



# Amplify AI Insights with Smarter Data

**How big is Big Data? The World Economic Forum says we're approaching 44 zettabytes—and that number will only continue to grow. Put in perspective, this number reflects 40 times more bytes of data than stars in the observable universe, which begs the question: **How can your organisation extract meaningful insights from such a vast collection of data?****

LexisNexis® began tackling this challenge a decade ago by developing a smart data process that turns the content in our world-leading database into “premium fuel” powering both our cloud-based research platforms and our Data as a Service offerings.

## Data Licensing

We identify trusted sources of premium and open web content relevant to multiple academic and business use cases.

## Data Aggregation & Normalisation

We convert disparate types of data into clean, semi-structured datasets, making it easier to work with.

## Data Enrichments

We apply metadata to the content so that users can filter out the noise and find relevant data, quickly.

## Data Delivery

Options to use the data via Nexis® Solutions cloud applications with underlying AI technologies or via flexible Bulk, Search & Retrieve, or Constant Call APIs.

Take a closer look at our “secret sauce”—data enrichment—that turns hard-to-refine Big Data into easy-to-filter Smart Data.

# How LexisNexis® SmartIndexing Technology™ Enhances Our Data

## Improve search relevance

SmartIndexing is our proprietary, rule-based technology that analyses and tags documents to help overcome information overload, helping users uncover actionable insights from data more efficiently. It leverages natural language processing, algorithmic semantic analysis, and supervised machine learning to classify data based on subjects, industries, companies, organisations, people, and places.

In the past decade, we have built a world-leading taxonomy for News and Business in nine languages—English, French, German, Dutch, Spanish, Italian, Russian, Portuguese, and Arabic. Our dedicated, global team continuously builds on this unrivalled foundation to ensure our clients have the tools needed to support evolving business demands.

4,294+ Subject topics



3,867+ Industry tags



350K Companies



Geo-location mapping



Tagging of key newsworthy people



SmartIndexing also applies Relevancy Scores to help you filter out the noise. Relevancy Scores indicated whether content has a Passing Reference (50% to 84%) or Major Reference (85% to 99%) to the search terms used.

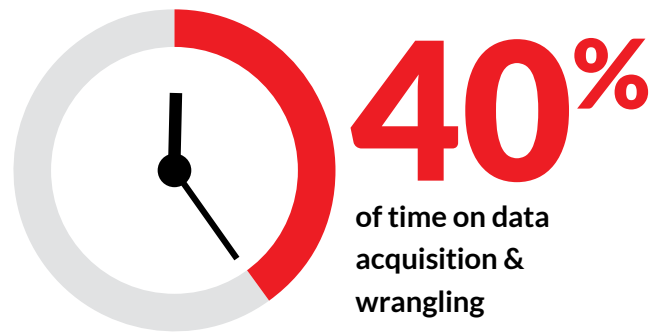
SmartIndexing metadata helps in numerous ways within our powerful research platforms, as well as when ingesting our normalised, semi-structured data into your internal systems, machine learning algorithms, predictive analytics, or other AI projects.

- Use Subject tags to monitor key events in the news including mergers and acquisitions, bankruptcies, personnel changes, regulatory changes, bribery, and more.
- Add industry index terms to keywords instead of building complicated queries to focus in on a specific industry.
- Take advantage of Power Topics to boost search relevancy in a single click.

## Power Topics, Explained

A 2018 survey found that data scientists, business analysts, researchers, and other data professionals spend nearly 40% of their time gathering and wrangling data. Power Topics help to shorten the time it takes to find relevant data.

A Power Topic is a single SmartIndexing term, which rolls up of all relevant terms for the target subject or industry, in order to boost search relevancy in just a click.



- Add the term “Business News” to a search query to find only documents tagged as belonging to one of 1,200 “Business News” related terms.
- Exclude the term “Financial Market Updates” to remove all stock or market update news from business-related searches.

Using a Power Topic as a filter is equivalent to creating a query with 30,000 Boolean operators and keywords as well as sources—without slowing performance. Talk about a time saver!

## Enriched Data Yields More Relevant Results

Millions of documents are analysed and tagged in near real time to help you find the right data to make confident decisions.

### Extraction

Companies, people, products, geography, authors

### Indexation

Subjects, industries, people, geography

### Sentiment

People, companies and article sentiment analysis

### Added Metadata

Reach, media value, circulation, financial

Spend less time searching and more time uncovering valuable insights in data—whether you access it via our powerful research platforms or our flexible APIs.



# Explore the potential of Smart Data from Nexis® Solutions

Spend less time searching and more time uncovering valuable insights from our expanding Smart Data universe. The possibilities are endless.



## Corporate Research

- Analyse the competitive landscape with data gathered from traditional and web news sources, company and industry information, and patents data to support strategic planning.
- Identify local to global movements with trend analysis so your company can respond proactively to market opportunities or disruption.



## Risk Management

- Check customers, suppliers and other third parties against high-level sanctions and PEPs data.
- Conduct efficient, risk-aligned due diligence across global print, broadcast and web news and social commentary, company and industry sources, legal information, and regulatory data.



## Academic Research

- Access discipline-focused pages with curated news, featured publications, and relevant court cases.
- Take advantage of results filtering to quickly drill down to highly relevant results based on location, publication type, subject, industry, geography, or timeline.



## Media Intelligence

- Leverage current and historical news articles to better anticipate news cycles, identify trends, or track brand portfolios.
- Analyse the origins of negative sentiment to identify media outlets and influencers you need to engage.



## Financial Research

- Protect against bad investments and mitigate reputational or compliance risks posed by potential business partnerships by reviewing company, financial, and industry data and trends.
- Enhance your investment portfolio by powering predictive analytics with archival and current news data, critical mentions of corporate leaders and more.



## Data as a Service

- Reduce the time spent on finding, cleaning, and organising data—activities that take up to 80 percent of a data scientist's time.
- Refine data feed results for greater relevance by leveraging our metadata and powerful content enrichments.

**Speak to a Nexis Solutions specialist at [internationalsales.lexisnexis.com](https://internationalsales.lexisnexis.com) or +31 20 485 3456 to learn more about Nexis® Data as a Service or our cloud-based platforms for Corporate Research, Academic Research, Media Intelligence, Financial Research and Risk Management.**

1. Desjardins, Jeff. "How much data is generated each day?" World Economic Forum, April 17, 2019. Accessed at: <https://bit.ly/2XGG6iA>

2. Hayes, Bob. "How do Data Professionals Spend their Time on Data Science Projects," Business Broadway, February 19, 2019. Accessed at: <https://bit.ly/3dKZ65c>

LexisNexis, Nexis, and the Knowledge Burst logo are registered trademarks of RELX Inc. Other products or services may be trademarks or registered trademarks of their respective companies.

©2020 LexisNexis. All rights reserved. SEG-EnrichmentShowcase-AmplifyAI-A4 0820