



Nexis® DaaS Customer Story

# Adarga



In an ever-changing informational context, LexisNexis' massive source universe makes Adarga's content offering extremely versatile and capable of serving an extremely wide variety of use cases for our customer base."

— Adarga

## Overview of Adarga

Adarga creates powerful AI analytics technology that helps you analyze all of your disparate data, to discover the deep insights that drive faster, better decisions. Adarga's mission is to enhance your ability to use information to make better decisions today and their vision is to empower us all to realize the full potential of all available knowledge.

## Adarga's Challenge

Adarga needed a multisource information aggregator which was capable of providing information feeds at speed, at scale and with all the necessary legal credentials.

This need arose because their customers were interested in a huge range of different topics that needed to be covered by the best sources of information available. Adarga therefore needed to provide the widest pool of data possible to enable them to cater for the large variety of use cases their customers had.

## The Solution

Adarga spoke with data providers and accessed LexisNexis' developer's portal to check volumes and source listings. Adarga selected LexisNexis as their partner to support them in their journey, as they comprehensively met Adarga's 5 requirements of information quality.

### Adarga's 5 criteria of information quality, and how they were successfully met by LexisNexis:

#### 1. Completeness

Vast array of information sources to choose from: from Generic Global news feeds to local and specialised ones

#### 2. Timeliness

API connection to allow for quasi-real time information processing

#### 3. Relevance

Thematic classification of information feeds to support the discovery of "unknown unknowns"

#### 4. Accuracy

Metadata around feed velocity and language to support the feed selection process

#### 5. Reliability

License agreements with information providers to ensure copyright compliant information distribution and customer support quick turnaround

## The Results

Adarga's Intelligence Analysts were able to benefit from [LexisNexis' large source universe and data enrichments](#) on a daily basis as part of their daily workflow which included:

Intelligence Analysts Use Case	Data Need	LexisNexis Data Benefits
<b>Request for Information</b>	Fast, reliable, complete, timely information collection	Information processing from licensed feeds with enrichments that include: <ul style="list-style-type: none"> <li>• Subject tags to monitor key events</li> <li>• Geolocation mapping</li> <li>• Source classifications including Security, Defence, Politics &amp; Cyber which align to Adarga's priority use cases</li> </ul>
<b>Situation Monitoring</b>	Continuous, specialized and local information feeds	Quasi-real time document processing thanks to REST API connection
<b>Deep Investigative Workflow</b>	To identify best information available about an entity and its networks, run searches in parallel	Thematic classification for fast identification of domain expert information feeds
<b>Identification of Source Specific Narrative</b>	Check multiple sources (e.g. independent vs State - sponsored) and overlay to identify misinformation and fake news	Vast source catalog, (geo-classification, ranking, source type)

Additional benefits include the wide LexisNexis data pool, which makes Adarga extremely versatile and able to easily adapt our content offering to our different customers' use cases, even the niche ones like Defense and Security.

The LexisNexis sources classification enables Adarga to be proactive and propose sources of information that our customers may be interested in but not aware of which obviously increases satisfaction levels.

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