



# Trade Intelligence

---

New way of structuring instant messages for sales-traders  
and obtain insight from customer communications



Digital  
Reasoning

| Finding  
truth.

## Overview

**Digital Reasoning's Trade Intelligence can organize, analyze, and visualize chat data.** It automatically interprets sales-traders' instant messages. We use artificial intelligence (AI) to structure conversations from trade initiation to completed transaction.

Our intelligent system continuously learns from Front Office chat conversations. Trade Intelligence captures trading details and unpacks them to drive business growth across the capital market value chain.

As the machine learns from daily interactions on chat, it augments the skills and capacity of the sales-traders, as they gain broader insights on client activities and market coverage - making the Front Office more successful over time. Trade Intelligence provides a convenient way to capture unstructured data.

## Elevate sales-trading performance for clients and markets.

The conversations reveal traits of high-performing employees, providing a way to measure client engagement and identifying success metrics for other to follow - helping the entire sales-trading organizing perform at peak levels.

Trade Intelligence provides a new source of information that enables quick wins, from understanding what clients are saying, proactively managing client requests for expanded services, or resolving concerns. This leads to higher productivity, improved compliance, and greater operational standardization.

## We organize, analyze and identify critical insights from instant messages

### Explore dormant data

It's not easy to provide a structured file from instant messages. Each client conversation is unique in style and content. They assume participants are well versed in capital market protocols, specific language nuance, and everything in between.

In the past, the only reason the Front Office would bother with analyzing the chat room data is, is if someone complained and they wanted to double check who said what, when. To pull out the relevant information was usually a collaboration that stretched across IT, the trading desk and compliance. Firstly, it is an arduous manual process for many firms. A strenuous process with heavy lifting between file, format, and useful output. Each step in the process increases the probability of error, as there is no standard process to ensure consistent

information retrieval, analysis, or reporting along the way.

Regulators also placed a heavy burden on the Front Office to capture all communication channels.

The trading desk was never sure how to turn the costs and dormant data into something useful. Trade Intelligence not only helps lifting the regulatory burden, but allows the firm to process all chat data in a timely manner. The data can be used to gather operational insights. For instance, it can help the firm to improve processes, but more importantly gain deep insights from client conversations.

This new approach focus on applying natural language processing to gain a collective understanding of all clients, across all products traded by the Front-Office.

## Do you want to find new sales opportunities, increase operational efficiency and reduce risk to your sales-trading organization?

### Insight from communication analytics to drive growth

Trade Intelligence provides an easy way to capture chat in a structured way. It applies domain knowledge to capital markets work as it was pre-trained by subject matter experts to assess client intent and behaviors. AI makes it easy to discern important drivers of business value within millions of chat messages.

Trade Intelligence does the following:

1. Augment operations with AI
2. Add human-in-the-loop collaboration
3. Provide client insights to grow cross-selling opportunities; and
4. Proactively manage reputation risk

Our technology is based on the **Alert** & **Connect** applications.

**Alert** provides an intuitive review and investigation of anomalies, while **Connect** provides a method of discovery and investigation to surface patterns of behaviors across time and social groups.

The applications rely on Digital Reasoning's world's leading AI technology, comprising the Cognition platform to understand human communication.

The Cognition platform comprise:

1. **Cognition Studio:** provides an easy to use machine education application designed to enable firms to create models in hours rather than weeks.
2. **Cognition Logic:** a data analytics platform that focuses on understanding human communication.

## How does Trade Intelligence work?

### Step 1

#### Get data to drive business value

Cognition Logic, our proprietary big data platform has been tested at the largest banks in the world for the last 20 years. It allows you to provide us with massive amount of data for further enrichment. We can blend existing chat information with information received by human resources -and client relationship management systems to contextual the conversation.

### Step 2

#### Classify the sentences that engage clients

Next, we use Cognition Studio to annotate domain specific sentences by subject matter experts. This provides a unique human-in-the-loop experience. Once updated the machine has the ability to apply its new found knowledge to a large set of instant messages.

We continuously evaluate accuracy metrics through the model building process. Trade

Intelligence can differentiate between business, social, and market color from instant messages.

This next level of transparency helps you be compliant with a myriad of regulations requiring firms to know and understand client interactions across services and geographic regions.

### Step 3

#### Extracting valuable insights

Finally, we apply our proprietary machine learning algorithms to interpret the instant messages. It categorizes each part of the sentence into the desired column by asset class, amount and price.

The machines learn as humans do, however once something is not recognized, they are identified and corrected within Cognition Studio. So the next time the machine encounters the outlier — it will know what to do.

#### An invaluable source of information

Trade Intelligence makes it easier to run client queries on your own, or integrate the

data for more insights via integrated visualization tools. By having this information available on a daily basis, it will enable you to think beyond your previous constraints and position the business for growth, saving time and money in the process.

## Grow your business

With Trade Intelligence, you can power through more data and scale your business exponentially.

That means you can build deeper relationships with clients based on the insights discerned from instant messages.

## Client experience will differentiate your business

Trade Intelligence can digest unstructured data to obtain client insights, drive faster decisions that are more reliable and with better results.

Information about clients is valuable and will provide a key differentiator to your business in the future. Take advantage of

digital channels, so that teams can collaborate across regions and provide clients multiple options to engage and trade.

Trade Intelligence helps you keep track of the communication flow and help you harness it for the future.

## Meaningful work with tangible results

It will provide more purpose to your highly specialized team. It will reduce grunt work, which will improve morale and business profitability in the process.

## Case Study

### Trade Intelligence in Action

Digital Reasoning worked with a global bank covering a 1,000+ sales-traders across the world. They wanted to understand how to improve sales effectiveness through better customer analytics.

Trade Intelligence provided the ability to review 10 million instant messages and identified areas of client retention, cross-selling, and expanded service coverage.