REFINITIV CASE STUDY

Intelligent Tagging

Discover how Intelligent Tagging (IT) from Refinitiv helped an Asset Manager firm make smart decisions faster

> "One way to improve research productivity is to improve the relevance of search results within the 'noise' of unstructured content, i.e., text"

INTRODUCTION

This organization is one of the largest investment management institutions. They have traditional equity, fixed income, multi-asset and alternative investment strategies and their capabilities include both discretionary and quant investment research processes.

THE CHALLENGE

Traditional asset management firms are in fierce competition for alpha generation. Many are looking for ways to improve their investment research productivity; i.e., how quickly they can find insights that may be buried within their internal research that may give them an additional research "edge."

One way to improve research productivity is to improve the relevance of search results within the "noise" of unstructured content, i.e., text. Many asset managers are starting to address this by improving the signal-to-noise ratio within their highly valuable internal proprietary text content (i.e., investment research).

The firm in focus found their internal professional search was limited to a predefined set of metadata produced within their in-house research portal site. This metadata was primarily limited to companies pre-tagged by analysts, but it didn't contain thematic content (i.e., financial topic tags) and relevance scores to determine which documents primarily talked about the company (or companies) are being searched for.

DELIVERING THE SOLUTION

In the search to improve their internal research discovery capabilities, the firm evaluated multiple text analytics and natural language processing (NLP) solutions and concluded that intelligent tagging (IT) by Refinitiv was the most promising option and could deliver immediate impact to their internal research workflow.

Owing to the confidential nature of their internal research reports, the customer opted for a deployed solution and so IT software was deployed to their virtual private cloud environment in their designated cloud provider of choice. The tagging service was made available through the REST API endpoints. The metadata output was then integrated into the search index as part of their internal knowledge portal.

For the proof of concept (POC) period, the customer tagged a few months' worth of internal research notes.

Following this POC, they decided to purchase IT owing to the following strengths:

- Highly relevant and finance-focused metadata output, and straight out of the box thematic/topic content tagging (i.e., acquisition, divestiture) and relevance scores, two elements the firm could not produce themselves
- Relevance scoring helped to determine the most important companies or topics per document vs. mentions, boosting search results' effectiveness
- Large number of entities recognized (i.e., companies, persons, country, product) for entity tagging that the firm could not do themselves
- Real-time searching and alerting supported by fast tagging performance (less than one second to return results)
- Search for semantic themes and auto-suggest system of themes for analysts to populate as metadata when they're adding tags into their written research, which could be used on their internal research portal

One limitation that was identified was a lack of customization options with the inability to add their own entities.

CUSTOMER BENEFITS

IT provided the metadata enrichment that the firm needed to strengthen their internal search index by offering text metadata tags that the firm wasn't able to produce themselves (i.e., thematic content tagging, high-precision entity resolution and relevancy scoring).

The firm has now improved its capability to surface only the most relevant search results for their internal researchers, allowing them to:

- **Search on high-level thematic topics** (i.e., countries research, industries, new issues, etc.)
- **Receive only the most relevant company-tagged research**
- **Search for more entity types** within their own content (i.e., persons, brands, products, etc.)

How using intelligent tagging has helped the firm:

- **Categorization, entity extraction** and **identification** of internal research enhanced the **search and discovery process** for research analysts and project managers
- **Auto-suggesting** entities, events and themes being discussed within the document allowed the analysts to simply pick a few specific auto-suggested entities and topics and that way **create consistency among analysts tagging across the firm**
- Shorter time to find their research meant more time to find value. Running internal research via intelligent tagging has helped **save time that analysts and project managers spend on having to read, interpret and synthesize** volumes of internal research content
- Be confident of strong entity resolution even when new entities are extracted. IT is constantly pulling the most up-to-date financial data to extract and resolve entities and events, as well as extracting and resolving any new organization entity added to the Refinitiv data authorities

FUTURE

Now that we have integrated IT with the firm, they are looking to further leverage Refinitiv data management solutions, notably PermID® and Knowledge Graph.

Refinitiv is working with their research technology team on use cases of querying the knowledge graph for insightful relationships (i.e., uncovering hidden connections between suppliers, competitors, etc.) to be surfaced up to their analysts and portfolio managers.