



Whitepaper

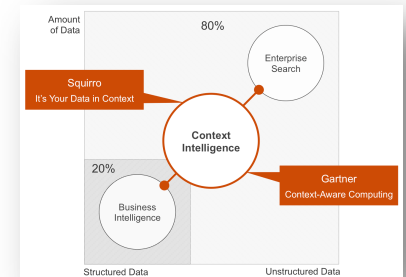
Use of Unstructured Data in Financial Services



Executive Summary

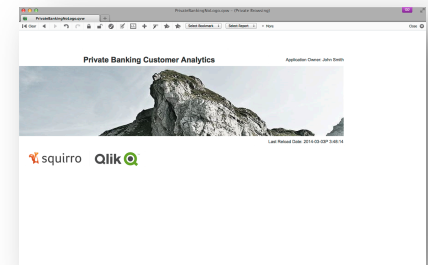
20% structured – 80% unstructured Data

- Financial institutions hold vast arrays of unstructured data
- This data is largely under-analyzed and rarely put to use



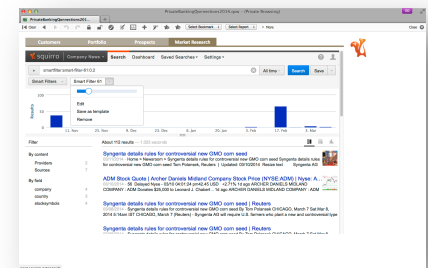
Combining data silos

- Nearly no financial institution combines unstructured with structured data
- 75% of all companies say this would provide value



Unearth Gold in Data

- Nearly half of the financial institutions say they plan activities in the next 24 months
- Focus on revenue generation activities (market trends, competitive positioning, product enhancements)



Survey Goals & Basics

Survey Goals

Estimates point to a split between structured and unstructured data in an enterprise to be roughly 20% / 80%. The goal of this survey is to establish how leading global financial institutions deal with unstructured data today and intend to analyse this type of data in a near future.

Definition

- *Structured Data* resides in fixed fields within a record or a file. Relational databases and spreadsheets are examples of structured data.
- *Unstructured Data* refers to information that is not organized in a pre-defined manner or does not have a pre-defined data model. Unstructured data is typically text heavy.

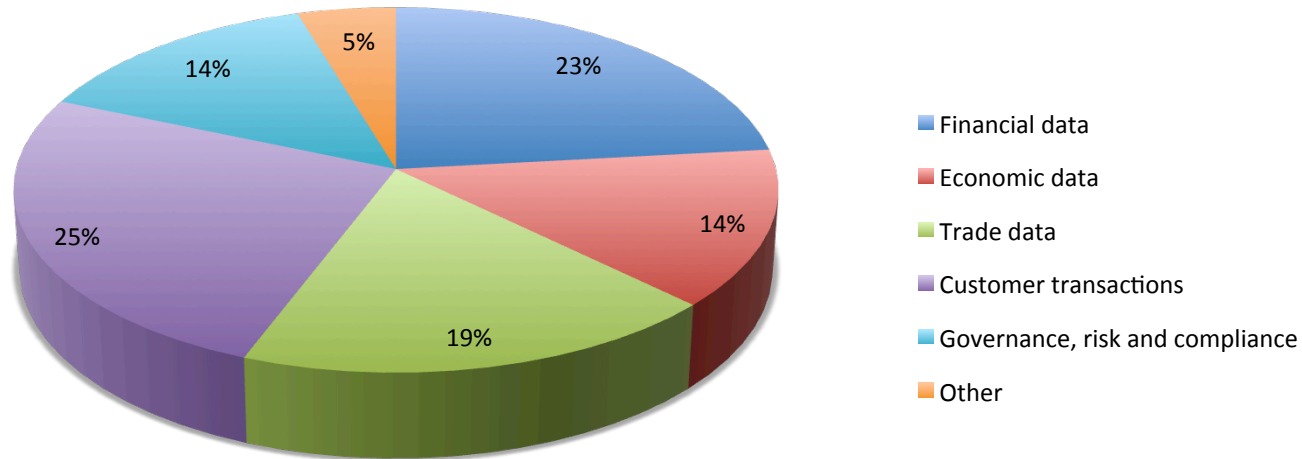
Time period & method

- Survey carried out between February and March 2014
- 18 multiple choice questions, 3 free text questions, complete answers appraised

Target audience, response level

- Targeted at senior level executives in leading global financial institutions (Barclays, Credit Suisse, Lloyds, RBS, etc.)
- Total respondents: 98

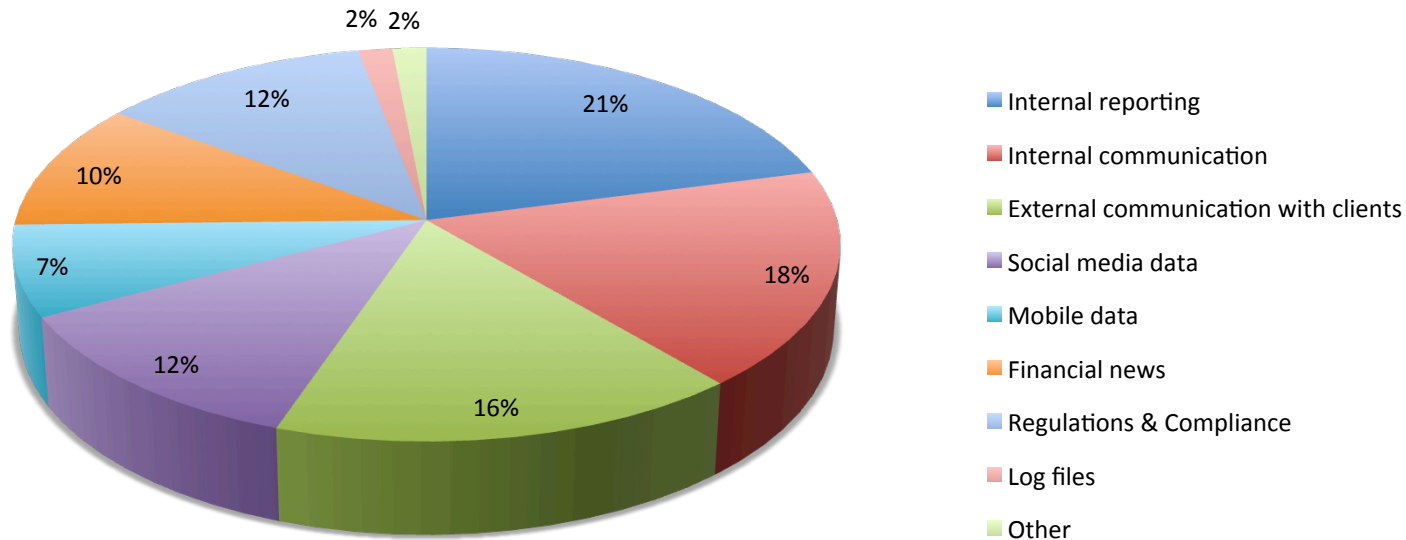
What type of structured Data do you use?



To little surprise financial institutions have vast repositories of structured data. The bulk is around financial, economic and trade data. A growing segment of data constitute regulatory and compliance data generated and collected across the firms.

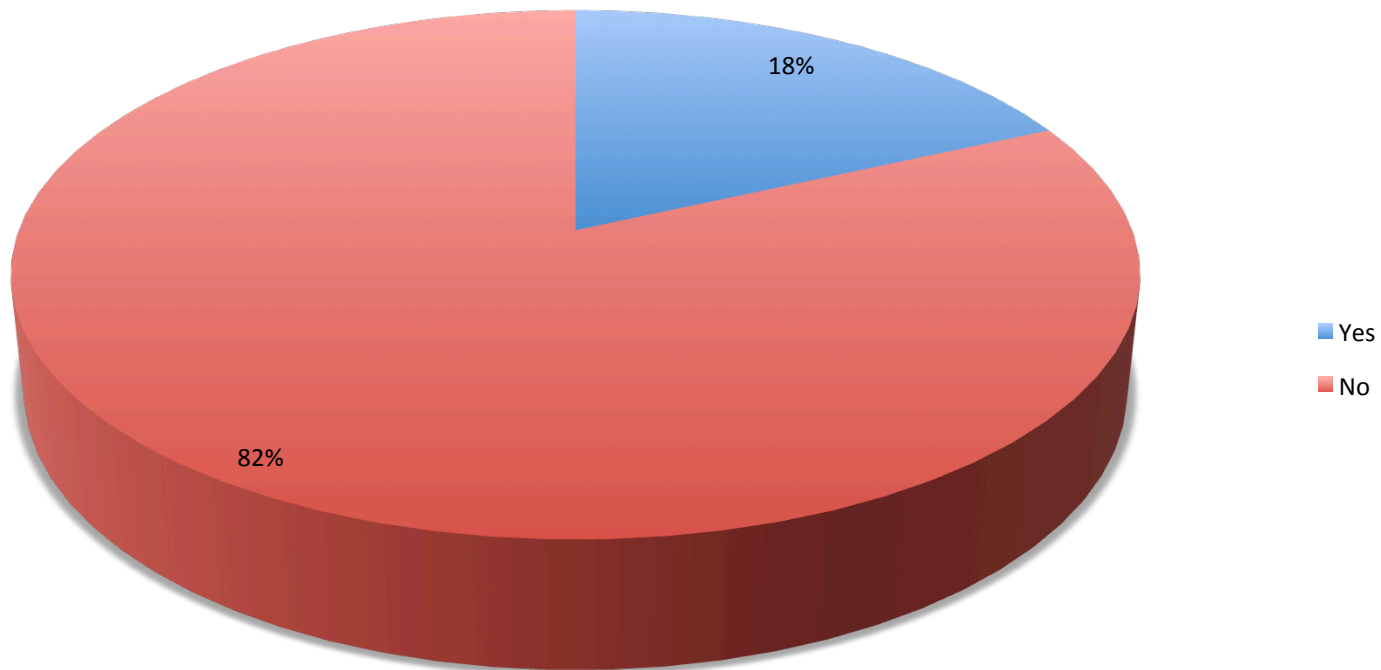
Note: Other = Legal, Customer Experience Data

What type of unstructured Data do you use?



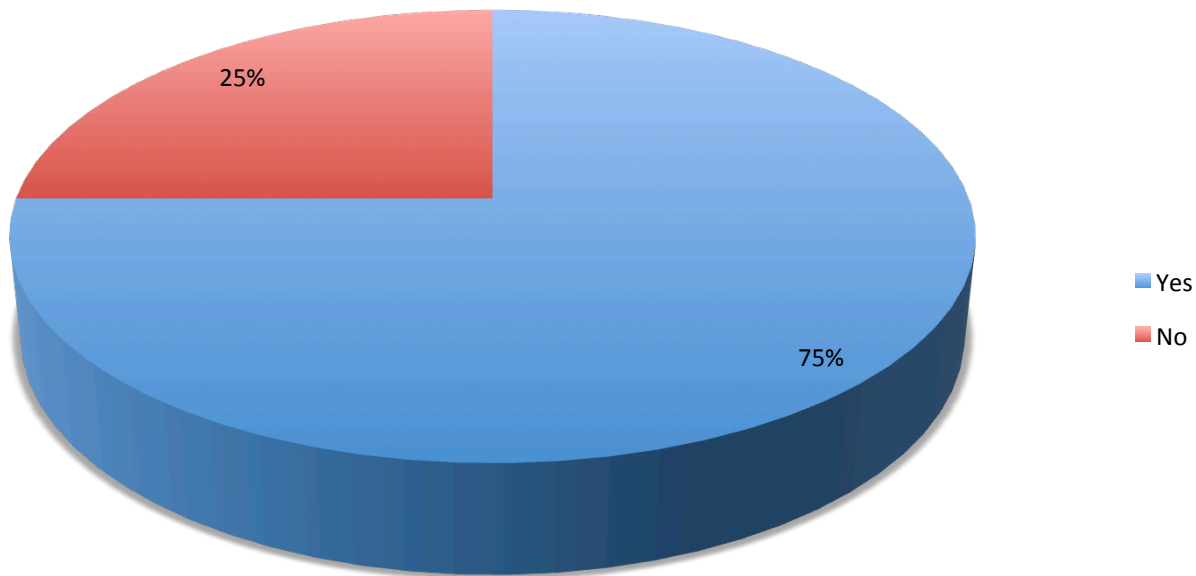
Internal reporting, internal communication (e.g. email), and communication with clients constitute the vast bulk of unstructured data in the surveyed financial institutions. A surprisingly high level of social media data is being used within banks.

Do you combine structured and unstructured Data?



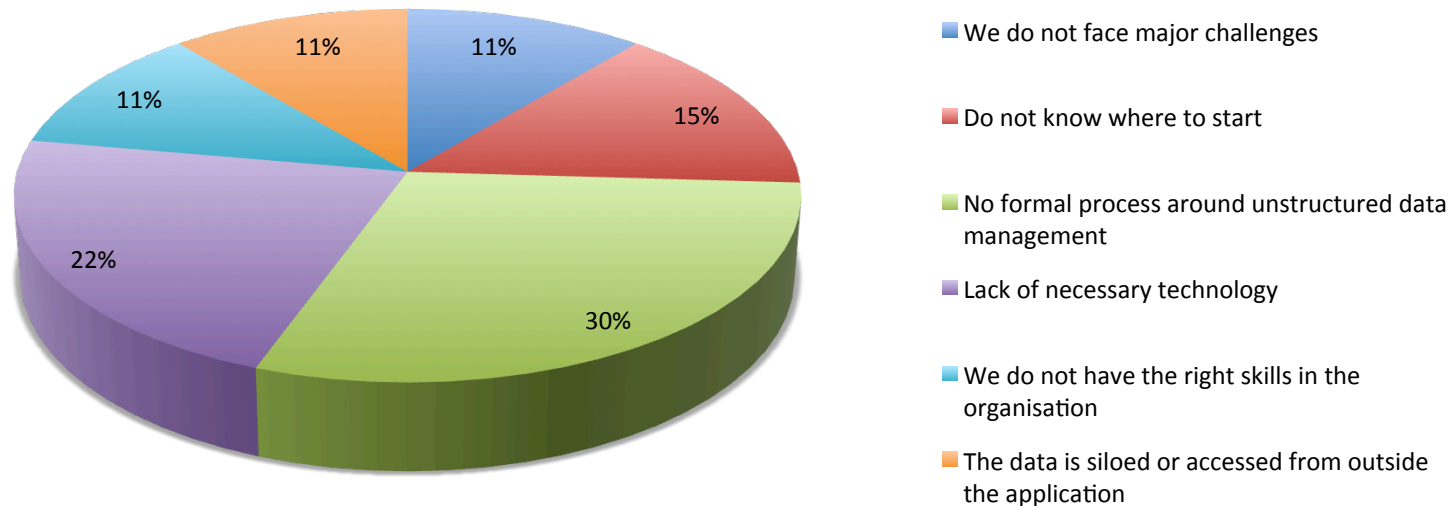
The combination of structured with unstructured data is rarely carried out. Respondents answering with yes, point to a combination of data in the area of finance and data trading (e.g. news combined trading data) and a growing trend to join customer transaction data with customer communication.

Would it be useful to combine the Data?



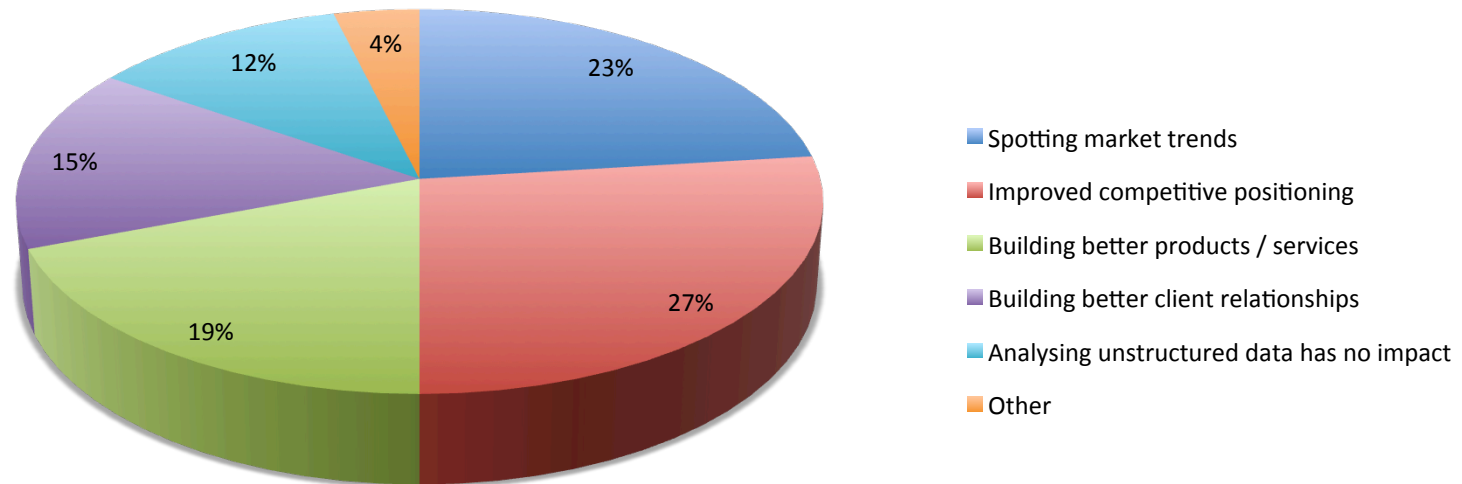
While most respondents' firms do not yet combine structured with unstructured data, a solid 75% say they think a combination is of value. Asked about what type of combinations they envisage, 69% point internal data joins (e.g. trading data and chat data), with 31% saying external data joins (e.g. news with trading data) would be of value.

What Challenges does your Organization face in this space?



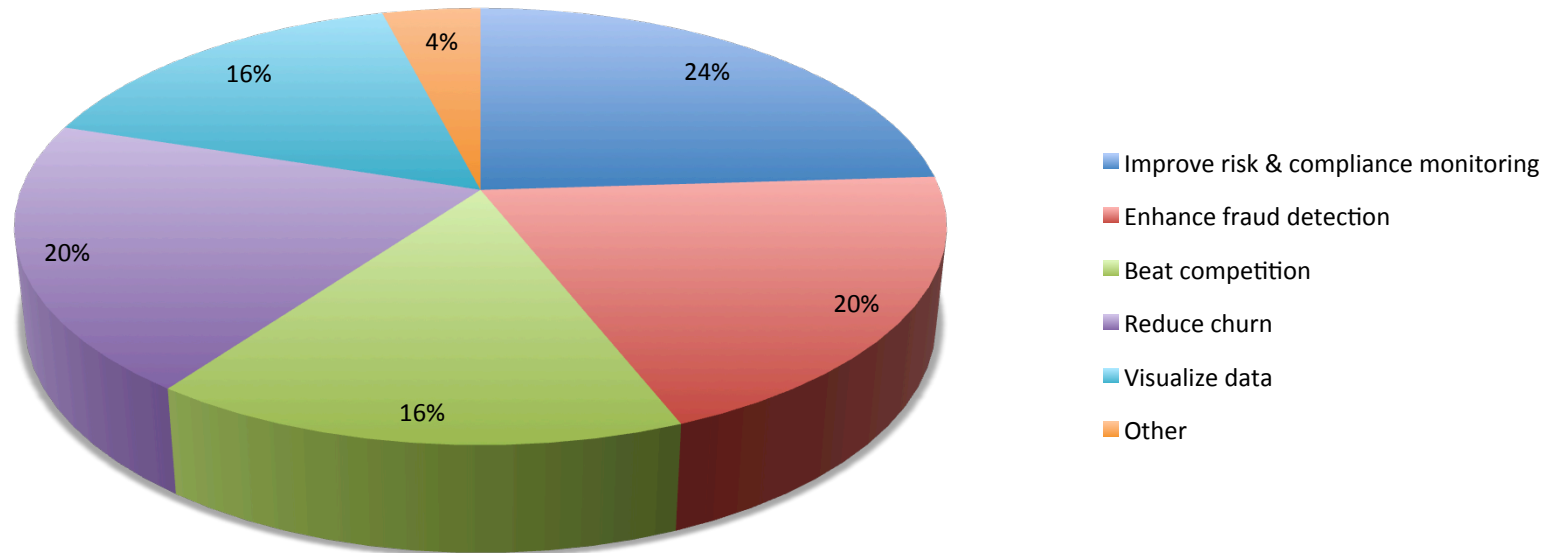
Unstructured data discovery and analytics is a novel field. Accordingly, the institutions surveyed, lack to varying degrees, processes around unstructured data management and analysis as well as the appropriate domain specific technology.

Desired impact of unstructured Data analytics?



Unstructured data analytics is a means to an end: Spotting market trends, improved competitive positioning, better products and services contribute – if well executed – positively to the top line.

What value do you want to extract?

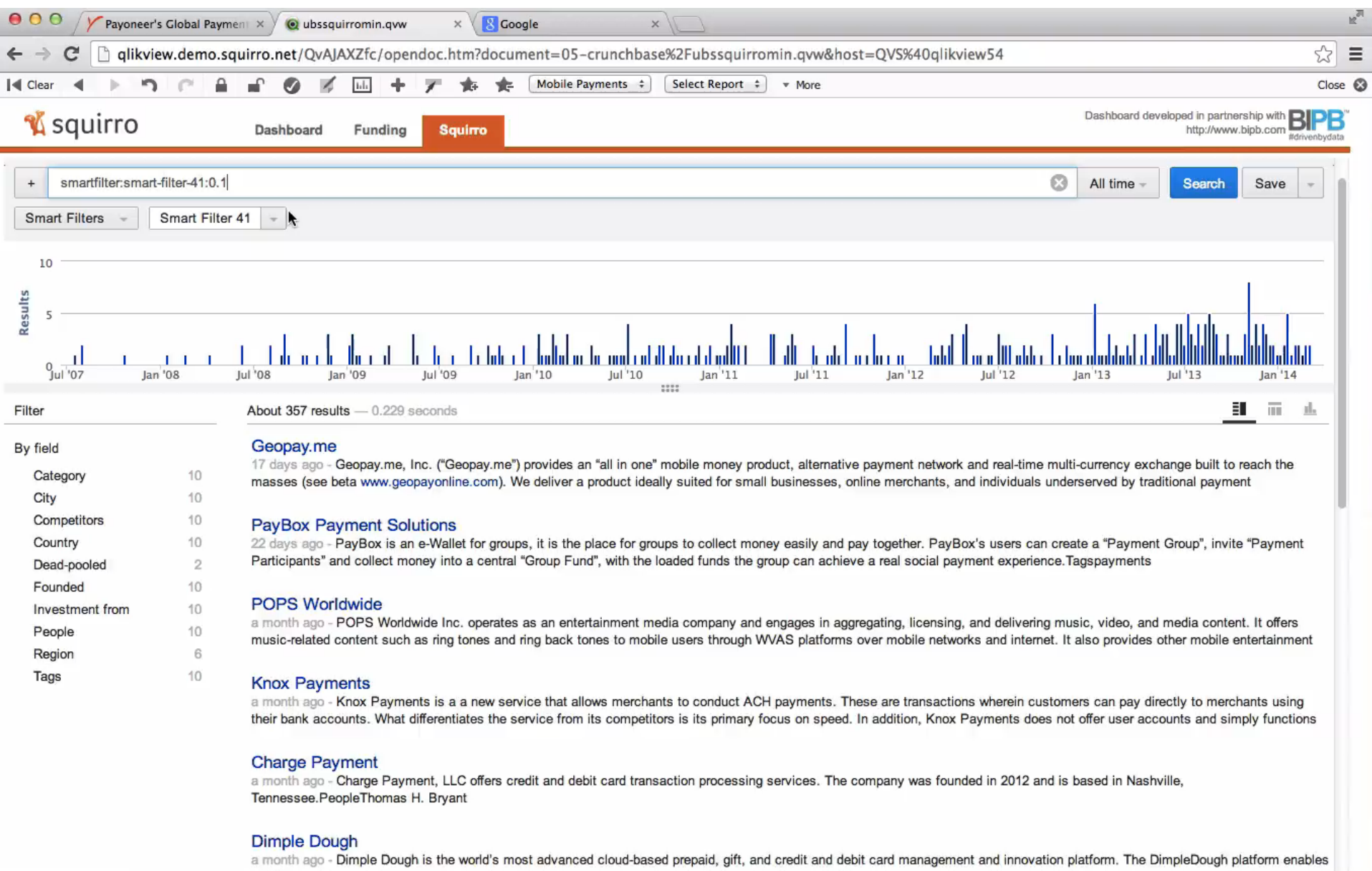


A second level of analysis is aimed at the bottom line with a cost reducing impact across the surveyed institutions. Regulatory and compliance is the fastest growing segment driven by an ever more dense legal framework.

Use Case Market Intelligence

Analyze startup companies based on the Crunchbase dataset – www.crunchbase.com





Payoneer's Global Payment | ubssquirromin.qvw | Google

qlikview.demo.squirro.net/QvAJAXZfc/opensdoc.htm?document=05-crunchbase%2Fubssquirromin.qvw&host=QVS%40qlikview54

Clear | Mobile Payments | Select Report | More

squirro Dashboard Funding **Squirro**

Dashboard developed in partnership with **BIPB**
http://www.bipb.com #drivenbydata

+ smartfilter:smart-filter-41:0.1 [X] All time [Search] [Save]

Smart Filters Smart Filter 41

Results

Jul '07 Jan '08 Jul '08 Jan '09 Jul '09 Jan '10 Jul '10 Jan '11 Jul '11 Jan '12 Jul '12 Jan '13 Jul '13 Jan '14

Filter About 357 results — 0.229 seconds [List] [Table] [Chart]

Document

By field

Category	10
City	10
Competitors	10
Country	10
Dead-pooled	2
Founded	10
Investment from	10
People	10
Region	6
Tags	10

Geopay.me
17 days ago - Geopay.me, Inc. ("Geopay.me") provides an "all in one" mobile money product, alternative payment network

<http://www.crunchbase.com/company/geopay-me>
03/08/2014 | Crunchbase

Geopay.me
Geopay.me, Inc. ("Geopay.me") provides an "all in one" mobile money product, alternative payment network and real-time multi-currency exchange built to reach the masses (see beta www.geopayonline.com). We deliver a product ideally suited for small businesses, online merchants, and individuals underserved by traditional payment mechanisms, a global market worth USD \$1.7 trillion.

People
John Karantonis, Adonis Valamontes

Tags
mobile-payments, sms-payments, ewallet, ecommerce, merchant-services

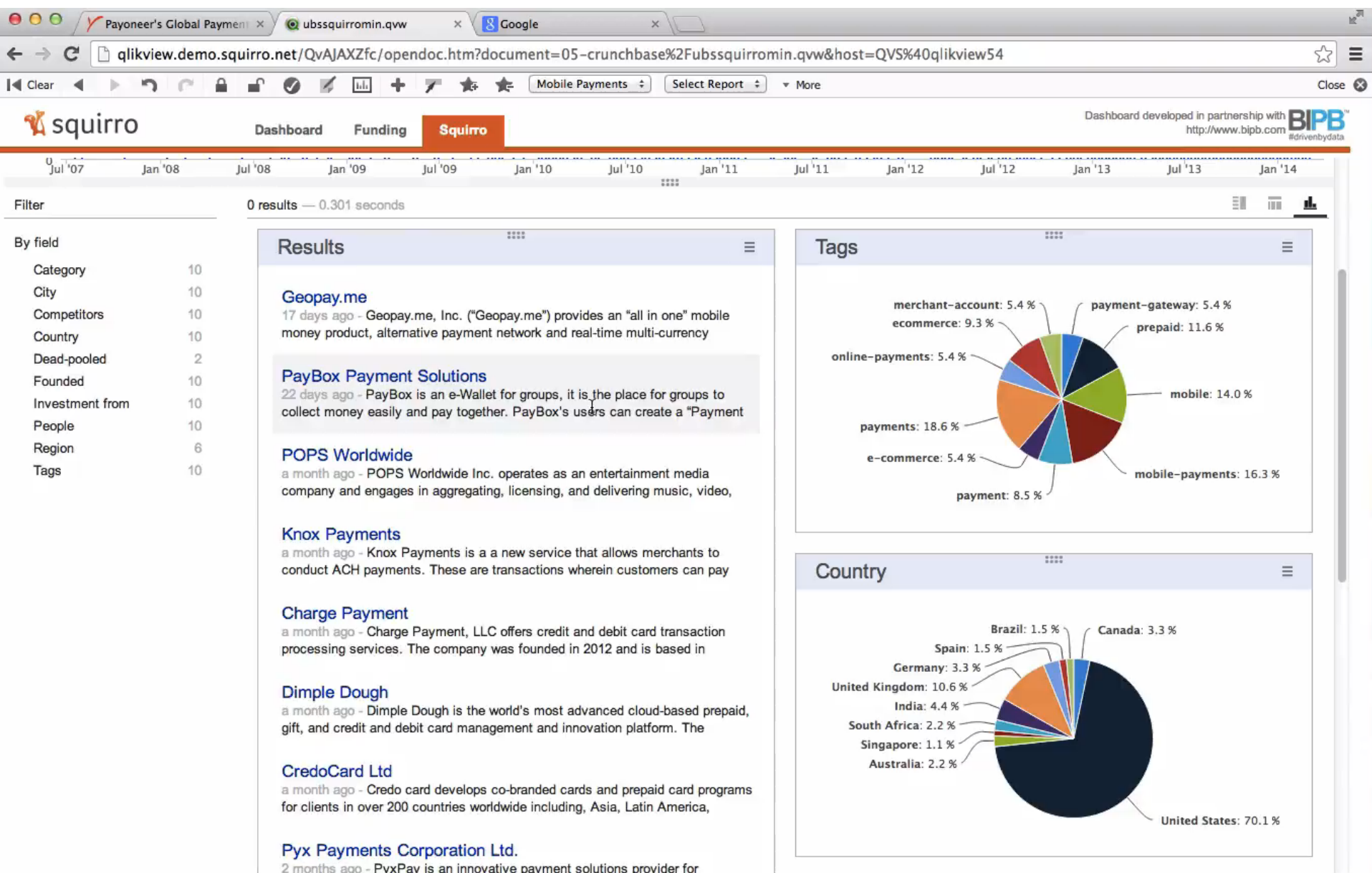
PayBox Payment Solutions
22 days ago - PayBox is an e-Wallet for groups, it is the place for groups to collect money easily and pay together. PayBox's

POPS Worldwide
a month ago - POPS Worldwide Inc. operates as an entertainment media company and engages in aggregating,

Knox Payments
a month ago - Knox Payments is a new service that allows merchants to conduct ACH payments. These are transactions

Charge Payment
a month ago - Charge Payment, LLC offers credit and debit card transaction processing services. The company was

Dimple Dough
a month ago - Dimple Dough is the world's most advanced



Payoneer's Global Payment
ubssquirromin.qvw
Google

qlikview.demo.squirrel.net/QvAJAXZfc/opendoc.htm?document=05-crunchbase%2Fubssquirromin.qvw&host=QVS%40qlikview54

Clear
Mobile Payments
Select Report
More
Close

Dashboard
Funding
Squirrel

Dashboard developed in partnership with
 http://www.bipb.com #drivenbydata

Search

Category
mobile 20
ecommerce 16
finance 16
enterprise 8
software 6
web 4
biotech 2
other 2

Geography
North America 60
Europe 26
Asia 17
Oceania 3
South America 0
Africa 0

Investment from
Andreessen Hor... 6
QED Investors 4
Accel Partners 3
Charles River V... 3
Intel Capital 3
CyberAgent 2
Fontinalis Partn... 2
Founders Fund 2
FundersClub 2
General Catalys... 2
Greycroft Partn... 2
Greylock Partners 2
International Fi... 2
Maveron 2
Opus Capital 2

Squirrel Search

Companies
88

Total Funding
\$1,481.41M

Investors
264

Investor breakdown

Investor	total funding	rank	# companies	rank
Greylock Partners	\$102.00M	1	2	6
Charles River Ventures	\$101.90M	2	3	3
Intel Capital	\$100.35M	3	3	3
Sigma Partners	\$96.69M	4	1	20
Opus Capital	\$95.34M	5	2	6
Madrone Capital Partners	\$93.00M	6	1	20
New Venture Partners	\$77.73M	7	1	20
Accel Partners	\$56.50M	8	3	3
Union Square Ventures	\$52.61M	9	2	6

Funding by Region

Smartfilter noise level

SmartFilters
Encryption
Genetic Engineering
Genomics
Internet of Things
Mobile Payments
Personal Cloud
Stem Cell Research
Wearable Technologies

Squirrel Dropzone

Geopay.me
Crunchbase | 17 days ago | ☆

Geopay.me, Inc. ("Geopay.me") provides an "all in one" mobile money product, alternative payment network and real-time multi-currency exchange built to reach the masses (see beta www.geopayonline.com). We deliver a product ideally suited for small businesses, online

PayBox Payment Solutions
Crunchbase | 22 days ago | ☆

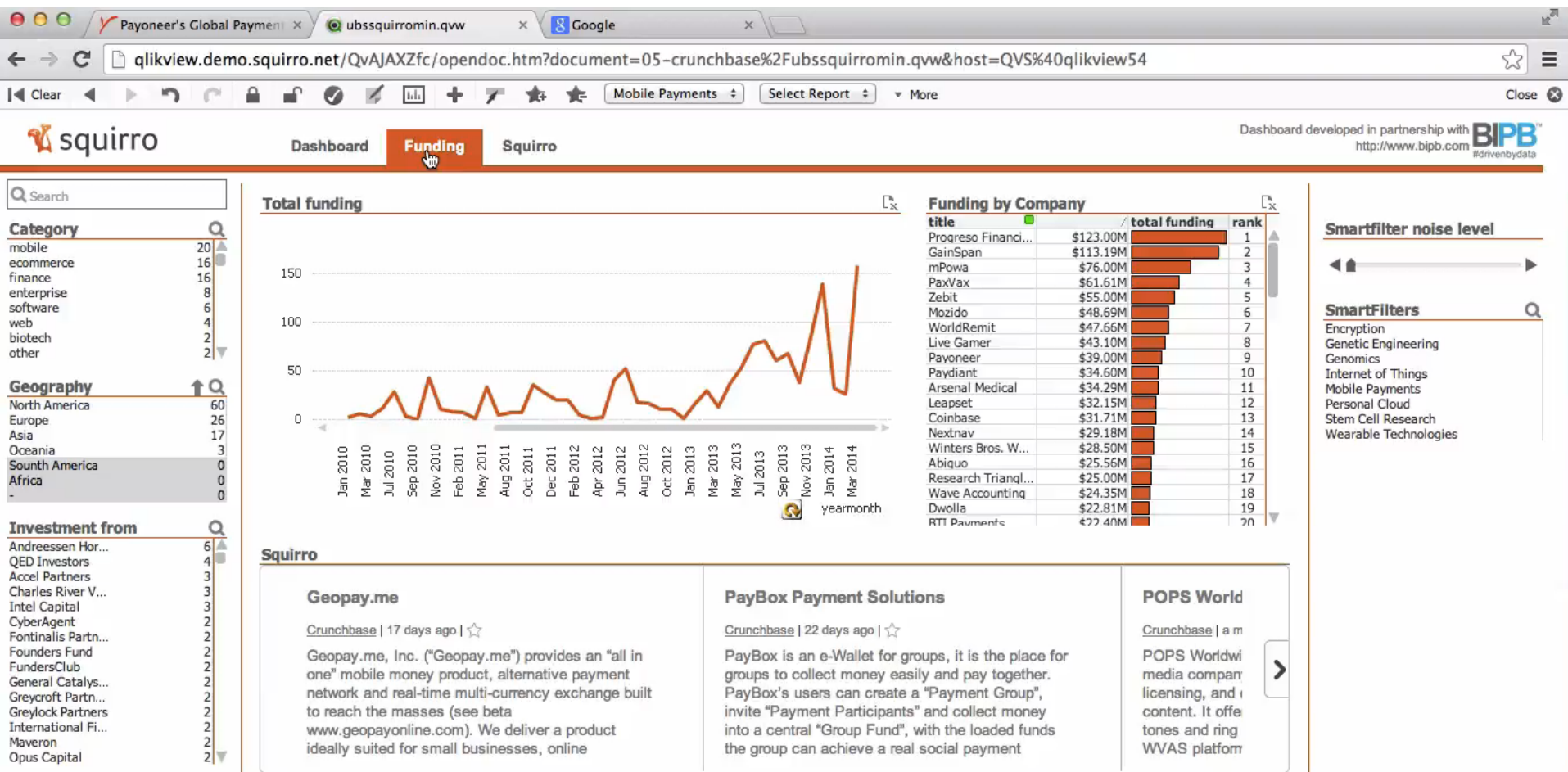
PayBox is an e-Wallet for groups, it is the place for groups to collect money easily and pay together. PayBox's users can create a "Payment Group", invite "Payment Participants" and collect money into a central "Group Fund", with the loaded funds the group can achieve a real social payment

POPS World
Crunchbase | a m

POPS Worldwi media compan licensing, and i content. It offe tones and ring WVAS platform

Squirrel – © 2014 Nektoon AG

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Top Line Impact: Market Intelligence

Dear Lex,

I just found this article online which talks about a way of reducing fungicide resistance in corn. Can you quickly tell me if this new approach has an impact on my portfolio?

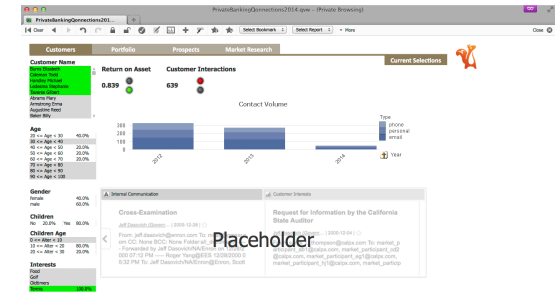
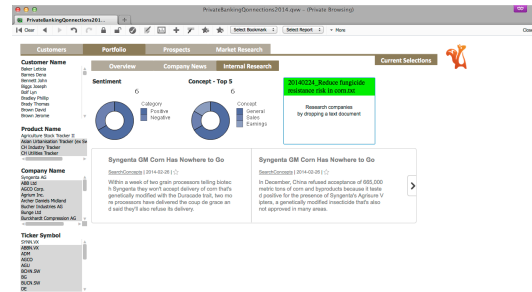
<http://cornandsoybeandigest.com/crop-chemicals/reduce-fungicide-resistance-risk-corn>

Best Regards

- Marcia Baker



20140224_Reduce fungicide re... in corn.txt



- Internal Research
- Filter with reference documents
- Use powerful concept search to analyze internal data streams
- Portfolio Analysis
- Determine customer portfolio impact
- Proactive Customer Information
- Find impacted customers
- Know last customer interactions and how to address the customers emotions

Squirro

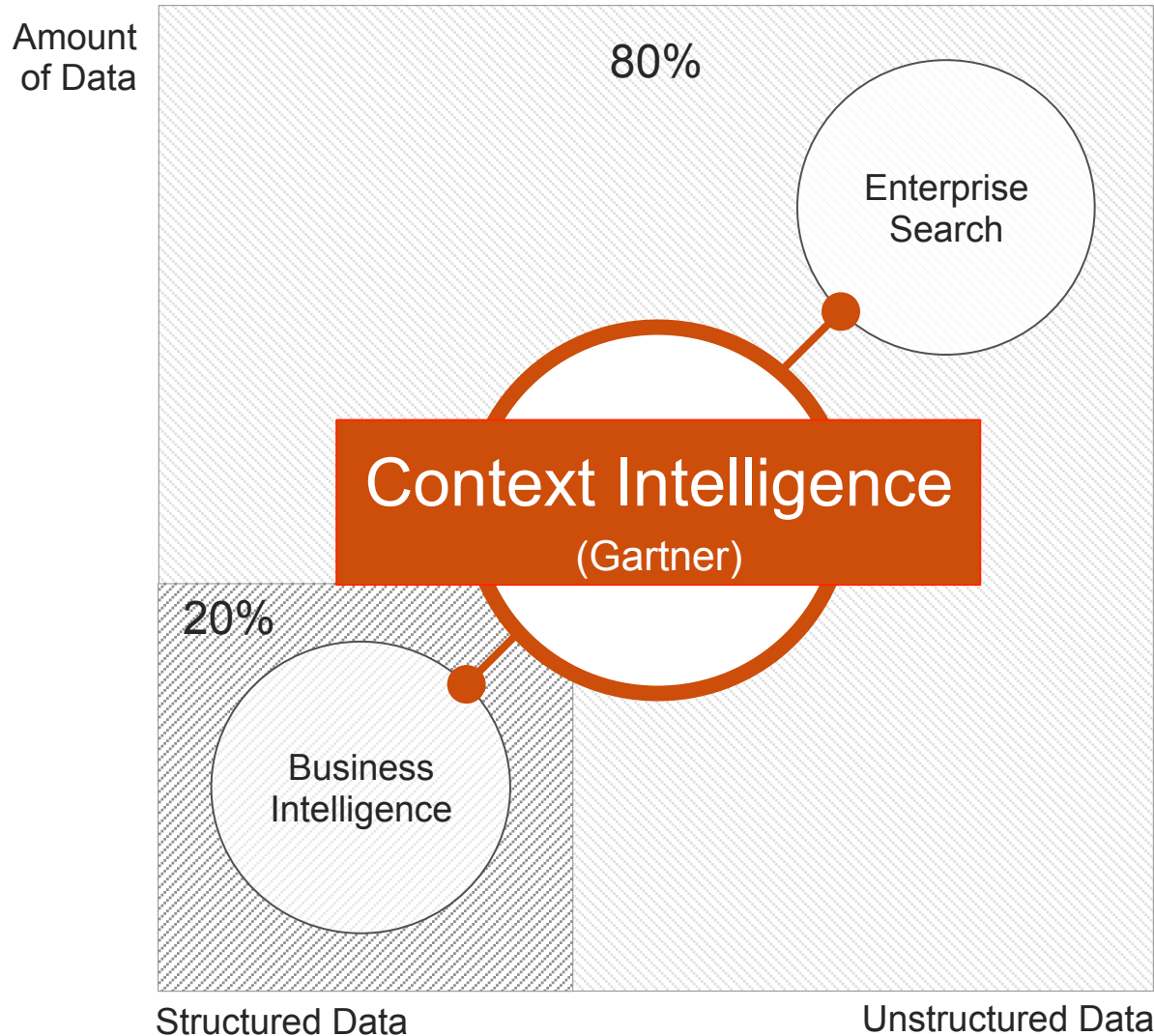
Context Intelligence for the Financial Industry



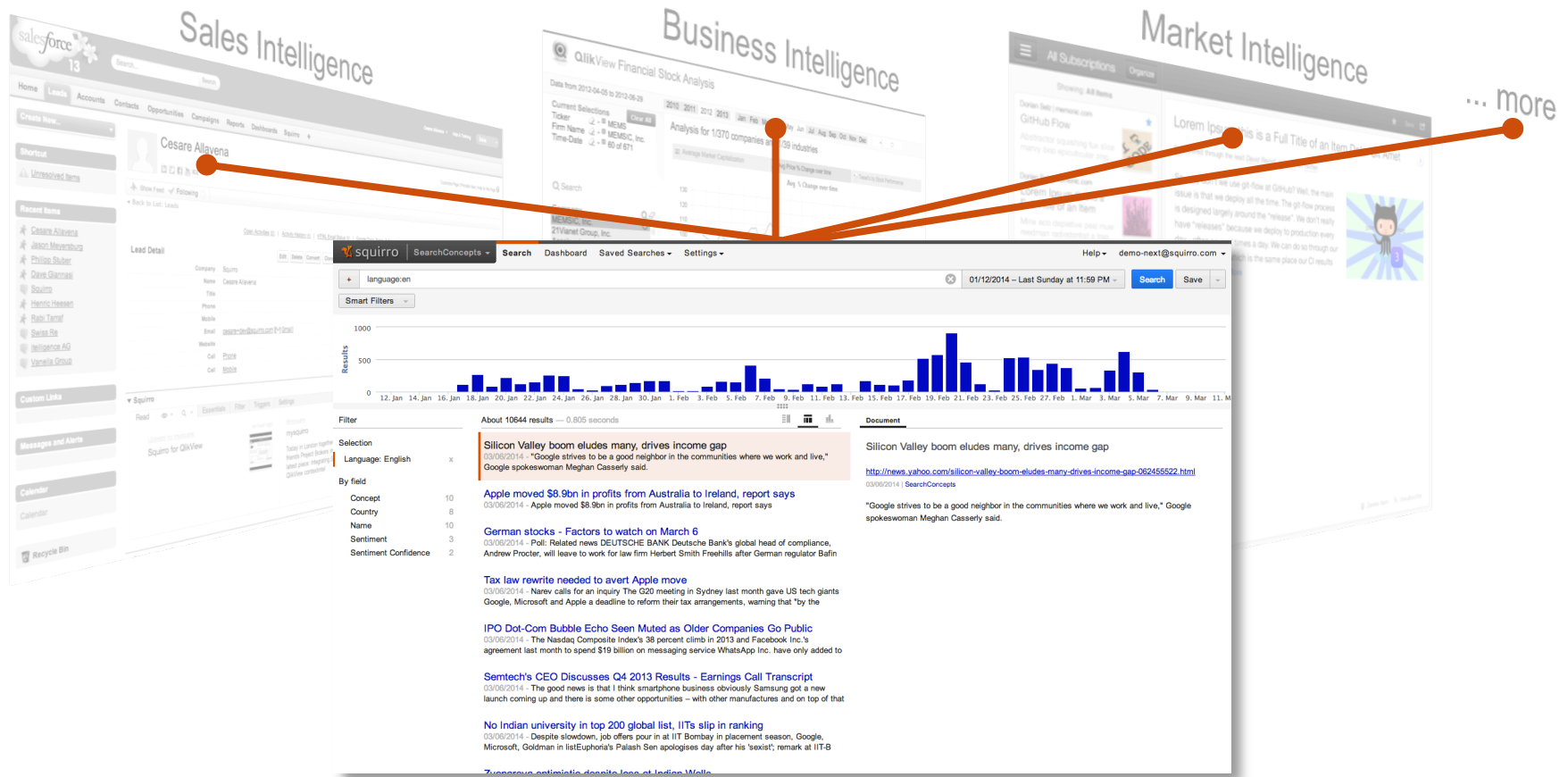


The unaddressed Pain in Big Data:
Digital landfills of unused unstructured Data

Enable Data Discovery across Data Silos



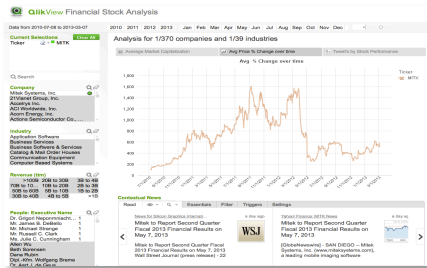
Squirro tells you the Story behind your Data



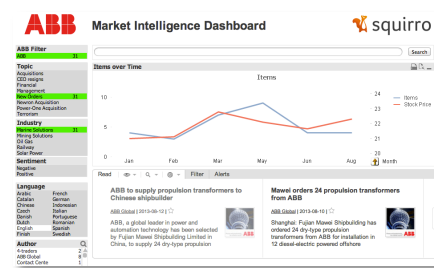
Top and Bottom Line Impact (ROI ≈ 25-30% p.a.)

Revenue relevant

Finance Watch



Market Watch

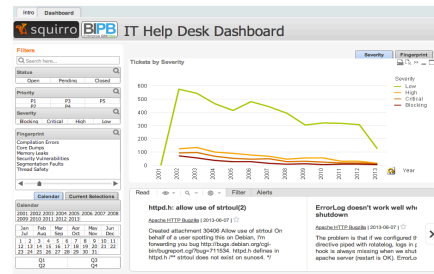


Cost cutting

HR Watch



Service Watch



Context Intelligence impacts any data driven business – unearth meaning in data

Squirro, part of the Fintech Innovation Lab London





About Squirro

Squirro is the leader in Context Intelligence, combining structured and unstructured data to provide the 'Why' behind data. Context helps you to see the bigger picture.

You choose the data you want to combine in real-time to achieve unparalleled insights into your customers, business, and markets.

It's based on Squirro's smart filter technology that intelligently connects unrelated data points with a lasting positive impact on revenues, risks, and costs.

Squirro: Your Data in Context.

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