



# Context Intelligence

Squirro: Your Data in Context

# Agenda

- Who are we?
- Squirro Value Proposition
- Demo
- Platform
- Next
- Recap





Too much...



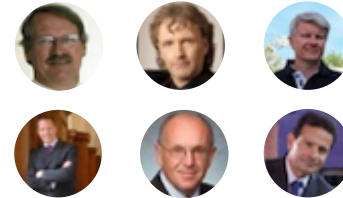
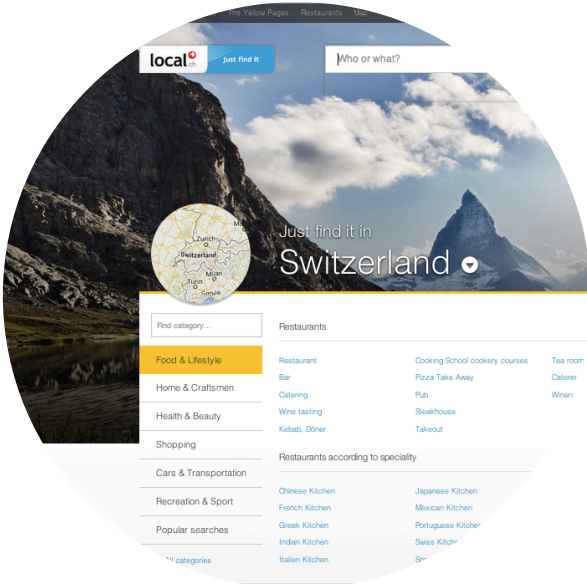
The unaddressed Pain in Big Data:

Digital landfills of unused unstructured Data.

Who we are?



# Squirro is Built on 10<sup>2</sup> Years of Experience



The team behind Squirro previously built local.ch, Switzerland's largest search engine.

Our strategic advisors & investors held C-Level positions in leading enterprise software companies.

# Squirro Value Proposition



# Business Value

1

Drives revenues / saves costs – ROI avg. 4-5 months



33%

2

Up to 90% year-over-year reduction in search time



- 90%

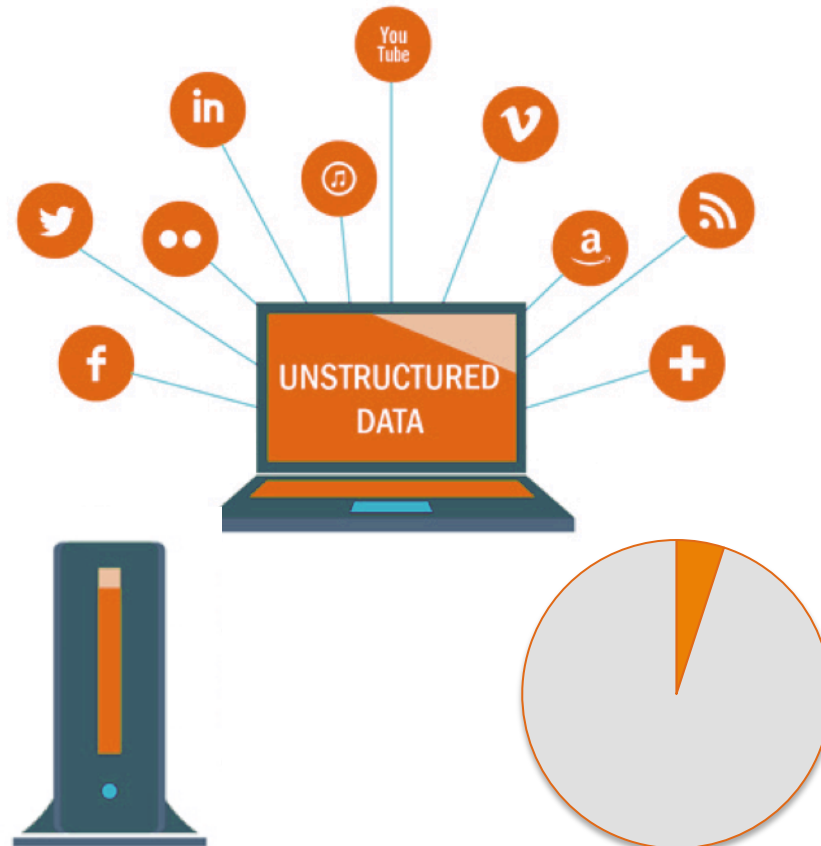
3

An 15% y/y improvement of the information cycle time



15%

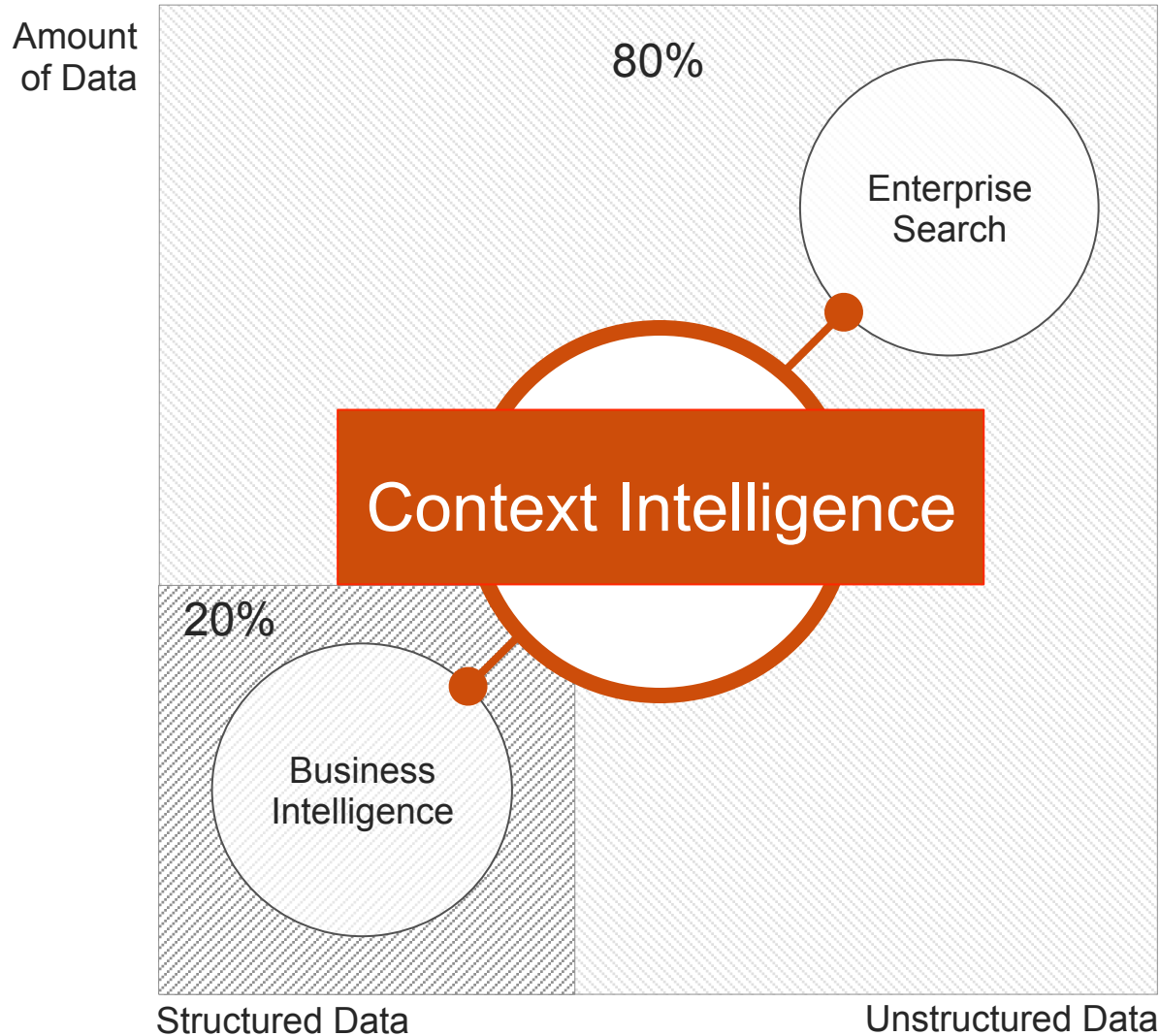
# The Relevance of Unstructured Data



Unstructured (human generated) data represents 80% of all data available to an enterprise

Yet enterprises base only 5% of their decisions on unstructured data

# Your Value: more Informed Decision-Making



# Squirro Tells you the Story behind your Data

The image displays a central Squirro search interface for the query "algeria amenas". The interface includes a search bar, filters for "Filter-1" and "Filter-2", and a "Recommended" section with tags for "Terrorism" and "Oil & Gas". A bar chart shows a rising trend in activity over time, with a peak around 8:00 PM. Below the chart, there are "Filter by Field" and "Filter by Content" sections. The "Filter by Field" section includes filters for Sources (567), Sources Type (8), Language (5), Country (4), and Region (2). The "Filter by Content" section includes filters for Trending Terms (346), Trending Stories (5), and Matching Filters (2). The main content area displays two news stories:

- Christian Fraser - BBC Foreign correspondent and Burnley fan...**  
<https://twitter.com/ForeignCorresp/status/29149724478051328>  
BP setting up a crisis desk. They confirm an incident in **Algeria** - Big multinational gas operation in In Amenas. Lots of Japanese contractors  
Source: @ForeignCorresp Type: Twitter Time: Today at 4:32pm
- 看中国新网 - kanzhongguo.com**  
<https://twitter.com/kanzhongguonews/status/291817728388497408>  
四十一名西方人在阿尔及利亚遭到劫持(国): 英阿梅恩斯 (In Amenas) 的油田基地 REUTERS/Kjetil Alsvik / Statoil / Handout 法国出兵十里打阿... <http://goo.gl/fb/QZCil>  
Source: @kanzhongguonews Type: Twitter Time: Today at 4:30pm

The background shows other software interfaces: Salesforce Sales Intelligence, QlikView Business Intelligence, and Market Intelligence. A red arrow points from the text "... more" to the right side of the Squirro interface.

Squirro combines structured and unstructured data to provide the 'Why' behind the data.

# Context Intelligence Meets your Business Needs

Information monitoring

Market Awareness & Crisis Monitoring

Opportunity identification

Research, Business & Sales Intelligence



Algo & capital monitoring for regulations

GRC & Enterprise Surveillance

Process Intelligence

Workflow tracking & identification of best practices

# Squirro's Impact

- Concept search
  - Cloud or on-premise
  - Seamless integration in any system
  - Real-time
  - Fast time to market
- Uncover hidden insights
  - Better decision-making
  - Leverage the 80% of unstructured data
- Increase revenues by up to 30%
  - Decrease costs by up to 33%
  - Mitigate risks



Features



Benefits



Values

Squirro uncovers insights you did not know to improve your decision-making.

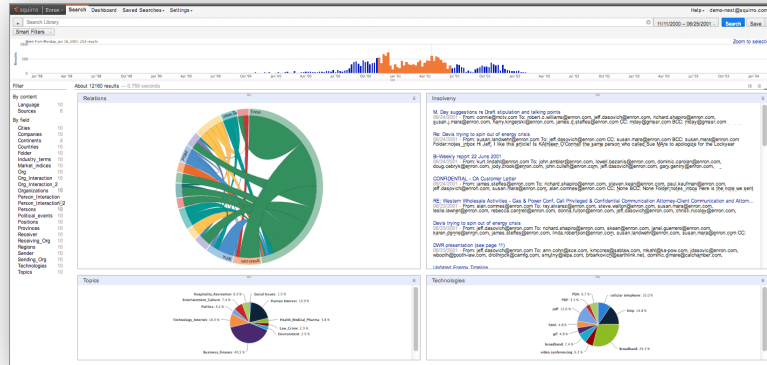


Our Vision: The right type of information at the right moment in context of your workplace in real-time.

# Demo Time & Use Cases

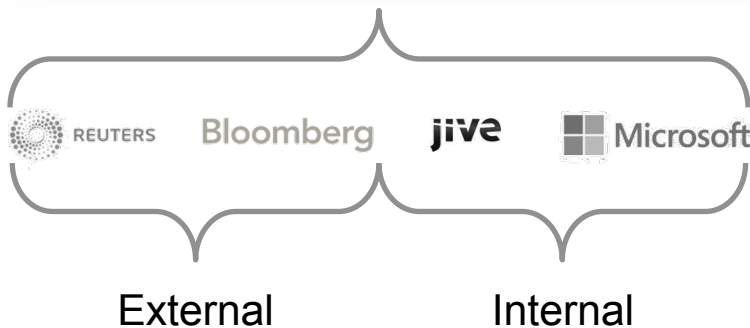


# Mitigate Risk in Chat Data\*



Hypothesis or automatic pattern detection:

- Real-time data ingestion and analysis
- Detect & escalate sensitive issues
- Alerts on operational challenges
- Spot pricing & trading trends
- Avoid sanctions and fines

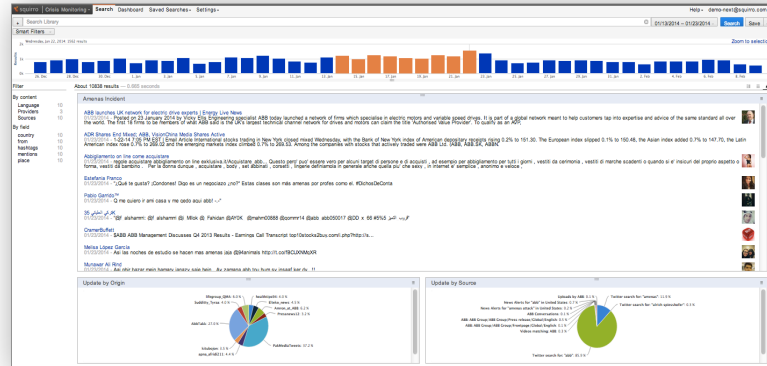


\* For chat data from Front to Back Office and multiple chat systems

Libor interbank case = \$6bn in fines paid by financial service firms.\*\*

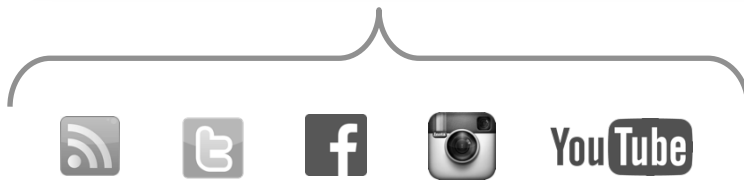
\*\*Sources: FT, February 17 2014, Forex in the spotlight, Daniel Schäfer, Patrick Jenkins, Mike Mackenzie, Kara Scannel, Amex Barker, Camilla Hall, Caroline Binham and Delphine Strauss

# Reduce Exposure to Crisis



Monitor news sources 24/7 for early crisis detection and management:

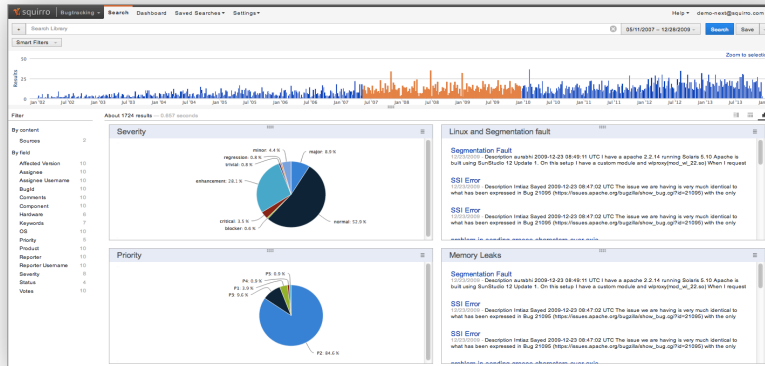
- Real-time data ingestion and analysis
- Detect & manage sensitive topics
- Alerts on events and stakeholders
- Control agenda
- Avoid communication blind-spots



Cost of BP 2010 Deepwater Horizon oil spill = \$42.7bn\*

\*Sources: The Guardian, February 4<sup>th</sup> 2014, BP's Deepwater Horizon bill rises by \$200m as profits fall, Terry Macalister

# Spot Trends in Issues Affecting your Business



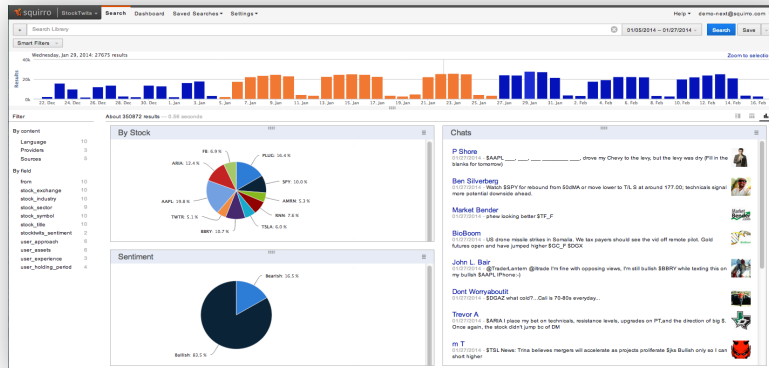
Understand & trend issues that affect your service desks:

- Real-time data ingestion and analysis
- Identify, trend and understand sensitive issues
- Alerts on key issues
- Reduce service costs by up to 30%



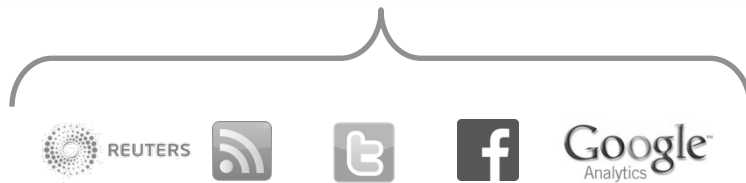
U.S. companies lose \$83bn p.a. due to poor customer experience in abandoned purchases\*

# Spot Market Trends and Uncover Opportunities



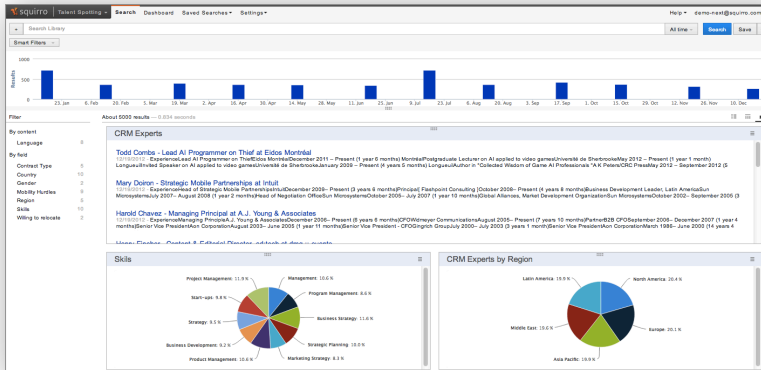
Understand your market opportunities and monitor your competitors:

- Real-time data ingestion and analysis
- Search for concepts, not keywords
- Improve product offering
- Measure your reputation against other brands
- Reduce research time by 80% - 90%



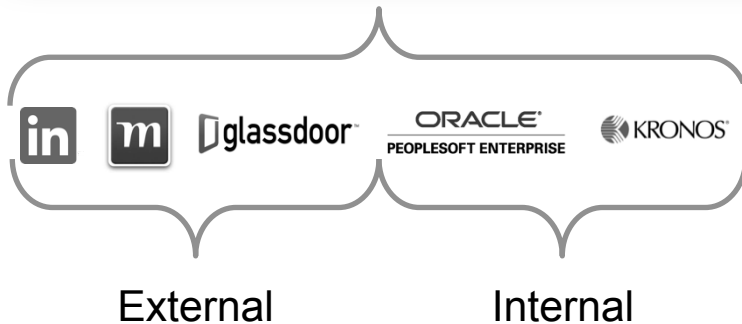
The US Market Analysis market is of \$20bn.\*

# Reduce Cost & Time per Hire



Improve your hiring process and reduce costs associated with it:

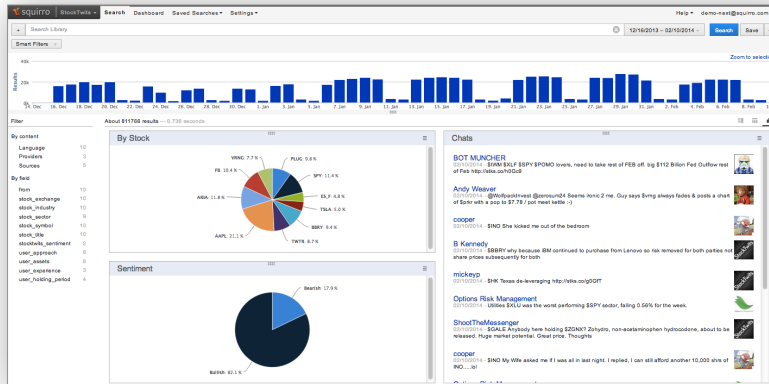
- Match skills and experience to complex job profiles
- Increase retention and internal fill rates
- Reduce churn rate
- Reduce hiring costs by up to 30%



46% of new hires fail within 18 months.\*

\*Sources: Forbes, January 23 2014, Hire for Attitude, Dan Schwabel

# Uncover Key Investment Opportunities



Improve analysis and investment return by inter-linking information from different sources:

- Finds in real-time and integrates relevant information about the drivers behind financial instruments from multiple internal and/or external sources
- Uses sentiment analysis to provide 3rd party perspective/reaction on any asset class (positive, negative, neutral)
- Increase revenues by up to 33%



“Risk comes from not knowing what you are doing.” Warren Buffet

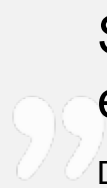
# Customers & Partners





Squirro – compared to specialized sources – consistently delivers more and better results.

Stephen Rietzke, Business Development Manager Intelligence



Squirro is better than Radian6. By comparison, Squirro is easy to use and deploy, adds value, and is inexpensive.

David Pidsley, Managing Director, Cause Analytics Ltd.



Squirro reliably provides superior results than any of the competitors we tested.

Mari Anne Vanella, Founder & CEO, The Vanella Group



# Detecting Crisis in Media for ABB

## Problem:

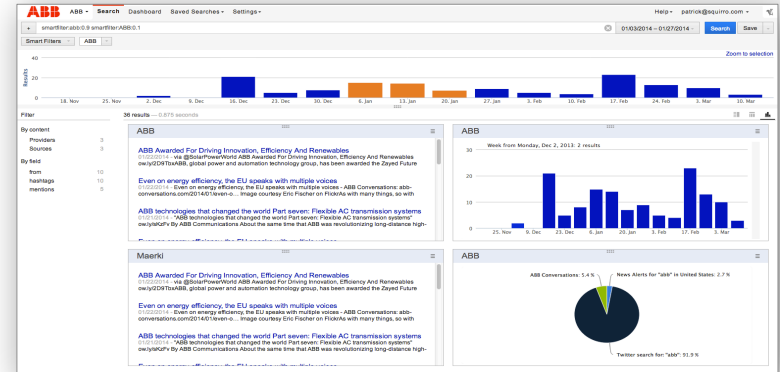
- Current monitoring process is too time consuming and not efficient
- Existing tools are disparate and not precise enough

## Solution:

- Squirro detects and tracks key events and stakeholders
- Squirro integrates all necessary sources
- Ease of operation and low level of support with trends, alerts and sentiment analysis

## Value:

- Limit risks and costs associated with crisis management



# Trending Emergencies for the German Red Cross

## Problem:

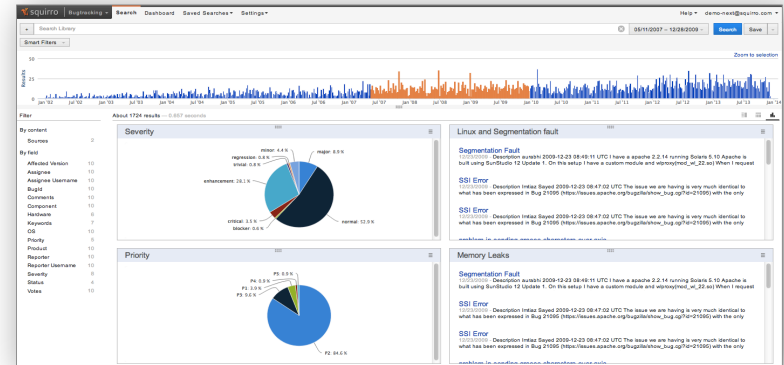
- Identification of critical patterns in email and reports from ambulance drivers
- Selection of relevant reports for further analysis and staffing improvements

## Solution:

- Indexing Exchange Mailboxes
- Integration of ambulance protocols in dashboards

## Value:

- Save lives because of improved ambulance allocation



# Accenture's FinTech InnovationLab London



First Swiss company selected into this program to provide solutions to 12 leading banks.

# Partnerships



Squirro is world wide Technology Partner of Qlik, a leading Business Discovery solution.



Squirro is world wide ISV Partner of Salesforce, a leading CRM solution provider.

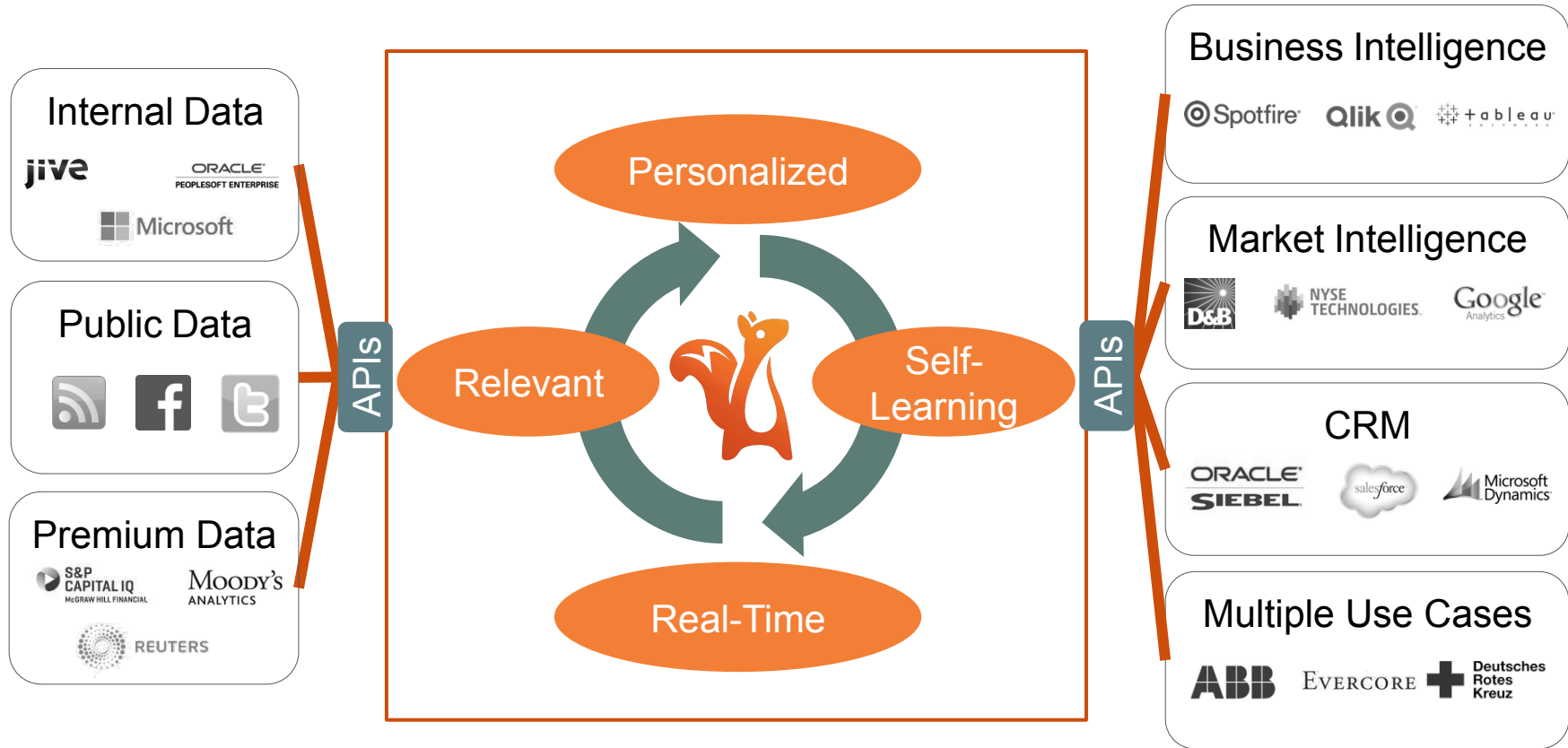


Squirro is world wide ISV Partner of Oracle, a leading database & CRM solution provider.

Platform



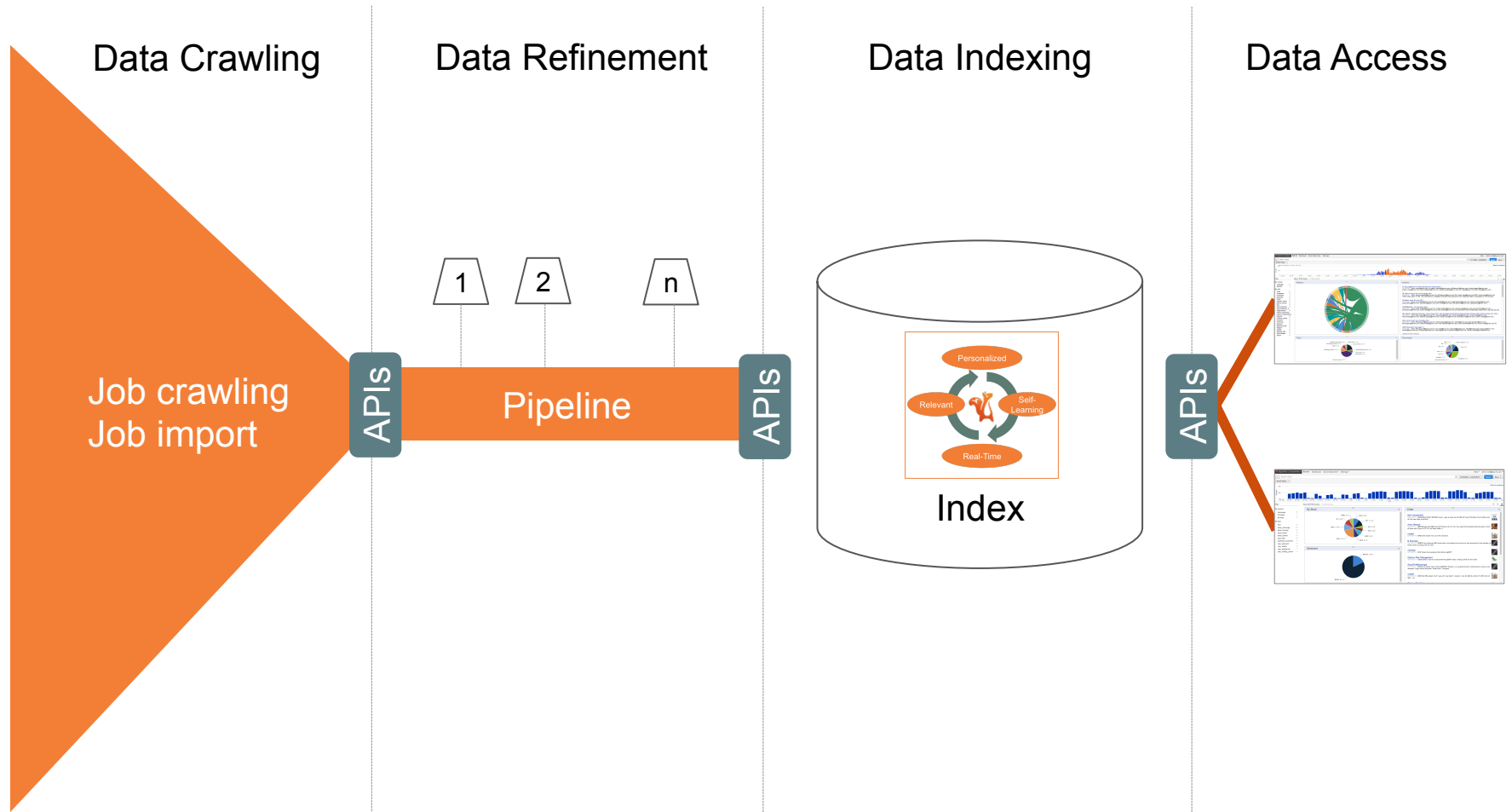
# A versatile Platform



Why:  
 Smart Filters:  
 Seamless integration:

Structured & unstructured data combined  
 Self-learning profile  
 Information comes to you

# Data Flow

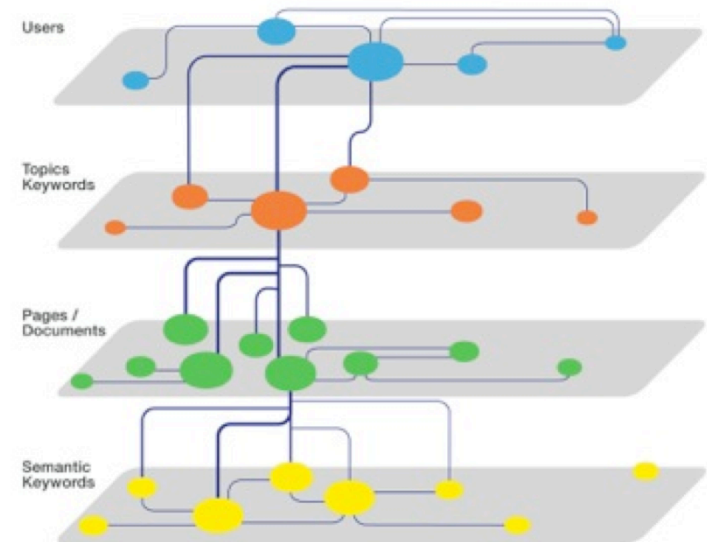


# Smart Filters

Squirro's Smart Filters learn based on:

- User behaviour
- Training documents
- External sources
- Internal sources
- Etc.

Any additional layers are possible



*Squirro's Digital Fingerprint Technology  
(patent pending)*

The 'Smart Filters' are a self-learning profile providing more relevant context matches.

Next



# Coming soon

The screenshot displays the Squirrel search interface. At the top, there's a search bar and navigation tabs like 'Search', 'Dashboard', 'Saved Searches', and 'Settings'. Below the search bar, a bar chart shows search results over time from 1998 to 2004. A filter sidebar on the left lists categories like 'By content', 'By field', 'Cities', 'Companies', etc. The main content area is divided into several panels: 'Relations' with a circular chord diagram, 'Topics' with a pie chart showing categories like 'Business\_Finance' (43.5%), 'Human Interest' (19.9%), and 'Technology\_Internet' (10.9%), 'Insolvency' with a list of email snippets, and 'Technologies' with a list of items. An inset window on the right shows a 'Library' view with a hierarchical tree and a network graph visualization.

Collaboration & annotation:  
Share and collaborate relevant content across the company and with your customers

Recap



# Context intelligence = Business Value

- Squirro is the leader in Context Intelligence
- Squirro extracts value from text in real-time for more informed decision-making
- These insights directly impact your top and bottom-line
- Get ROI in 4-5 months



Value



## 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.

## Contact Us

Tel CH: +41 44 586 98 98

Tel US: +1 650 353 93 68

Email: [info@squirro.com](mailto:info@squirro.com)

Web: [www.squirro.com](http://www.squirro.com)

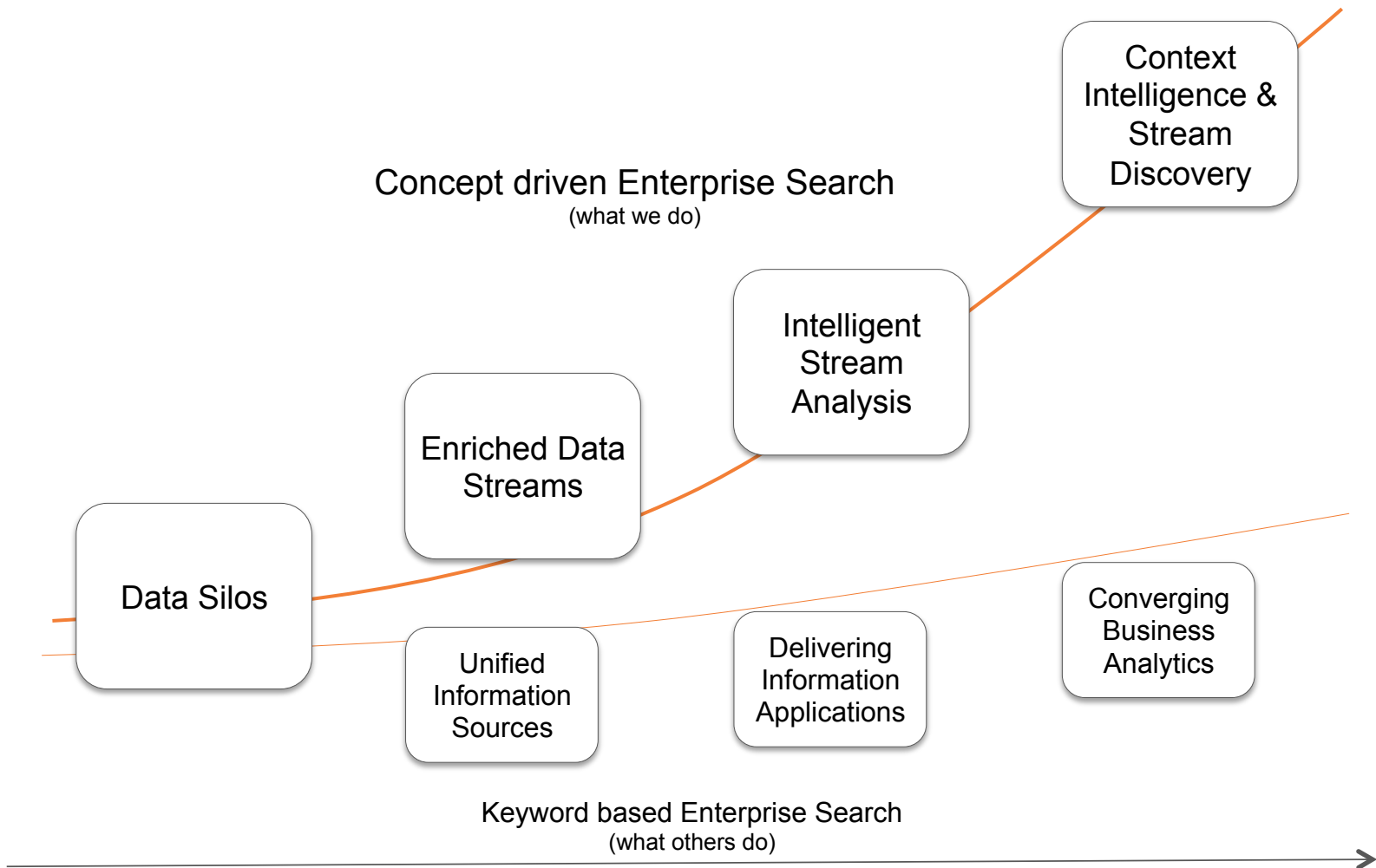
Twitter: [twitter.com/squirro](https://twitter.com/squirro)

Facebook: [facebook.com/squirro](https://facebook.com/squirro)

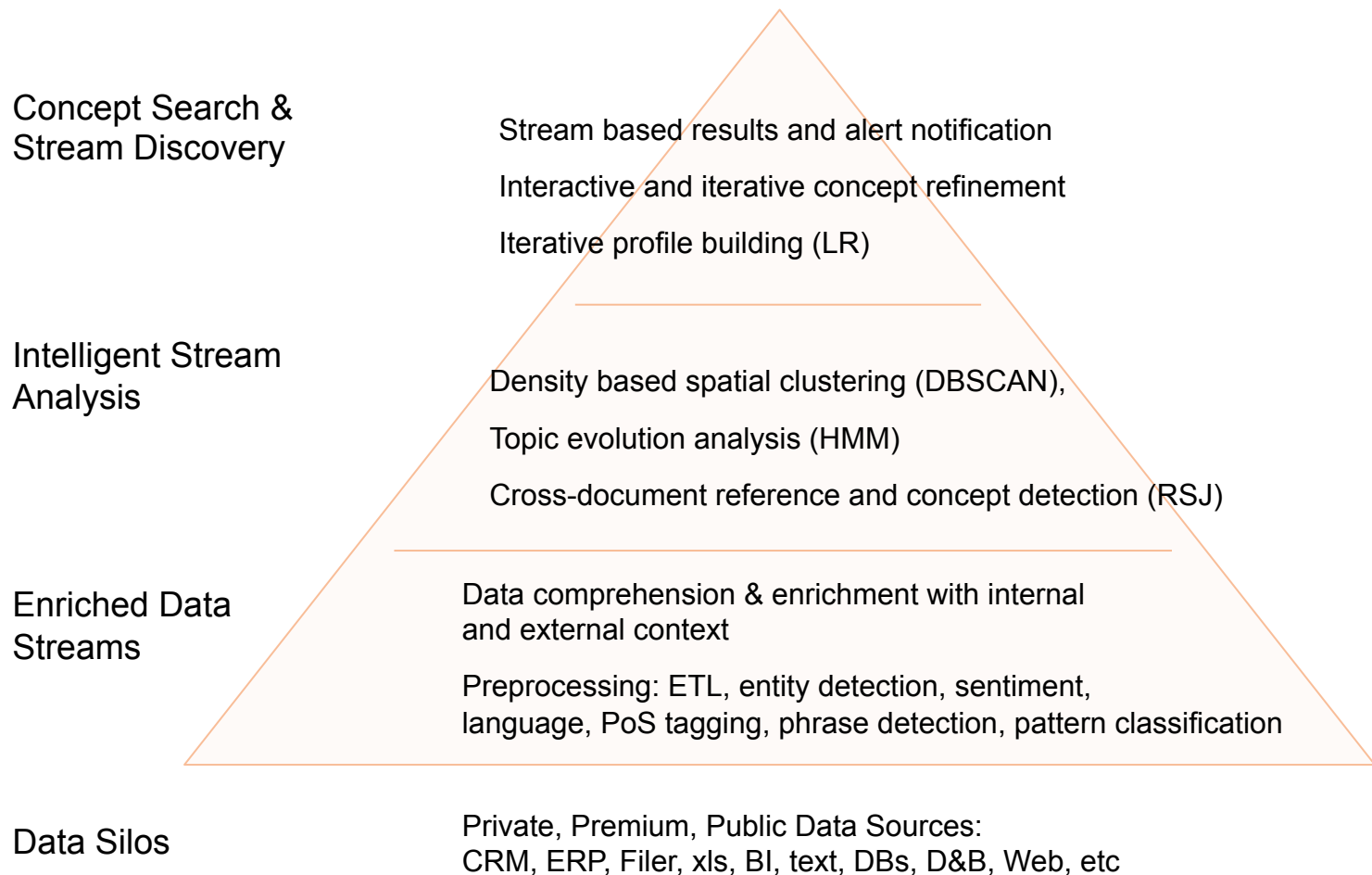
Nektoon AG  
Badenerstrasse 120,  
CH-8004 Zurich

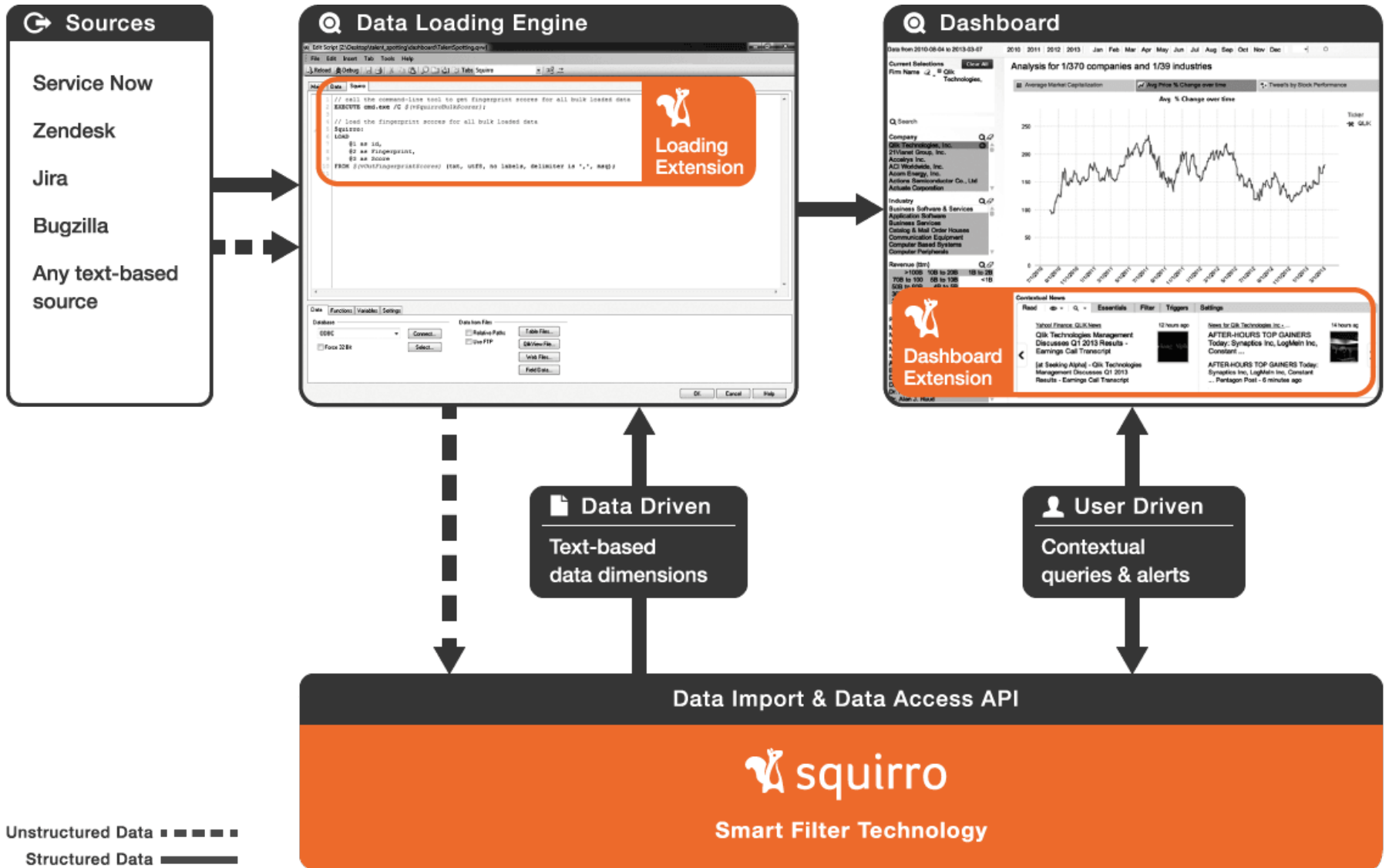


# Context Intelligence



# Intelligent discovery: Search Box less Search





# Squirrel Empowers QlikView



Relax – Great things are about to happen



Enjoy the day

