

THOMSON REUTERS INTELLIGENT TAGGING

POWERED BY CALAIS

MAKING DATA SMARTER TO DRIVE BUSINESS OPPORTUNITY

In today's changing information landscape, how do you add structure to mega-volumes of data so you can more easily draw intelligence from it?

Thomson Reuters Intelligent Tagging™ addresses that need head on, processing millions of text documents daily for financial professionals. It's the same service that powers Thomson Reuters Eikon™ and Reuters News.

AUTOMATIC GENERATION OF RICH METADATA

Thomson Reuters Intelligent Tagging gives you the fastest, easiest, and most accurate way to tag the people, places, facts, and events in your content to increase its value, accessibility, and interoperability. Each entity extracted receives a relevance score that accurately indicates how important that entity is to the document.

All of this makes content more accessible and valuable via the automatic generation of rich metadata.

Thomson Reuters Intelligent Tagging uses Natural Language Processing, text analytics, and data-mining technologies to derive meaning from all that unstructured information out there – including research reports, news articles, blog posts, and more.

Plus, it appends a **Thomson Reuters PermID® (Permanent Identifier)** to text and Thomson Reuters vast content for easier access to the most relevant information.

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 unapparent to others.

Develop platforms

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

FOR THE COMPETITIVE EDGE

Contextual navigation

- Pinpoint the most relevant companies, people, and industries

More focused news

- Get highly relevant, targeted news for companies and industries of interest

Deals data

- Leverage critical information for generating incremental business organization hierarchy
- Prioritize business opportunities in a deeper dive

Fast processing

- Process sizable news articles in less than a second, on average

Greater intelligence

- Reveal the relevant facts and events hidden within the text in ways that go far beyond classic entity identification

PART OF THE THOMSON REUTERS ECOSYSTEM OF HIGHLY CURATED DATA

- **Thomson Reuters Intelligent Tagging** leverages the identity management provided by Thomson Reuters experts.
- **The Thomson Reuters key advantage** is assigning unique identifiers, or **PermIDs**, which go beyond keywords, returning the right connections you'd otherwise miss.
- **Thousands of Thomson Reuters team members** maintain and curate our Web service for ongoing excellence.
- **Hundreds of Reuters Financial editorial teams** put Thomson Reuters Intelligent Tagging to rigorous tests to meet the highest quality standards for the financial industry.

See reverse side for more details on Thomson Reuters Intelligent Tagging ...



THOMSON REUTERS™

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

- Identify the best opportunities
- Make your content richer
- Turn big data into precise advantage

EASILY INTEGRATES WITH CURRENT SYSTEMS

Thomson Reuters Intelligent Tagging generates data in industry-standard formats that translate to easy integration with whatever commercial, open source, or proprietary-content management system you're using.

IMPROVED SEARCH

When you incorporate semantic metadata into your search solution, you can dramatically improve your experience. You can now search for expressions like "IBM" and "Management Change" to receive a complete listing of IBM-related hirings, firings, promotions, transfers, and new positions. That's something barely achievable with keyword-based search technology from other providers.

HOW DOES IT WORK?

The process is simple. You feed unstructured text into the extraction engine (news articles, blog postings, and more) to examine your text and locate:

Entities: Companies, people, places, and products

Relationships: John Doe works for Acme Corp.

Facts: John Doe is a 42-year-old, male CFO

Events: Jane Doe was named a board member of Acme

Topics: M&As in the pharma industry

We process the information extracted from the text and return semantic metadata to you in RDF format.

See the diagram below for further details of how Thomson Reuters Intelligent Tagging links premium data to provide business intelligence for pursuing new opportunities.

