

# Content Curation for Corporate Strategy



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## Know Where You Stand

One of the many benefits of a strong Artificial Intelligence is the ability to contextually analyse and prioritise data. It's something that you just don't get with services such as Google Alerts. In fact, we're so confident with Stella that when a client (a large telecommunications firm) asked us for our help in identifying the position of their corporate strategy, we agreed.

In the modern world, a level playing field is something of a rarity, especially from a technology, finance and communications standpoint where industry disruption is commonplace. Innovation at speed is a required commodity and without the correct insights into the competition, it can be hard to predict how your company will fare in the next five years. Sure, traditional risk management involves surveying and identifying your large customer base to see how loyal they might be to your brand at the time, but when you're working in a future-oriented business, identifying how they'll behave after disruption is key.

You might have noticed that we're using the word disruption a lot, and in this sense, we mean any technology that develops at such a rate that a single firm can gain a competitive edge over their marketplace. What tends to make disruption so effective is that it is unpredictable - it is a volatile mix of innovation and corporate strategy that can jeopardise the competition that aren't paying attention to what their industry rivals are doing. We like to think that the best way to identify a disruptive element is to use disruption itself - AI - in analysing and predicting the future for these companies.

Through keeping a watchful eye on the competition, our client would stand to pace themselves correctly, leading to increased productivity throughout their company. The ability to get their bearings would also be beneficial to their innovation teams, allowing them to focus in on the sectors of the industry that they feel might take off, effectively minimising R&D loss.

## A Volatile Industry: The Problem

Our client prioritised intelligence before anything else - being able to analyse and predict the moves that their competitors were going to make was vital. Predicting such information would lead to our clients being ahead of the curve, especially in an industry as volatile as telecommunications. If our clients could achieve this, then there would be further progress in developing efficient program and tools that both satisfied their customer base and maintained a competitive edge.

By understanding how rival companies structured their own technology, sales tactics and corporate architecture, our client could analyse those results and apply them effectively into their own corporate structure. The ability to analyse structured data was a must as a group of humans, even with tools such as Google Alerts, wouldn't be able to effectively interpret even numeric data to the same level of precision and speed as Stella. Furthermore, Stella could turn raw structured data into easily readable and accessible snippets that fit in with the fast-paced nature of the industry.

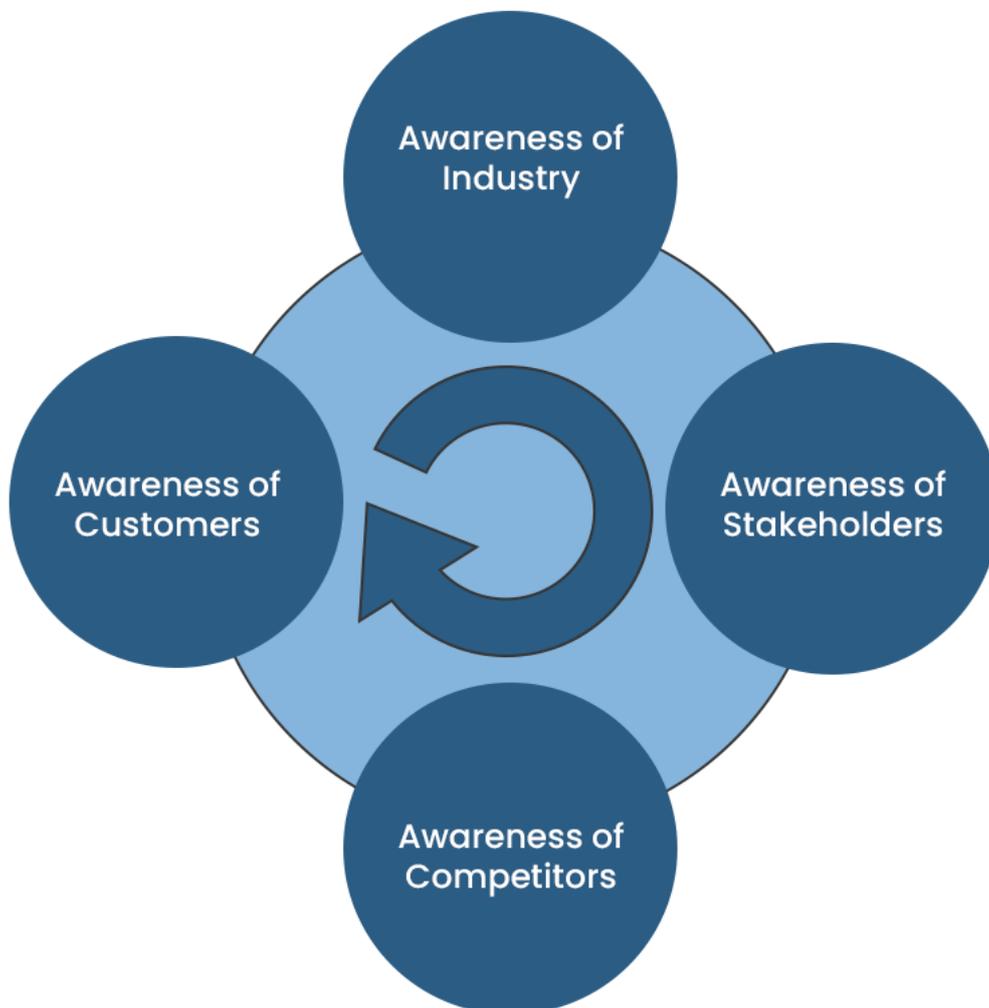
An even stronger benefit to this would be the ability to take a step back and analyse the big-picture of their industry's area of effect regarding customers. What direction were customer choices trending that would be relevant to their services? Our clients could utilise Stella to effectively pick apart the direction of these trends and find information indicative of customer wants and needs. Putting customers first is a goal of many corporations, regardless of ability, sector or budget, but many big companies fail due to a lack of agility. They either follow the market leaders, or they branch out on their own and try to develop a disruptive idea (although the downside to this is that there is a lack of true transparency in correctly identifying the needs of the customer). With Stella, our client could effectively hone in on what services customers required, and truly lead the pack.

Another area in which our client needed our assistance was in developing a firm grasp of targeted advertising - what were the key pain points of their customer base that needed addressed? If there was a method in finding out the several factors that went towards customer dissatisfaction with

with telecommunications as a general rule of thumb, our client would be able to focus on bringing awareness to these areas in their marketing strategies.

Furthermore, our client wanted to know the trend in which their own stakeholders would be moving, were there acquisitions in the industry that posed a potential jeopardy towards the stakeholders inputs in relation to our client? Where were their stakeholders attributing funding from? Was there a potential danger in the stability of their income via these investors? These were all valid questions that our client needed Stella to answer.

Finally, in the advertising space, our client wanted to keep tabs not only locally and within their field (in regards to algorithmic advertising and targeted marketing strategies) but wanted to see just how the global telecoms sector was faring with these kinds of tactics. Any data they needed wasn't to be soft, unstructured journalism, our client wanted hard, numbered data that could be applied effectively to their own internal analytics in order to run effective diagnostics on their performance in the abstract space of global advertising and telecommunications in general.

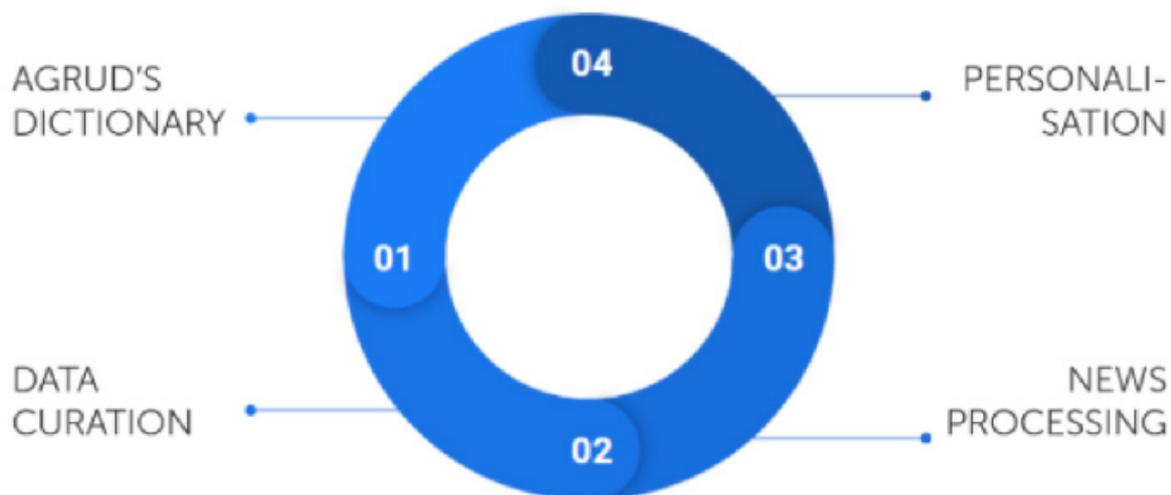


## How Does Stella Work?

Stella works by analysing millions of sets of both structured and unstructured data from a multitude of sources. What makes Stella different is the way that she uses Natural Language Processing technology to identify key indicators such as relevance, emotional sentiment and bias. A search of this level of depth returns information that is far more contextually accurate and human-oriented than any other keyword search service.

For this client, we wanted to look into the way that Stella analyses sets of structured data - charts, numbers and graphs indicative to the performance of competitors was key: Stella utilises Agrud's Dictionary to create a map of contextual nodes around keywords using machine learning capabilities paired with human intelligence.

She retrieves both news and raw data from a multitude of sources - including websites, blogs, and social media posts thanks to advanced 'listener' technology. After retrieval, Stella puts the data through its paces, running several robust 'smart-filters' that simultaneously eliminate fake news and duplicate data while summarising the information into easy-to-read, smart-tagged snippets. The result is a continuous, real-time stream of well textured data that is sharp, focused and relevant to our client's chosen content. All tagged for consumption.



## A Volatile Industry: The Solution

**1** We trained Stella to recognise the keywords relative to our client's competitors, customers and industry. With these keywords in tow, Stella could effectively scan the internet for as many pieces of quantifiable data indicative of these keywords; another benefit of Stella is that her searches feature contextual accuracy, so even if there are no strong links to keywords in the data itself, the surrounding text and titles relative to the data set would be considered, too.

**2** Stella is good at collecting two types of data; Structured (those in quantifiable data sets such as tables, sheets, graphs and reports) and Unstructured (those in news articles, social media posts and conversations). Because our client wanted primarily structured data, Stella was able to set out to collect numerical evidence of sales, surveys and processes that aligned with our client's competitor's brand strategies. Once this information was gathered, it was stored in Stella's database by relevance and latency.

**3** We trained Stella to identify the key facts and information presented and corroborated with secondary sources of both structured and unstructured data sets to ensure the accuracy of the information that the AI was producing. Contextually correct data was tagged for consumption, while factual information with a low relevancy score was tagged as less accurate.

**4** We typically offer Stella's findings in different packages, such as an API for websites, social media and RSS feeds or as email newsletters. In this instance, because the information wasn't being shared beyond the walls of the client's company, we maintained a discreet method of delivering information straight to our client and our client only. Our client could also specify to frequency and number of results that appeared to them, whether on a daily, weekly or monthly basis - and once the programme was set up, our clients could sit back and relax, knowing that they had a virtual watchdog.

With this kind of technology, our clients were able to keep themselves at the forefront of development within their industry, but at no point were foul tactics used. All the the data presented to our client was public knowledge. However, the internet is vast and hard to analyse. The reason our client had a competitive edge was because Stella knew where to look.

## Agrud and AI

At Agrud Technologies, we want to show you the potential of our product.

Our client needed a product to affirm their position as a thought leader in the industry and to rise above the competition by offering a product to their customer base that was contextually relevant and powerful in its informative abilities. They knew that if they could offer this product, it would be the difference between customers checking the page now and again to customers setting them as their homepage. Not only was this the case, but your client also wanted to know exactly what was going on in the world of bonds at any one time with 100% accuracy, and so wanted to save 99% of the time, money and research by having the credible news right there at their fingertips, summarised in a contextual and human-accessible manner.

It's not just Bonds that we can assist with. Wealth Management, Risk Assessment, Digital Marketing, Education and Investment/Venture Capital are all industries in which our product is proven to work. Due to the nature of AI and Robotic Advisors working harder and longer than any employee, it is estimated that by 2020, 90% of Financial News will be automated. As a future-oriented organisation, we want to assist you in riding that wave of AI-enabled automation. It's also estimated that in the next 5 years, the amount of content on the internet will grow by as much as 500%. Soon, Stella will be the only way to accurately perceive the widest spectrum of relevant content online - she picks up on things that even Google Alerts misses out on due to her specially-structured architecture.

So if you want to streamline the content that you curate for your company, whether they be in fintech or another industry, why don't you visit [agrudtech.com](http://agrudtech.com) and see just what we can do for you?