

Using Third-Party Data to Empower Decision Makers



of business leaders say that decision-making has become more complex than two years ago, according to research by consulting powerhouse Gartner.¹ Just as digital transformation accelerated in the wake of a global pandemic, use of data analytics to inform decisions has quickened as well.

Much of the data-driven transformation across industries comes from internal data. Manufacturers optimize operations using Internet of Things (IoT) data. Analysis of customer transaction data informs everything from marketing strategies to inventory management. But internal data can only take you so far.

When you free internal data from silos and complement it with normalized, semi-structured alternative data, you gain valuable context: The “why” behind an emerging trend, the “who” in your supply chain that poses a regulatory or reputational risk, the “what” on the horizon that signals a competitive opportunity or threat.

What does it take to leverage data analytics to its full potential?

The right volume and variety of data. As Brent Dykes, author of *Web Analytics Action Hero*, writes, “Data is the basic building block of everything we do in analytics: the reports we build, the analyses we perform, the decisions we influence, and the optimizations we derive.”²

In this white paper, we look at the challenges and benefits of integrating third-party data into decisioning analytics and explore eight use cases that organizations worldwide can take advantage of to gain a performance advantage.

TOP BARRIERS TO UNLOCKING DATA- DRIVEN INSIGHTS

A photograph of a man with short dark hair, wearing a blue button-down shirt, looking intently at a laptop screen. The background is a blurred office setting with windows.

Extracting insights from data poses challenges for several reasons.

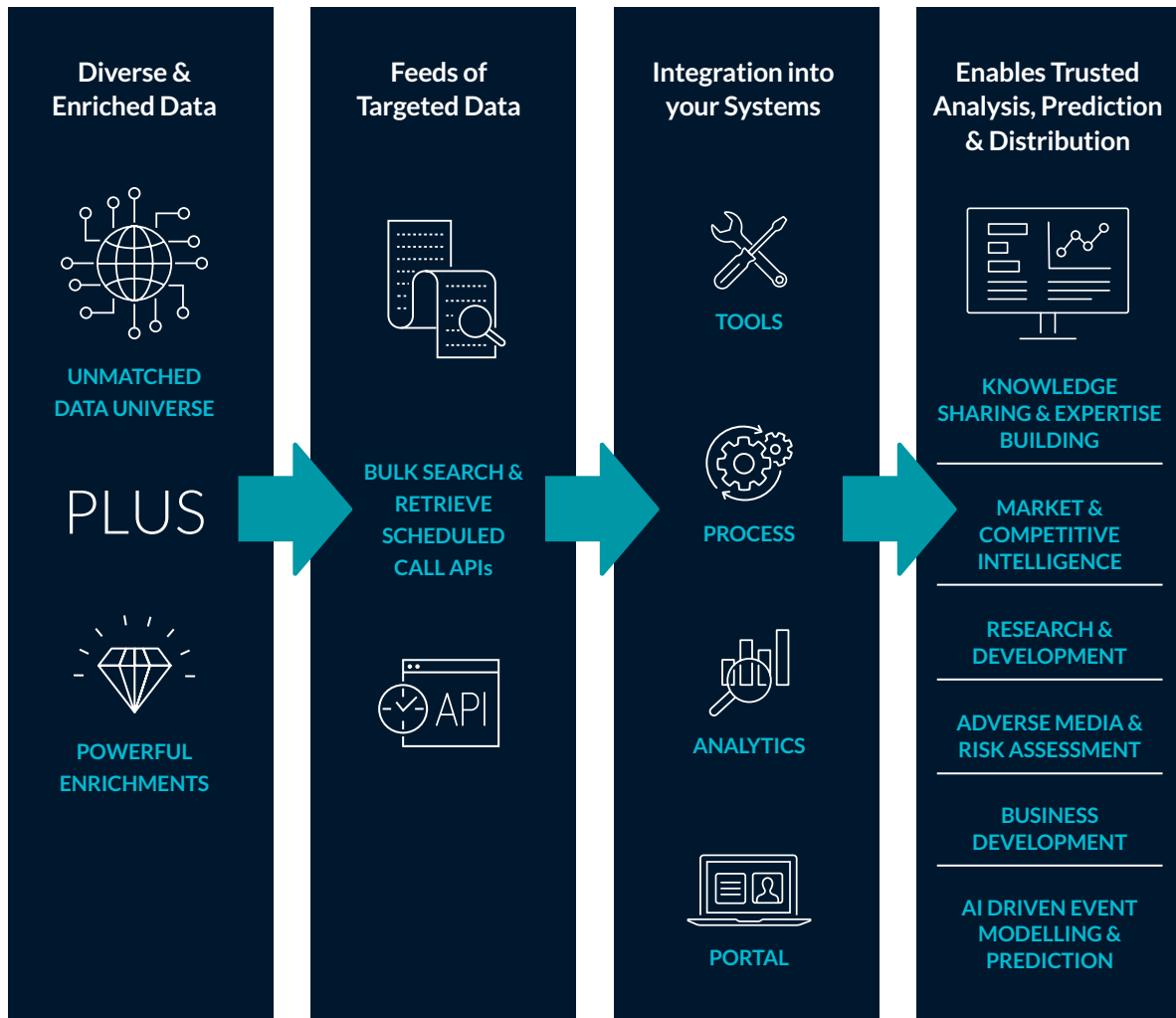
The sheer volume of data being generated can be overwhelming. By 2025, predicts IDC, the amount of data generated will rise to 175 zettabytes. For perspective, storing that amount of data on DVDs would create a stack of DVDs long enough to circle Earth 222 times.³ It's intimidating to say the least. Finding relevant insights in such an avalanche of data is nearly impossible.

In addition to volume, the inconsistencies in data format can lead to more wrangling than results. A survey in 2020 found that

data scientists spend up to 45% of their time on data wrangling.⁴ While that's a marked improvement from past estimates in the 70%–80% range, it is still time taken away from developing and deploying value-driving analytics.

Hiring competition adds to the challenge. Data scientists and other data-driven roles are in high demand and short supply. When you're unable to bring on more talent, you need to empower the talent you have with the best data possible.

How Nexis® Data as a Service Addresses Top Barriers



It starts with our diverse datasets, purposefully identified, licensed and aggregated to meet a wide range of use cases, including news, company and financial information, legal and regulatory data, patents data and other pertinent sources.

We put the data we ingest through a normalization and enrichment process that creates semi-structured data with index tags, metadata and other enrichments that saves your team hours of data wrangling. Enrichments also make it easier to slice and

dice the data so you can more quickly drill through high volume data and uncover what matters most to your organization.

Data feeds into your internal tools and processes through flexible APIs, allowing you to leverage the right big data directly in your internal tools and processes, including AI-powered analytics.

Empowered with timely, relevant data, your team can track your brand, market and competitors, identify risks and opportunities, and grow your business.

Today,
artificial intelligence
(AI) and machine learning,
fueled by data, is quickly becoming
a hugely transformative force in many
industries and markets. However, not every
company has the resources of an Amazon or a
Walmart that allow it to generate vast amounts of
proprietary, internal data from a customer base
of millions. Fortunately, external data can be
just as useful and has the advantage of being
readily available to just about anyone.”

~ **Bernard Marr**, business and technology futurist,
influencer and thought leader⁵

THIRD-PARTY DATA TO SUPPORT YOUR ANALYTICS STRATEGY

Data as a Service (DaaS) can help by delivering crucial datasets to complement internal data and provide useful context.

What Types of Third-Party Data Add Value?



NEWS

Global to Local
News, Blogs &
Social Commentary

- Adverse
Media



COMPANY

Company Data,
Financials &
ESG Ratings

- Company
Hierarchies
- Executive
Information &
Biographies



RISK

PEPs,
Sanctions &
Watchlists

- State Owned
Enterprises



LEGAL

Legal
Cases

- US Court
Dockets



PATENTS

Patents

MAXIMIZING USE OF THIRD- PARTY DATA

By integrating third-party data in analytics and other AI-powered applications, you can gain numerous advantages. Let's take a closer look at the top use cases.



Fuel Adverse Media Screening & Risk Assessment

No organization is immune to risk, a fact that has become even more apparent in recent years. A global pandemic, ongoing geopolitical volatility, and growing regulatory concerns have pushed risk management to the forefront. Reputational risks, including those associated with environmental, social and governance (ESG) expectations, continue to expand as well. This requires near real-time visibility into what's being said about customers, suppliers and other third parties that organizations depend on.

Indeed, many regulators have recommended or mandated adverse media screening as a

component of effective risk management strategies. So have industry organizations. Earlier this year, for example, the Wolfsberg Group—a collaborative comprised of 13 global banks—published guidance on using negative news screening to mitigate financial crime risk.

Using third-party data helps organizations strengthen key risk management processes with contextual data, from entity risk screening and due diligence to ongoing risk monitoring and predictive analytics that support proactive risk mitigation.

RISK MITIGATION

Bank Captures Comprehensive View of Third-Party Risk

With a presence in more than 50 countries, a global bank needed to streamline its risk management workflow including Know-Your-Customer checks, entity remediation and ongoing monitoring to satisfy anti-money laundering regulations worldwide. Because its sizable client base spans multiple jurisdictions, carrying out manual due diligence and adverse news monitoring was unsustainable in terms of time and cost.

Ingesting comprehensive adverse news data from 60,000 print, broadcast and web news sources using the Nexis® Entity Search API allows the bank to tailor queries to narrow results to the most relevant mentions. Results can be integrated with AI technology to accelerate identification of compliance issues, reducing exposure to regulatory, reputational, financial and strategic risks.

The bank has realized measurable benefits, including:

- Increased efficiency frees staff to focus on higher-value work.
- Faster onboarding improves client satisfaction while the bank begins earning money sooner.
- Surfaces adverse news that signal the need for enhanced due diligence.
- Allows for deeper risk analysis and prediction to proactively mitigate risk.

Implement Media Monitoring & Media Sentiment Analysis

No organization can afford to be in the dark about what's being said about its brands and competitors. And in the digital age, undertaking the task manually—and doing it well—is impossible. Artificial intelligence enables organizations to pinpoint what matters most from a never-ending flow of print, broadcast and web news, industry and thought-leader blogs, and social commentary.

RISK MITIGATION

By integrating near real-time media data in machine learning applications, predictive analytics and other artificial intelligence platforms, organizations can:

- Monitor brand health with sentiment analysis related to mentions of the organization, its brand(s), and competitors.
- Identify and analyze emerging trends that could pose a market opportunity or potential disruption.
- Stay on top of adverse media and develop proactive strategies for maintaining a positive image and mitigating reputational risk.

Internal data is invaluable for understanding customers, but third-party data brings added context to the table. This allows organizations ranging from major consumer brands to leading media outlets uncover the actionable intelligence needed to monitor their reputations and optimize marketing and sales efforts.

Enhance Market & Competitive Intelligence

When pursuing competitive intelligence, combining news and business data with other quantitative data sets allows for deeper analysis of data to better understand influential market forces. In addition, organizations can gain unique insights about competitor behaviors. For example, patents data can provide a line of sight into competitors' future offerings.

BRAND INTELLIGENCE

Social Insights Platform Integrates News to Keep Customers Better Informed

With customers around the world, a European information technology provider wanted to add value to its social media engagement platform. The challenge? The company needed international media coverage in multiple languages and the ability to quickly add niche market sources as customer needs evolved.

Frustrated by the need to source data from multiple providers, the company wanted a single pipeline of news coverage in local markets for the platform, which supports more than 180 languages. The company's marketing manager explains, "It's crucial that we provide our clients with a complete picture of what their brand looks like online. This means we can't miss out on mentions in news articles, magazines and reviews across national and local markets." After seeing the breadth and depth of coverage available from Nexis® Metabase, the company began ingesting the news sources customers need to stay current with the competitive landscape and make smart, strategic decisions. Noting "our service wouldn't be the same without it," the company is building customer trust in the relevance and quality of analysis and reporting from the platform.

Inform Investment and Portfolio Management

The Alan Turing Institute, a leading data science and artificial intelligence center in the UK, notes, "Outside of the technology sector, the financial services industry is the biggest spender on AI services and is experiencing very fast growth."⁶ Banks, financial institutions and investors rely on AI to understand consumer behavior, build statistical models, optimize portfolios, support algorithmic trading, mitigate risk and more. And that requires diverse data at high volume to keep pace with a dynamic, and at times volatile, marketplace.

Once again, internal data—which financial services organizations have in spades—is complemented by third-party data like news, company financials, and legal data. Not only can organizations stay alert to trends or potential disruptions, but they can explore consumer sentiment or track momentum on an expanding influencer in performance evaluations—ESG ratings and news.

FINTECH

European Start-up Leverages Alternative Data for Machine Learning, Knowledge Graphs

Some of the largest financial institutions and investors around the world rely on the organization's FinTech platform to manage \$1.5 Billion in global assets. But as a start-up, the company also needs the ability to scale up within budget.

Recognizing that news provides a rich source of data on legislative activities, corporate performance, mergers and acquisitions, and other market-moving events, the company turned to Nexis Data as a Service because of its data volume and variety, as well as its flexible delivery to meet current budget needs and evolve as those needs change.

The Nexis Metabase Filters API integrates customized data feeds of archival news and other data subsets into their platform, enabling its customers to quickly act upon data-driven insights.

Take Advantage of Event Modeling & Prediction

Alternative data is a great resource for discovering patterns and powering predictive analytics. News text, for example, can be analyzed to extract event patterns, such as stock market fluctuations on or around regulatory announcements.

In order to build reliable models for predicting future outcomes, however, organizations need a large quantity of data—historic and current—to train machine learning algorithms. Even more critical, perhaps, is tapping into enriched data. Data that is normalized, semi-structured and enhanced with metadata reduces the data wrangling required and speeds the time to insight because it is easier to refine the dataset to the most pertinent information.

ANALYTICS SaaS

Global SaaS Provider Delivers ESG Risk Analytics

Long before environmental, social and governance factors achieved its current level of recognition, a Software-as-a-Service provider with offices in the UK, US and Spain had identified sustainability as a key, non-financial consideration for measuring business success. Today, large enterprises around the world depend on this ESG risk analytics provider to inform their investments, supplier due diligence and more. The company depends on a wide variety of data sources to power its ESG risk analytics but was frustrated with the amount of wrangling required. It also wanted to improve filtering to identify ESG-related signals faster for clients across numerous industries.

Now, the company leverages Nexis Data as a Service, using a flexible API that delivers enriched, semi-structured data from 80,000 news sources. Scheduled data calls through the API, enable both in-depth analytics and on-going monitoring. The enriched data includes index terms and metadata, allowing the company to craft refined queries that drill through massive amounts of news data to pinpoint relevant ESG news.

Conduct Text and Data Mining for Academic Research

Data scientists, analysts and other data-driven roles are in high demand and short supply. As universities prepare students for their future careers, hands-on experience in text and data mining puts them on the right path. Universities can facilitate this by providing both the tools and the datasets students need to learn by doing. Researchers can use decades of news and company data to:

- Build and test simulation algorithms to predict trends based on newsworthy events or corporate performance
- Undertake semantic analysis of news coverage to research historical or present day environmental, social, and political issues
- Conduct graphical analysis to make big data more digestible when reporting findings

ACADEMIC RESEARCH

University Ingests Bulk News Data to Identify Trends in Political Discourse

After political scientists at an Israeli university teamed up to build a news monitoring system, data to fuel it was next on the list. The researchers needed a massive amount of data to train the system's machine learning algorithm to "see" patterns in political discourse over time.

Now, the university leverages decades of news from publishers around the world to validate and refine the system. The Nexis Data as a Service Bulk API gives the team flexibility to pull five years of data from all news sources or 45+ years from a single publisher. Alongside analysis of news from multiple agencies, countries and time periods, the team pulls from public records of political institutions, developing additional layers of understanding of trends related to events, political players, and voter values.

Reinforce Development Strategies with Big Data Insights

Data for development spans a wide range of needs. Companies can track and analyze innovation in their market to enhance R&D, support application and product development, identify growth opportunities through mergers and acquisitions, explore sales trigger events, and other business development activities. News, financial, legal, and patents data can be especially useful in driving actionable insights into emerging trends, spotting threats or opportunities, and keeping decision makers informed.

MANUFACTURING

Consumer Goods Giant Dives into Data to Stay Alert to Competitor Moves

With manufacturing operations in 13 countries and product marketing in more than 100 countries, a North American consumer goods manufacturer (CGM) had built an AI-powered early warning system to analyze and predict product and services being developed by top competitors. The company wanted to avoid the time and expense of aggregating data from multiple sources.

After starting with bulk delivery of news and company data from Nexis Data as a Service, the company has since added legal, regulatory and patents data to gain further insights into the competitive landscape and enable proactive strategies to grow the business.

Expand Knowledge Sharing & Expertise Building

Mountains of data have very little value if the information isn't shared with the right people, at the right time. With third-party data as a service, organizations can deliver news and other relevant information to stakeholders across the business—when and where it's needed.

A company can, for example, serve up industry news and media coverage of competitors on an intranet to inform marketing, sales, product development and other teams. Likewise, news about timely topics can be added to newsletters or reports for leadership teams. Or, the data can fuel internal tools, enabling analysis of historical and current data to inform strategic decisions.

INFORMATION TECH

Knowledge platform developer seeks out high-volume data for AI-powered analysis

A London-based AI-tech provider to defense, national security and commercial enterprises needed aggregated data from multiple sources to provide information at the speed and scale required by its clients. Because the company serves government agencies, it also needed to ensure the information met necessary legal credentials.

With the topics of interest varying widely across its client base, the company needed a data provider that covered reputable sources from around the world. Based on source variety and data volumes, Nexis® Data as a Service met five key standards of information quality set by the organization:

- Completeness
- Timeliness
- Relevance
- Accuracy
- Reliability

Now, the company's intelligence analysts have fast, reliable access to specialized and local information. They also benefit from being able to reference multiple sources to more easily separate misinformation and fake news from truly relevant information.

LEVERAGING DATA DELIVERS REAL PERFORMANCE ADVANTAGES



As the use cases demonstrate, organizations that take advantage of third-party data realize measurable benefits. Five years ago, a McKinsey survey on AI adoption found that only 20% of organizations were using AI in a least one business area.⁷ That figure climbed to 58% by 2019. While AI adoption dipped 8% in the wake of the 2020 pandemic and recovery, it will doubtless continue to grow with 63% of organizations expecting to increase investment in AI initiatives over the next three years. McKinsey is not alone

in this prediction. Others view AI adoption as an imperative too.

Whether you need data for uncovering insights to protect your reputation or to power predictive analytics and other AI endeavors, Nexis Data as a Service delivers. The chart below details the datasets available through Nexis Data as a Service and which use cases benefit from complementing internal data with the context and insights offered by these datasets.

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Ultimately, the companies that can't take full advantage of AI will be sidelined by those that can—as we already see happening in several industries, like auto manufacturing and financial services. The good news is that over the past year many companies (even firms with limited analytics capabilities) have begun developing the skills required to capture AI opportunities, as the Covid-19 crisis forced them to alter the way they did business almost overnight.”

~ Harvard Business Review⁸

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Relevant Datasets By Use Case

Data Types	Consulting & Other Professional Services	Technology	Financial Services	Industrial & Manufacturing	Media	PR & Marcom	Academic Research
General Print, Broadcast & Web News	✓	✓	✓	✓	✓	✓	✓
Industry & Thought Leader Blogs and Social Commentary	✓			✓		✓	✓
Adverse News			✓	✓	✓	✓	
ESG News	✓	✓	✓	✓			✓
Company Data, Financials and ESG Ratings	✓	✓	✓	✓	✓	✓	✓
Company Hierarchies	✓		✓		✓		✓
Executive Information and Biographies	✓		✓		✓	✓	
PEPs, Sanctions and Watchlists		✓	✓	✓			
State Owned Enterprises		✓	✓	✓	✓		
Legal Cases			✓	✓	✓		✓
US Court Dockets			✓	✓	✓		✓
Patents		✓		✓			

Why Nexis® Data as a Service?

Nexis Data as a Service helps accelerate your time to insight. We don't just offer source variety; we provide the high volume needed for in-depth analysis. And our expansive datasets are just the beginning.



News

36,000+ licensed and **100,000+** total sources of news in **37** different languages from **200+** countries, including a news archive that goes back **45+** years for some sources.



ESG Ratings

ESG Ratings for **30,000** companies in Europe, Asia, and North America from CSRhub, which aggregates ratings from **10** of the premier socially responsible investment (SRI) analysis firms and over **600** nongovernmental organizations (NGOs), government agencies, and more.



Social Commentary

2.7M+ web / social media sources including industry and thought leader blogs in **37** different languages from **200+** countries.



Legal Intelligence

50K legal sources including global courts, legal journals and more.



Company Intelligence

400M+ company intelligence records, **100M+** beneficial ownership records and financial stability data on **262M+** companies.



Politically Exposed Persons

1.5M profiles of PEPs, their family members, and close associates.



Sanctions

1,400+ sources of domestic and global sanctions, watchlists and blacklists



Biographical Data

150+ sources of information on top executives, board members and other people of interest.



Patents

Data on patents and intellectual property from **100+** patent authorities worldwide.



MORE SUBJECT AND INDUSTRY TAGS THAN OUR COMPETITORS

Enrichments that add value to data

We deliver semi-structured, normalized data to reduce wrangling. In addition, our proprietary LexisNexis® SmartIndexing Technology™ is a rule-based, automated classification system that analyzes and tags data for relevant subjects, industries, companies, organizations, people and places.

- **Article & Entity Sentiment Tags:** Search by overall article sentiment and sentiment detected on mentioned entities or a person, allowing you to focus in on articles with negative sentiment on a company.
- **Key Article Metadata:** Search by article date, title, author, length, and load date so you can narrow results to all articles by a particular author.
- **Key Financial Identifiers:** Refine searches using industry codes (NAICS and SIC), as well as Information about public companies mentioned, including the stock symbol and trade exchange.
- **SmartIndexing Subjects & Industry Tags:** Search for articles on a specific industry or filter for business news by excluding celebrities or sports.
- **SmartIndexing Places, People, and Companies** Search for articles about a newsworthy individual.

These enrichments and other applied metadata allow you to filter out the noise in big data, making targeted data calls that yield relevant results. Enrichments vary depending on the dataset.

APIs to deliver data the way you need it

Intuitive, flexible APIs connect you to our incomparable collection of current and archival news, company, legal, regulatory, and patents data.

SEARCH & RETRIEVE APIs

Want the flexibility of pre- and post-search filters for refined data delivery? Our search and retrieve APIs deliver, with the option to set up auto-retrieval of data on a scheduled cadence.

- Nexis® Metabase Search
- Nexis® Metabase Filters
- Webservices API (WSAPI)
- Nexis® Entity Search API
- LexisNexis® IP DataDirect
- LexisNexis® PatentSight®

BULK APIs

Need large volume data for historical analysis, predictive modeling or training algorithms? Our bulk APIs can deliver decades of semi-structured news, legal and regulatory content.

- Nexis Metabase Firehose
- Metabase Archive
- Bulk API
- LexisNexis IP DataDirect – Bulk
- LexisNexis PatentSight
- OpenCorporates Bulk API

Developer's Portal for exploring your API options

Designed for easy access, the LexisNexis Developer's Portal includes a section on "Choosing the right API" that guides you through the content types and research needs to determine the best suited APIs for your use case. In addition, it gives registered users access to our data delivery options, documentation on our APIs, sample schema and sample code.

¹ "The Future of Decisions," Gartner. January 2022. Accessed at: <https://www.gartner.com/en/information-technology/insights/data-analytics>

² Dykes, Brent. "31 Essential Quotes on Analytics and Data," Analytics Hero. October 25, 2012. Accessed at: <http://www.analyticshero.com/2012/10/25/31-essential-quotes-on-analytics-and-data/>

³ Reinsel, David; Gantz, John; Rydning, John. "Data Age 2025," IDC. November 2018. Accessed at: <https://www.seagate.com/files/www-content/our-story/trends/files/idc-seagate-dataage-whitepaper.pdf>

⁴ Woodie, Alex. "Data Prep Still Dominates Data Scientists' Time, Survey Finds," Datanami.com. July 6, 2020. Accessed at: <https://www.datanami.com/2020/07/06/data-prep-still-dominates-data-scientists-time-survey-finds/>

⁵ Marr, Bernard. "Why External Data Is So Important For Every Business," Bernard Marr & Co., April 11, 2022. Accessed at: <https://bernardmarr.com/why-external-data-is-so-important-for-every-business/>

⁶ Buchanan, Bonnie G., PhD, FRSA. "Artificial Intelligence in Finance," Alan Turing Institute. March 27, 2019. Accessed at: https://www.turing.ac.uk/sites/default/files/2019-04/artificial_intelligence_in_finance_-_turing_report_1.pdf

⁷ "The state of AI in 2022—and a half decade in review," McKinsey & Company. December 6, 2022. Accessed at: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-in-2022-and-a-half-decade-in-review>

⁸ Fountaine, Tim; McCarthy, Brian; and Saleh, Tamim. "Getting AI to Scale," Harvard Business Review. May-June 2021. Accessed at: <https://hbr.org/2021/05/getting-ai-to-scale>

Ready to use third-party data to enable decision-makers across your enterprise?

Talk to a Nexis® Solutions data specialist to learn more and arrange access to the Developer's Portal.

LexisNexis.com/DaaS or call **1-888-466-3947**