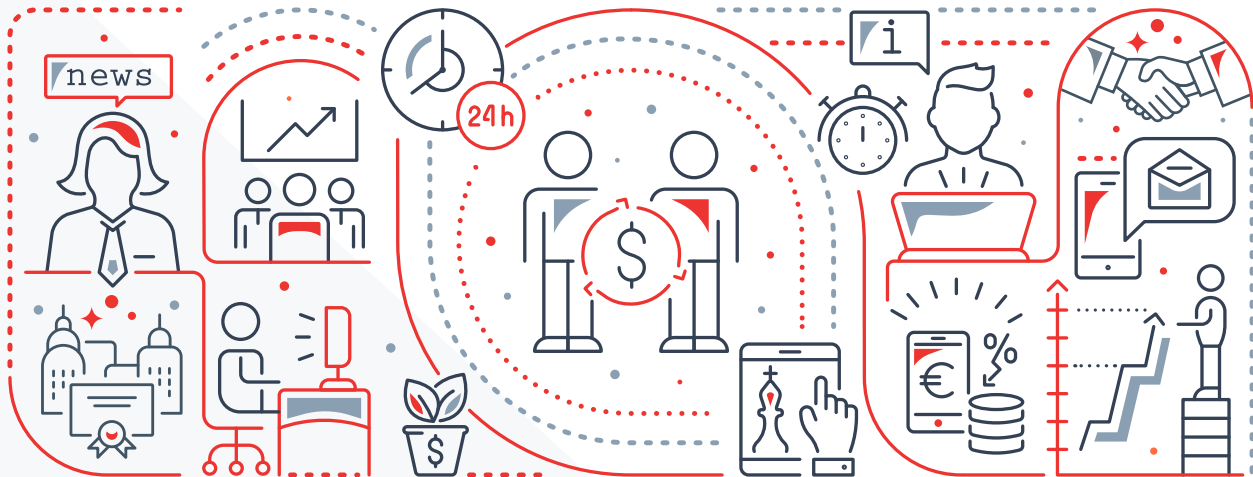




Diligent
Governance Intel

The Current Awareness Toolkit

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Executive and directors share a common challenge when it comes to understanding the marketplace, staying ahead of their peers, and identifying emerging risks: there is just too much information.

The Current Awareness Toolkit will show you how you can utilize machine learning to empower your organization to make sense of all this data and turn them into actionable insights for your organization.

In this toolkit, you will learn:

1. The problems with current awareness today and its impact
2. How AI and Machine Learning Has Revolutionized the Way We Stay Informed
3. Real-life examples of how you can use machine learning to identify risk and opportunities in your industry.

Let's dive in!

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The problems with current awareness today and its impact

If an employee at your company wants to stay up to date with current news, shifting trends and new developments around a company or an industry sector, their process typically looks like the following:

1. Read numerous articles on a topic or industry.
2. Formulate insights based on what you're reading.
3. Take action on those insights to help your business.

However, this process creates problems for the common professional:



1. Time-Consuming: Gathering data on industry health and trends requires huge amounts of data collection, sifting, and analyzing, not to mention the significant time and labor requirements.



2. Expensive: Most companies are subscribing to multiple news sources for their employees that are duplicating the same news.



3. Impractical: Professionals are devoting more of their time searching and sifting through mountains of data. They lament there is not enough time left over for understanding the data, surfacing insights, and getting it into the hands of stakeholders in time for them act decisively.

Not only is the current process inefficient, but it has a significant impact on your organization.



1. Organizations can't serve their customers effectively: By not being aware of current developments in the news, your organization can't be proactive with customer needs.



2. Organizations can't stay ahead of their peers: You won't be able to see what your competitors are focusing on or how you stack up against them.



3. Organizations can't identify emerging risks: You won't see major changes in the marketplace that could affect your organization.

The endless flood of open web business news and social media content creates information overload and understandably often leads to information disengagement by stakeholders.

Information professionals need to find solutions to provide actionable insights to help their employees make strategic and proactive decisions.

How AI and Machine Learning Has Revolutionized the Way We Stay Informed

AI and Machine learning are all about helping you to focus on what's important to you and to do it quickly and efficiently without having to sift through everything under the sun.

Machine learning algorithms can get us to insights faster in the news by doing the following:

1. Scan thousands of open web sources to classify news based on industries and companies.
2. Classify topics based on categories (government, financials, partnership, etc.)
3. Understand the sentiment of these categories based on an analysis of the words written in these articles.

Through artificial intelligence, you can now understand if a company or industry is being viewed positively and negatively based on multiple categories.

This can help you quickly point to the reasons behind those sentiments and gain a comprehensive understanding of a company or industry in a fraction of the time.

THE OLD WAY

Manual Current Awareness

Before Diligent Governance Intel

Run Numerous Web Searches

Sift Through Multiple Articles

Analyze & Come to an Insight

TAKE ACTION



1 HOUR

THE NEW WAY

AI-Powered Current Awareness

After Diligent Governance Intel

Get Insights First

Dive Deeper to Understand
Key Issues

Have Actionable
Insights in Minutes

TAKE ACTION



5 MINUTES

Use-Cases from the Real World

Now that we understand how artificial intelligence and machine learning can help us derive insights quicker, let's dive into two real-life use cases for your organization:

1. How to gain a comprehensive understanding of a company or competitor.
2. How to spot issues in an industry.

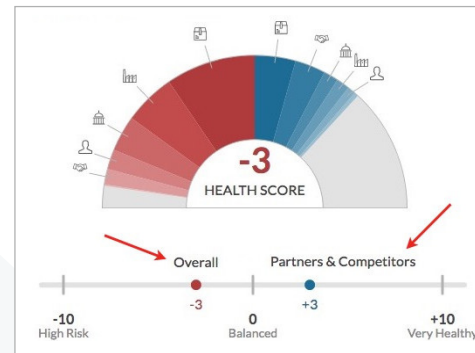
1. How to gain a comprehensive understanding of a company or competitor

Using machine learning and data analytics is all about helping you to focus on what's important to you and to do it quickly and efficiently without having to sift through a ton of data.

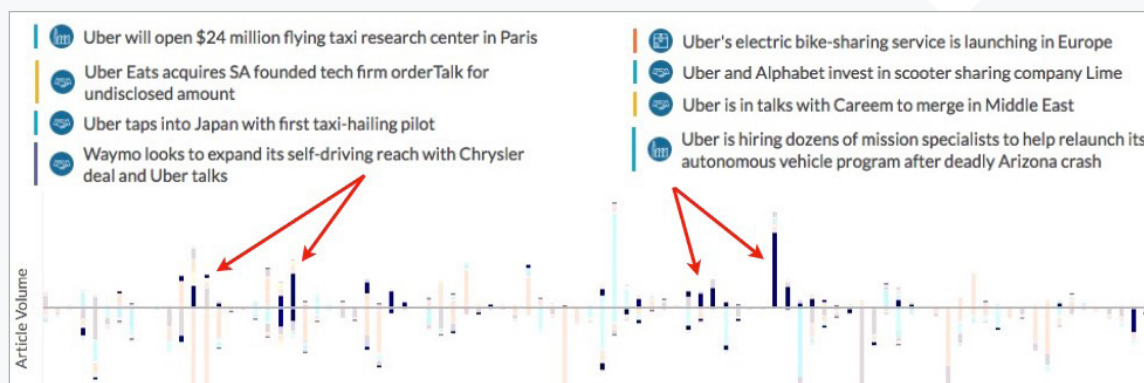
Case in point, let's look at Uber in 2018.

They had a rough year. They were -3 on their Health Score, almost cresting into moderate risk levels. They shuttered their autonomous trucking and parts of their autonomous car divisions. In addition, they were under anti-competitive pressures in Southeast Asia, while undergoing a slew of high-level executive changes, and experienced numerous labor, litigation, and regulatory issues.

That said, there were significant bright spots in Uber's corporate health that can be easily missed under the barrage of negative news. They were +3 in the Partners & Competitors Health Score and specifically +9 in Deals and +6 in Merger & Acquisition.



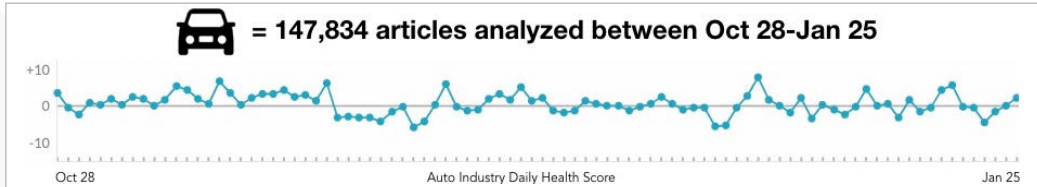
Health Factor Summary - Partners & Competitors Health Score	
Deals ⓘ	Mergers & Acquisitions ⓘ
+9 ▾	+6 ▾



As you can see above, these insights enable you to easily focus on just deals and partnership news to give you a unique perspective on the company. This process can help you cut through the noise and quickly focus on what's important to you and where a company is at risk or is excelling.

2. How to spot issues in an industry

Gathering data on industry health and trends is hard. It requires huge amounts of data collection, sifting, and analyzing, not to mention the significant time and labor requirements. Machine learning algorithms are specifically designed to handle this mundane, time-consuming work, freeing up your time to focus on analyzing and taking action.



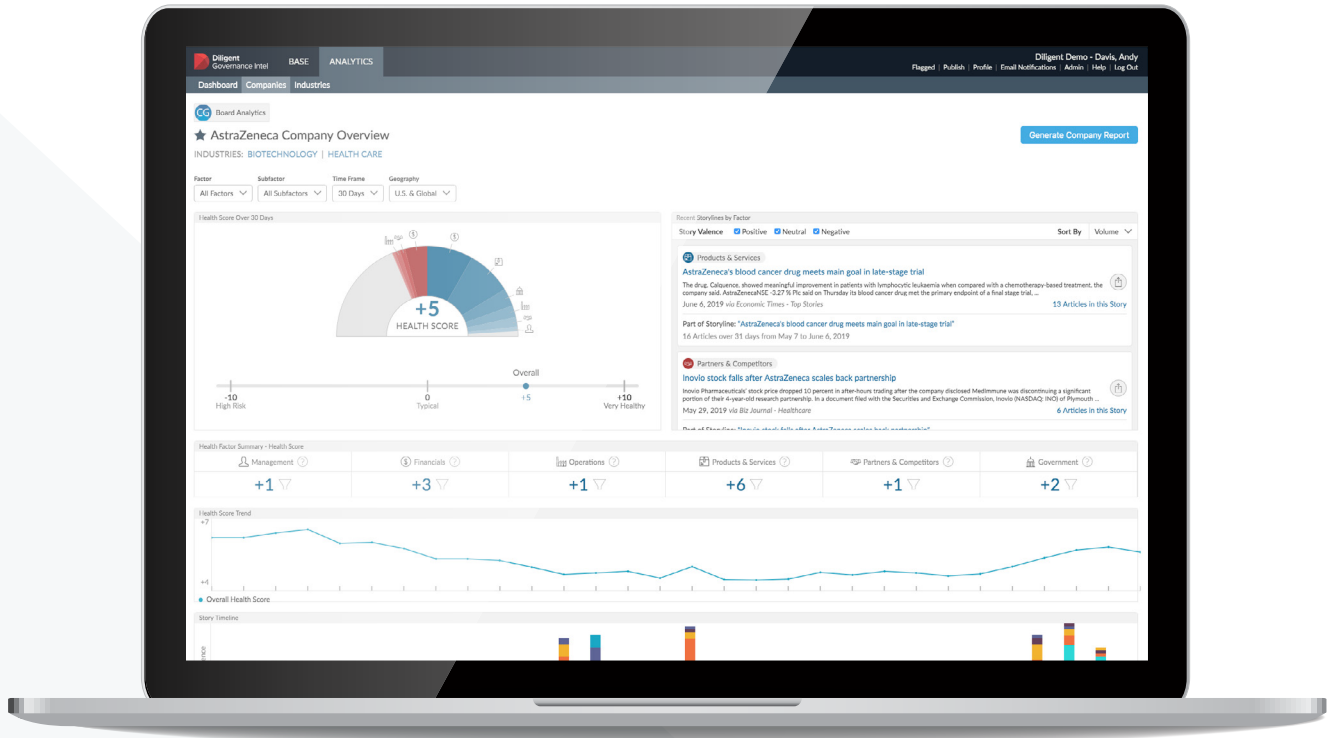
Hypothetically, let's envision that your organization wants to expand into the Motor Vehicle Industry and has asked for advice on how to make inroads there. Without the use of machine learning, you would need to obtain all kinds of reports and thousands of articles about the industry – and then read them all, looking for trends and opportunities. Insights can help you short-cut that process. During January 2018, Manzama Insights processed all relevant news data on the industry and determined it was doing faring well.



Looking one step deeper, you will quickly see that we identified the Partners & Competitors as a bright spot in the industry, with a +5 industry health score. And leveraging an AI-powered article classification engine, you would then be able to easily identify driverless technologies as the focus of much of the deal and partnership activity in the Motor Vehicle industry.



From this insight, you can decide how best to approach this growing sub-sector of the Motor industry and how your organization can contribute to this trend. Perhaps your organization has had clients in these or closely related manufacturing and technology sectors; this type of industry insight strengthens cross-selling opportunities and builds client trust.



Cut through the noise with AI-powered business intelligence

Diligent Governance Intel helps you quickly analyze vast amounts of business news to get at underlying insights, risks, and opportunities. Governance Intel provides business intelligence and analytics derived from over 80,000 business and industry news sources and is customized to a user's exact specifications.

Benefits of Governance Intel:

- ▶ Efficiently monitor a large number of companies, industries, and business topics
- ▶ Identify market trends, patterns, risks, and opportunities
- ▶ Identify patterns in business events to anticipate risks and opportunities when similar event patterns emerge
- ▶ Understand corporate and industry health across 28 corporate health metrics
- ▶ Receive email alerts on vital news and changes in a company's health
- ▶ Create custom reports and newsletters with powerful curation and publishing tools
- ▶ Research using thousands of pre-created Governance Intel searches or powerful Boolean tools
- ▶ Leverage Governance Intel's administrative tools to manage accounts and share data via email, mobile, RSS, CRM, and API
- ▶ Consolidate data and business intelligence efforts into one unifying tool, eliminating duplicative and ad hoc research efforts spread across multiple teams, platforms, and databases

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