tagging content is critical to make this textual information more searchable and retrievable by clients and internal users in research portals for a number of business lines. What are the forces of change?



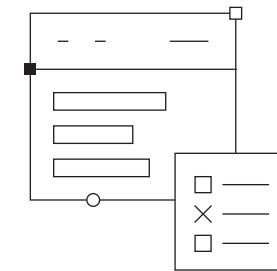
### SELL-SIDE RESEARCH IN AN UNBUNDLED WORLD

The unbundling of research from commissions casts a new spotlight on the value of sell-side research. With portfolio managers and buy-side analysts buried by hundreds of research reports and notes that arrive daily in their in-boxes, research must be easier to find and use.



### BUY-SIDE ANALYSTS TO MAXIMIZE INSIGHTS FROM RESEARCH REPORTS AND UNSTRUCTURED DATA

Investment managers are looking to internal analysts for help in finding and unlocking the value that exists in internal and external unstructured content – including internal research notes, client meeting notes, emails, and conference call transcripts – as well as sell-side research.



### WEALTH MANAGEMENT AND THE DIGITAL TRANSFORMATION

Wealth-management firms face unprecedented competition from FinTech players and others, and have responded with digital transformation programs to deliver new capabilities for clients. These include more powerful search portals to help find new information more quickly.

Extract more value with enhanced searching connected by financial metadata.

# ENHANCED SEARCH THROUGH INTELLIGENT TAGGING AND DATA MANAGEMENT

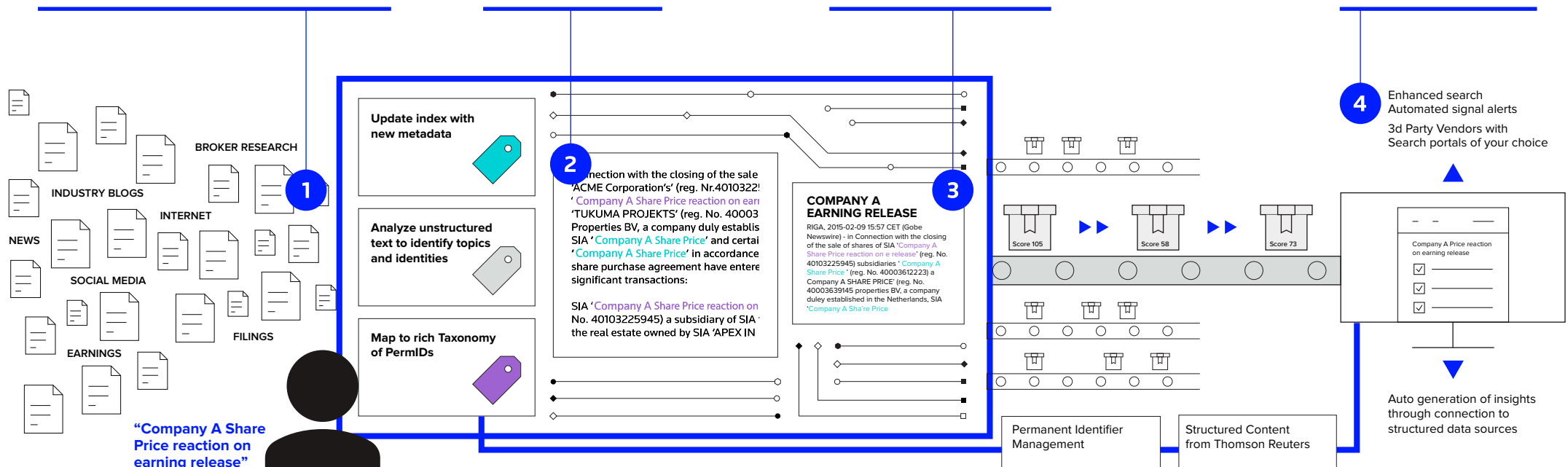
Refinitiv Intelligent Tagging transforms the search experience by using advanced natural-language processing, text analytics, and data-mining technologies to quickly process huge volumes of textual content to recognize entities, topics, and events.

Analyzes submitted, unstructured text documents using advanced technology and natural-language processing algorithms to understand meaning and recognize entities such as companies, organizations, and people as well as mergers and acquisitions, spin-offs, management changes, and earnings announcements.

Makes connections between identified entities and their assigned PermID.

Calculates relevance scores to indicate how relevant an entity or topic is to the text document being analyzed, and provides confidence scores for entity resolution.

Makes available the metadata tags generated through this process via an API to power enhanced search functionality in research portals.



## A BARCODE FOR INFORMATION

Refinitiv has also developed permanent, globally unique identifiers called “PermIDs” for companies, officers and directors, instruments, funds, investors, deals, and other entities of interest in Capital Markets. These identifiers power the intelligenttagging solution.

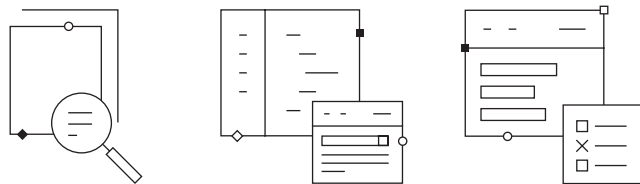
## MAKING RESEARCH DISCOVERABLE

Intelligent Tagging enables you to make hundreds of thousands of research reports, research notes, estimates updates, market open and trade idea emails, and other textual content easy to find on research portals.

- Driving usage of sell-side research with sophisticated tagging of research, so buy-side clients and the bank’s sales people access and use more research content.
- Improving buy-side research productivity with more relevant search results across internal unstructured content plus links to Refinitiv’s financial data, so analysts spend less time searching for information and more time delivering insights to investment managers.
- Enhancing the wealth management user experience so clients find more information of value, more quickly, with enhanced search as part of your digital transformation strategy.

## REDUCE THE COST OF LINKING UNSTRUCTURED CONTENT TO FINANCIAL DATA

The ability to move seamlessly between textual content and the relevant numbers adds huge value. By integrating content from Refinitiv, you can use the PermIDs embedded in our data to allow users to go directly from the companies, instruments, people, and events found in unstructured content to relevant data on financials, estimates, prices, officers, deals, and more.



Visit [refinitiv.com/tagit](https://refinitiv.com/tagit)

## Leverage Refinitiv to tackle your big data challenges a service fine tuned for financial markets with a rich taxonomy of relevant metadata

The natural-language processing, text analytics, and data-mining technologies we use to derive meaning from unstructured content are fine-tuned for financial markets by Reuters editorial teams to ensure relevance of metadata to financial services industry terms.

## PERMANENT IDENTIFIERS MANAGED BY REFINITIV

We make sure each identifier is current, permanent, and unique so you don’t need to. A PermID unambiguously references an object or a piece of data, providing a permanent barcode for information. For example, if a company changes its name, a person changes position, or the company is acquired, Refinitiv’s Intelligent Tagging always outputs the most up-to-date entity.

## BUILT-IN LINKING TO A HUGE RANGE OF CAPITAL-MARKETS DATA FROM REFINITIV

Refinitiv uses Intelligent Tagging internally to process unstructured content for use in Reuters News, Eikon, research products, alerting, and StarMine Quantitative Analytics.

Because our data is mapped to PermIDs, metadata extracted using Intelligent Tagging can be immediately linked to our huge range of structured content for companies, officers, funds, deals, instruments, and more.