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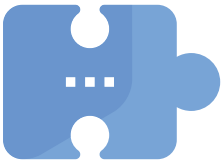
# The Value of Artificial Intelligence for Horizon Scanning

## Transform weak signals into actionable insight

Traditionally, Horizon Scanning has been used by governments to support areas like healthcare and the military, etc., but in the last few years, organizations in many sectors (Pharma, Oil & Gas, Financial Services, Manufacturing) are adopting it to help them identify early signs of future impacts and opportunities in an increasingly unpredictable world.

In this context, being able to take full advantage of all of your information assets is no longer optional, but mandatory.

Unused information, intelligence and analytics—stored in internal silos, present in external sources, or lost in the noise of typical internet information streams—have the potential to put every area of the business at a disadvantage, especially when it comes to decision making.



Here are just some of the enterprise challenges that expert.ai Horizon Scanning can identify:

- What are the most probable key drivers of change that impact my business?
- How can we manage so much data and identify threats before it's too late?
- Are any of our suppliers or partners experiencing financial difficulties?
- Can the latest research and studies help us create a new product?
- How can we track our competitors and anticipate what they may do in the future?
- Are our legal documents in compliance with the recent changes in regulatory law?
- How can we extract insight from data to improve engagement with customers?
- What does this new trend mean for our business?




## How Hybrid AI can help

The amount of unstructured data available today is both massive and ripe with promise, a potential that can only be realized with advanced technology that is able to acquire, understand, process, distill and correlate the language data it contains.

This is where AI technology can offer tremendous support, providing business processes with actionable information and the most comprehensive view of the market to support decision making, with proactive monitoring capabilities that identifies connections between targets as data emerges, in multiple languages. This is the expert.ai Platform.

Expert.ai technology can address a broad set of complex use cases that rely on language data, with great accuracy, explainability and scalability.

Thanks to a unique combination of symbolic AI approach, machine learning and Large Language Models, the expert.ai Platform leverages different techniques to ensure maximum performance for each use case. It does more than just bring all of your data together: it delivers the right information to the right people at the right time.

By seamlessly combining vast amounts of data from multiple sources and turning it into a distilled set of insight that is immediately actionable, we help you gain a competitive advantage. We offer seamless integration with your existing BI, ERP and other data management platforms to guarantee maximum business value.

## Designed for your data sets and use cases

Whether you prefer to start small with a single use case or deploy for multiple projects, the expert.ai Platform easily scales to cover all of your information streams and repositories and the requirements for your most important projects.

### Monitor markets & competitors

#### Business needs

- Identify the right information at the right time
- Monitor competitors and market trends
- Track weak signals to anticipate events

#### Our solution

Expert.ai helps enterprises collect information from vastly different sources, define classes of events that could become an alert, and track related signals as events shift or escalate. Build a 360-degree view of customers and competitors and inform better investment decisions with real-time Intelligence to optimize asset allocation and investments.



## Mitigate operational risks

### Business needs

- Identify risks from third parties and external events
- Protect against damage to assets, legal or financial liabilities, operational threats and reputational damage
- Detect abstract patterns and relationships that have a high indication of risk

### Our solution

Expert.ai can help organizations mitigate or completely avoid these risks thanks to a deep and wide analysis and automatic classification of thousands of data sources and millions of documents from a variety of sources, extracting only the relevant information. It can provide rich insight from social media to identify trends and detect risks.



## Ensure compliance & efficiency in operations

### Business needs

- Keep pace with regulatory changes
- Maintain regulatory content repositories
- Monitor evolving compliance and regulatory requirements

### Our solution

By collecting and analyzing external and internal information, the expert.ai Platform improves the ability to detect, analyze and manage regulatory changes and minimize their impact on the business. While reducing administrative costs, expert.ai can ensure compliance and improved efficiency in the due diligence process.




## Improve the customer experience

### Business needs

- Monitor and capture customer data from internal and external sources
- Leverage unfiltered customer opinions from social media and other sources for a new level of customer intelligence
- Extract insight from customer communication streams to integrate in the CRM and other systems

### Our solution

Expert.ai helps organizations leverage an understanding of what a customer is saying, in the way they are saying it, to improve all of your customer-centric and interactive processes. Combining data from different sources, expert.ai allows more targeted marketing campaigns, more contextually appropriate customer service and higher customer satisfaction.




## Business needs

- Monitor market changes, scientific literature, industry studies, patents and key experts
- Provide real-time access to breaking information to support decision making and innovation strategies

## Our solution

The expert.ai Platform extracts, selects and correlates strategic information from millions of data sources, helping organizations save time spent on collecting data, making the information accessible to every decision-maker and discovering insights useful for driving innovation.

expert.ai

**About us**

Expert.ai (EXAI:IM) is a leading company in AI-based natural language software. Organizations in insurance, banking and finance, publishing, media and defense all rely on expert.ai to turn language into data, analyze and understand complex documents, accelerate intelligent process automation and improve decision making.