MAPPING THE WORLD'S ATTENTION WITH AI

Everyday millions of news and media articles, blog posts, social media posts, and industry reports are published resulting in a massive deluge of data. Some estimates show almost 2.5 quintillion bytes of data generated every day with 90% of it being unstructured. This is expected to grow at a rate of 55 to 65 percent each year.

For the average person, this would take a lifetime to read.

Enterprises also hold vast arrays of unstructured data in various ERP and CRM systems which are highly underutilized. Implementing processes and systems to leverage the power of such unstructured data can give organizations a significant competitive advantage. As the volume of unstructured data increases, organizations need to take a deep dive into this data realm and combine it with structured data to drive better business insights.

Enterprises like financial services companies, retailers, pharmaceutical companies spend billions of dollars annually to grapple with the increasing amount of written content (e.g. news, social media, financial reports, PDFs) with their teams striving rapidly to

collect, analyze, and act in order to stay competitive. Enterprises must devise measures to stay on top of this river of unstructured data and separate the signal from the noise while focusing on the information that matters.

Experts believe the latest developments in the field of machine intelligence would enable the mining of valuable insights from a deluge of documentation. The understanding and analyzing of unstructured data can help organizations make better, smarter, and more informed decisions as it gives a comprehensive understanding of customer preferences, help identify market gaps, discover unmet customer needs, process gaps, etc.

In order to extract relevant information like keywords, names, faces, entities etc., advanced machine learning algorithms can be leveraged to classify unstructured data in terms of sentiment, topic, intent, etc., in real-time. Crafted machine learning systems can read through documents at tremendous speed, understand which bits are salient information for a given context, and can produce a report that summarizes key findings.

From 1995 to 2016, the number of words an analyst had to read to cover a given topic grew ten-fold-from 20,000 to over 200,000 words per day. Experts expect this trend to continue with analysts needing to understand and triage upwards of 2,000,000 words per day in the next five years.

The only way to close this intelligence gap is for organizations to pair analysts with algorithms to leverage automated tools to unlock the full potential of data being produced and collected.

Through the **Infosys Innovation Network (IIN)**, we have partnered with an US-based startup, **Primer**, which automates these processes that hold analysts, decision-makers, and organizations back, thus enabling faster, more informed decisions at scale. Their product 'Primer Analyze' is an analytics platform capable of ingesting millions of documents through a sophisticated machine learning pipeline to collate and summarize events, identify a wide range of entity types and associated information, geolocation, and more. Primer also makes all its machine learning models available programmatically via an API.

Possible Areas of Implementation

Competitive Intelligence / Consumer Insights

Machine Intelligence algorithms can help enterprises for internal responses, messaging, and morning briefings by staying on top of the news related to competitors, product launches, industry trends, etc. Additionally, they enable clients to quickly understand global and regional trends. This allows for their organization to stay ahead of the influx of information and the competitive landscape.

Finance (Investment Banking, Equity Analyst, Commercial Banking, Research)

The ability to stay updated on critical aspects like portfolio performance, customers, or supplier matters, and having immediate situational awareness to take relevant decisions is key for organizations to reach and stay atop the chain. Machine intelligence solutions that allow analysts to track a portfolio, monitor hundreds of thousands of loans, or quickly put together a briefing for important business decisions would improve the overall process efficiency.

Pharma/ Life Sciences (Literature Review for Epidemiology)

Ability to comprehend and identify prior works that support the incidence/prevalence of a condition and present info in a way that could be quickly reviewed by the epidemiologist or medical writer. For example, the identification of articles that support the incidence/prevalence of dermatomyositis in the US for adults.

Supply Chain Risk

Effective methods to identify, monitor and evaluate supply chain risks of anticipated and unanticipated events are essential to conducting business. Machine learning algorithms with the ability to continuously analyze news, filings, compliance datasets, and other text data sources to identify and surface real-time emerging risks, such as changes in company leadership, scandals, lawsuits, and more would help organizations seeking real-time risk monitoring for individuals, companies, and organizations of interest.

To know more about the Infosys Innovation Network (IIN), Primer, and how we can help you automate the analysis of large datasets, please reach out to iCETS@infosys.com

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