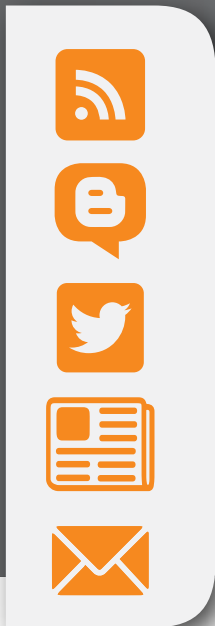


MAKING DATA INTELLIGENT

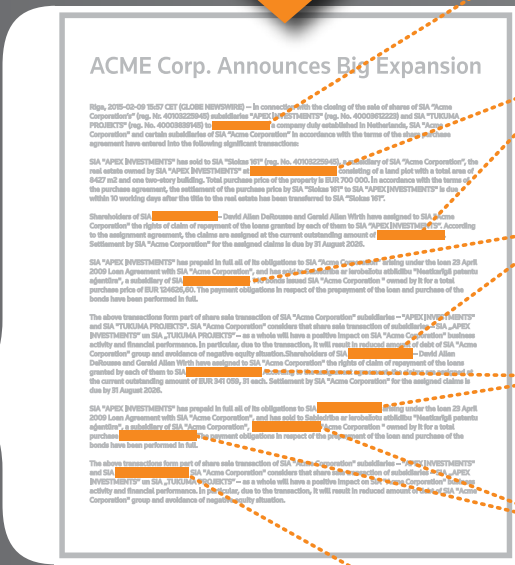
How Thomson Reuters Intelligent Tagging™, powered by Calais, adds structure to unstructured content so you can turn big data into precise advantage.

Unstructured Content

Content uploaded from news articles, blog postings, proprietary data, catalogs, social media, and more



Extract, classify, and tag metadata



- Companies
- People
- Events
- Relationships
- Topics
- Locations

Structured Metadata

Our unique identifiers leverage the deep knowledge in Thomson Reuters professional data, creating metadata to enrich your own content – and also mapping it to Thomson Reuters content to give the best of both worlds.

Trusted Source

The Thomson Reuters key advantage is assigning unique identifiers, or **PermIDs**, which go beyond keywords, returning the right connections you'd otherwise miss.

TAGGING

Instantly finds the entities within every kind of document using Natural Language processing and creates semantic metadata for content with Thomson Reuters PermIDs.

INTELLIGENCE

Returns the facts and events hidden within the text, supplying tags you can incorporate into other applications for search, news aggregation, blogs, catalogs, and more.

LINKING

Linkages to Thomson Reuters content authorities with up-to-date metadata at any point in time. Shows organization hierarchy. Displays relevant information for the user.

TAKE YOUR BUSINESS TO A HIGHER LEVEL

MANAGE RISK

Gain insight into events in your business sector and securely map the information to your own proprietary data to create a nuanced picture of potential risk.

GENERATE ALPHA

Mine news and social media plus government filings and other areas of big data to accurately predict and leverage alpha signals not apparent to others.

DEVELOP PLATFORMS

Bolster platforms you develop, including wealth management portals, to enrich your clients' experiences so they'll stay within your walls as their primary financial-services interface.

IT'S NOT WHAT INTELLIGENT TAGGING DOES, BUT WHAT YOU CAN DO WITH IT.

Identify the best opportunities, make your content richer, and turn big data into precise advantage with Thomson Reuters Intelligent Tagging, powered by Calais. **Learn more at financial.thomsonreuters.com/tagit.**

