The Insight Company

Unlock the Power of Your Data

2022

About Squirro

Squirro is a leading provider of Augmented Intelligence solutions for search, analysis and interpretation of unstructured information. Squirro's unique technology marries Artificial Intelligence, Machine Learning and Predictive Analytics, empowering organizations to transform enterprise data into AI-driven insights.

FOUNDED
2012

OFFICES IN
Singapore, Zurich, Munich, London & New York

Squirro's Technology, paired with subject-matter experts' industry knowledge, enables us to deliver excellence to customers at every step of the digital transformation journey. Squirro is proud to serve a broad range of clients in the public sector, financial services and manufacturing.

SQUIRRO'S CUSOMTERS INCLUDE:

standard chartered	BANK OF ENGLAND	DEUTSCHE BUNDESBANK EUROSYSTEM	radicant
HM Revenue & Customs	EUROPEAN CENTRAL BANK	CANDRIAM A NEW YORK LIFE INVESTMENTS COMPANY	Ansys
NatWest	SRG SSR	Henkel	armacell
helvetia	VALIDUS RE	SVIT SCHWEIZ	

MARKET RECOGNITION:

swiss safety center
ISO 27001
certified system

2021
GARTNER
MAGIC QUADRANT
FOR INSIGHT ENGINES
VISIONARY

FORRESTER WAVE
COGNITIVE SEARCH
STRONG PERFORMER
Q3 2021

SG:D
ACCREDITED

Mission & Vision

Enterprise data is broken: great efforts are put into capturing data, which are hardly used afterwards. Even retrieving information takes a tremendous amount of time and effort.

This enterprise data – hidden away in different systems – holds valuable information, spanning from the first signs of customer churn to crucial information on investment deals or competitors and so much more. All of this information can empower your employees to do more with the data they have.

Our vision is nothing less than to end the Era of Search and pave the way for an Era of Insights.

Instead of you having to look for the information, the right insights come to you at the right time – automatically.

We use cutting-edge technology in the field of AI to augment human intelligence and take it to the next level. At its core, our solution provides an intelligent augmentation layer which makes smart people even smarter.

Our Core Services

Our Scalable Insight Engine unsilos, connects and synthesizes all data types and generates highly valuable information.

Our solutions enable a seamless, and bespoke insights experience that helps organizations save time, increase quality as well as revenue, reduce costs and risks, and speed up time to market.

With Squirro's Insight Engine, we provide out-of-the-box best-of-breed search solutions based on natural language processing (NLP), which ensure maximum relevance of results with custom visualization.

On top of search, we deliver industry-specific solutions and pre-trained models for financial services, professional services or manufacturing.

These solutions combine the power of our Insight Engine with the AI Studio and Cognitive Search to provide function-specific solutions for sales, marketing, service, risk, operations, and IT.

We achieve that by marrying data from any source, for example, public data, private data (behind a firewall or log-in, such as SharePoint), professional data (paid, what we call premium) and personal data (emails, notes, bookmarks etc.) – with your intent, and context to intelligently augment decision-making – right when you need it.

The Platform

Insight Engine

The Squirro Insight Engine is a scalable platform that connects, unsilos, indexes and enriches any data. It turns unstructured data into meaningful and actionable insights in three simple steps: Gather, Understand and Act.

GATHER

Unify and transform any type of data with a focus on unstructured data. In this step, we enrich and relate data, i.e. we make it computable.

UNDERSTAND

Develop a computational understanding of data by applying proprietary AI and Machine Learning technologies.This step encompasses cognitive insight detection, including analyses of content, intent and sentiment as well as anomaly & trend detection.

ACT

Generate recommendations and automate workflows, which can be fully integrated into existing workbenches like Salesforce, MS Dynamics, ServiceNow, and more.

Cognitive Search

Cognitive Search is an AI-based enterprise search with self-learning algorithms to enhance relevance. It combines advanced text classification and NLP to deliver results based on intent and interest. In addition, it provides unified search across all customer data stored on any platform.

AI Studio

Squirro's AI studio provides state-of-the-art proven frameworks and methodologies, which ensure an effective and efficient handling of AI models from prototyping to production used by data scientists and citizen data scientists alike.

The Insight Solutions

On top of the basic service offer outlined above, our Augmented Intelligence solutions can be tailored to function-specific areas such as sales, marketing, service and audit / risk management.

Sales Insights

Squirro Sales Insights enables your sales teams to identify new leads, recognize upselling and cross-selling opportunities faster, build strong relationships with their customers, and know everything that is happening in the market. This allows you to have an intimate understanding of markets and customers in real-time, embedded in any CRM.

Marketing Insights

Helps marketing professionals to develop a thorough understanding of their work environment, delivering real-time insight on product, brand, competitors, content, market trends, and much more. This allows you to improve your messaging, positioning, and promotions with more strategic, AI-driven marketing insights.
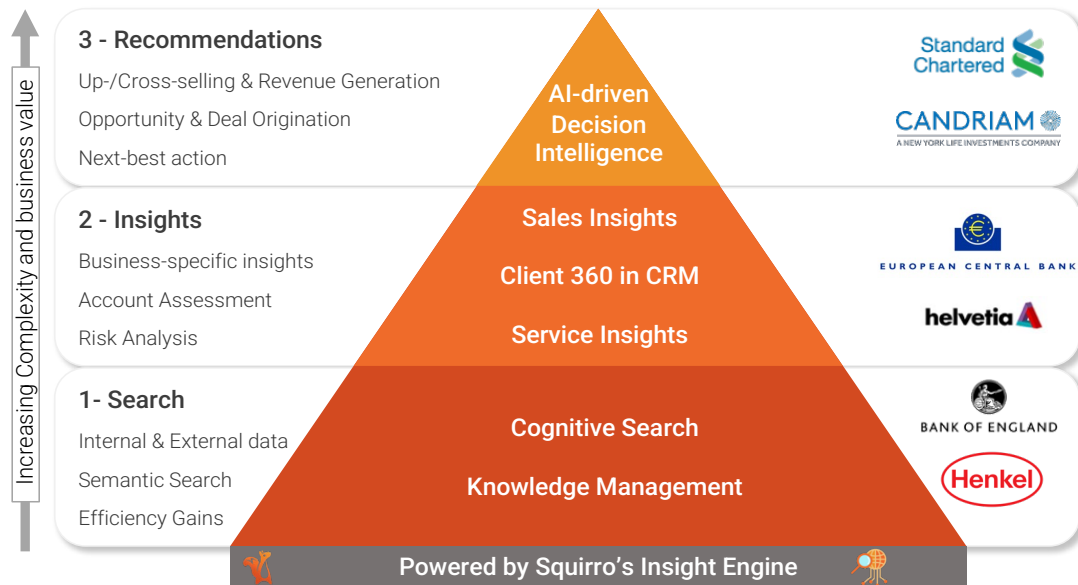
Service Insights

Collects and analyses data from multiple sources, including service desks and configuration databases, to provide a real-time view of what really happened. Squirro's Insight Engine analyzes data to detect trends, identifies anomalies and even predicts potential issues. The ML classification service automates service ticket clustering and recommends the right resolution resources.

Risk Insights

Augments analytical capabilities in risk management, audit and compliance by effectively assessing, managing, and mitigating risks. Our Risk Insights solution provides a more informed and strategic view of all risk and allows you to react to emerging risks facing the business in real-time through a user-friendly client dashboard.

The Squirro Insights Journey

Increasing Complexity and business value

3 - Recommendations
Up-/Cross-selling & Revenue Generation
Opportunity & Deal Origination
Next-best action

2 - Insights
Business-specific insights
Account Assessment
Risk Analysis

1- Search
Internal & External data
Semantic Search
Efficiency Gains

AI-driven Decision Intelligence

Sales Insights
Client 360 in CRM
Service Insights

Cognitive Search
Knowledge Management

Powered by Squirro's Insight Engine

Standard Chartered
CANDRIAM — A NEW YORK LIFE INVESTMENTS COMPANY
EUROPEAN CENTRAL BANK
helvetia
BANK OF ENGLAND
Henkel

1- Search

- Squirro enables search to all your internal and external data while integrated into your existing IT infrastructure and workflows.
- For knowledge management, Squirro leverages a knowledge graph to understand the user's search intent better.
- Cognitive Search provides contextual and timely notifications about new content and enables your employees to stay informed and work efficiently.

2 - Insights

- Squirro's technology provides you with business-specific and actionable insights.
- Squirro's Insight solution provides 360° dashboards, account assessment tools and contextualised business-relevant signals.
- Leveraging Squirro's AI Studio, business analysts and citizen data scientists may easily validate their own classification models or collaborate with data scientists to build the most accurate AI models for their use case.

3 - Recommendations

- With Squirro's AI-driven search and insights generation in place, you may augment decision-making and provide the right recommendations for your business.
- Squirro Sales Insights boosts your revenue generation by automatically highlighting up-and cross-selling opportunities.
- You can easily customise your own models, forming personalised recommendations for your own workflow.

The Academy & Our Podcast

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Advance Your Skills

Squirro aims to ensure that everyone who uses our tools can develop a variety of new skills and knowledge-based perspectives.
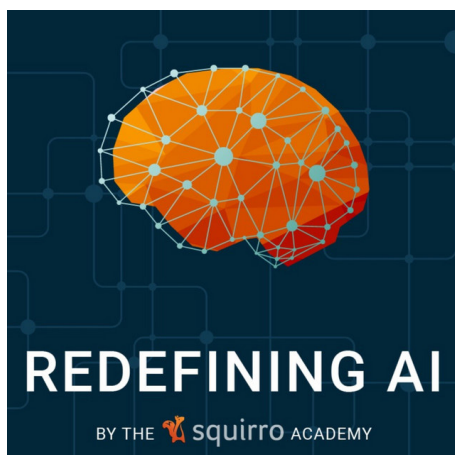

To access Squirro Academy visit: **learn.squirro.com**

The Squirro Academy offers specialized online courses that have been academically designed to deepen product insight, knowledge transfer, skill development as well as peer and self-directed learning.

The Squirro Academy enables customers and partners to use and maintain Squirro services on their own and acquire the right knowledge or project-specific tools as the need arises.

The Squirro Podcast: REDFINING AI

Redefining AI is a podcast hosted by the Squirro Academy. The podcast focuses on key narratives and discussions that drive digital innovation and help people understand Artificial Intelligence, Machine Learning, Cognitive Search, Insight Engines and the Insights Era.

Visit **www.squirro.com/podcast/** for more information.

Or listen to it via Spotify, Apple Podcast, Google Podcast or Stitcher right away!

Technical Features & Considerations
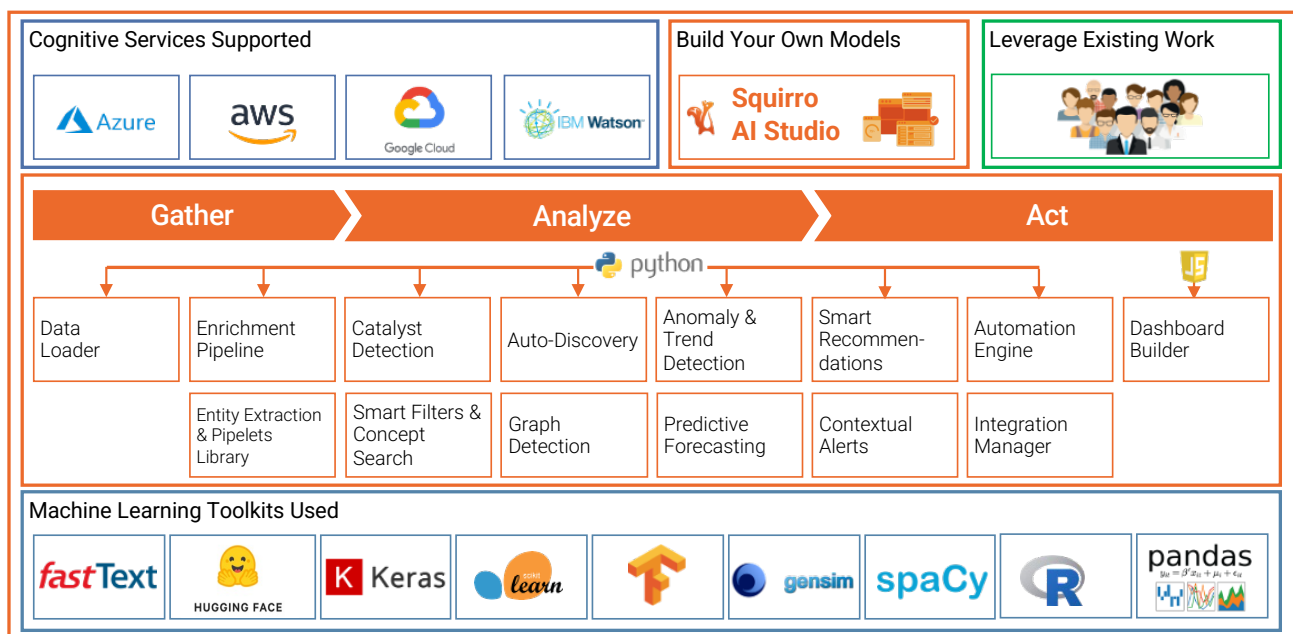

Deployment

Our solution is pre-configured and ready to be deployed on a public or private cloud or in an on-premise setup.

Integration

Ready for stand alone use or easily integrated into your current workbench — without the need for help from IT professionals or time-consuming and costly implementation.

Squirro supports all state-of-the-art ML frameworks and libraries; it works with the most popular languages and supports new and current models provided by these libraries. You can find an overview of our technical capabilities below:

Overview of supported ML frameworks and libraries.

What Our Customers Say

Bank of England

The Bank of England faced the challenge of a growing amount of information. On top of that, the existing document management system did not enable successful and fast search queries, or appropriate conversion of documents into formats for easy calculation and visualization. Squirro developed table extraction functionalities, and deployed machine learning workflows to allow the users to quickly filter documents and receive search results based on user intent. This increased the bank's search efficiency greatly, resulting in highly positive user feedback.

"Squirro Cognitive Search (…) helps us find and use our information in a way that is just so insightful, and from contract award to go-live it was only nine months, which is quite unprecedented for us. We rolled it out, it went very well, and users love it."

HELEN PACKARD, DIGITAL TRANSFORMATION LEAD, BANK OF ENGLAND

Standard Chartered

Standard Chartered Bank aimed to become fit for the future by reducing technical debt, boosting digital transformation and making its business more adaptive, creative and resilient. With Squirro, Standard Chartered was able to accelerate co-innovation and support the bank's digital transformation process. They were also able to work in an agile manner to discover business needs, translate them into solutions, and have a short feedback cycle for continuous improvement. Additionally, Standard Chartered was able to partner in novel ways – in one case, a small startup; in another, a behemoth banking group, plus an agile professional service company – to deliver innovation together.

"The Insights solution is a good example of how we are leveraging technology, and FinTech partnerships to co-create innovative analytics capabilities to enable our frontline teams to have better conversations."

BIRESHWAR DASGUPTA, GLOBAL HEAD, DATA SOLUTIONS, DCDA, STANDARD CHARTERED BANK

Armacell

Armacell uses Salesforce as its CRM, but the company wanted to become a true game changer and pioneer. Squirro offered Armacell a great opportunity to do so by accelerating their Salesforce with actionable insights, extracted from all of Armacell's available data. This enables Armacell to continuously be ahead of the market and stay connected to the frontline.

"Squirro is a Swiss company, and there is nothing better than Swiss precision. With its powerful augmented intelligence, the tool delivers vast insights and trends gathered from our Salesforce data. This allows us to be more customer-centric and benefit from far more effective trend analysis."

CIRO AHUMADA, VP OF AMERICAS, ARMACELL

HMRC

HMRC digitized its services with the goal of being more time-efficient and cost-effective, as well as using fewer resources. But they needed further information on how to improve this newly introduced process so that they could replace the old call center approach. Squirro helped them to analyse vast amounts of unstructured data pointing them to improvements.This enabled HMRC to position itself as a leading digital organization within the UK government, with taxpayers able to deal with their tax affairs online and 24/7.

"We swiftly came to rely on Squirro as part of our day-to-day role. It is so intuitive to use, we were all up and running with it almost immediately and could tailor it to suit our specific needs. We found it straightforward to draw meaningful insight, and its clean interface meant that insight was delivered in a way that was clear and convenient."

ANTHONY NARAIN, DATA INSIGHT STRATEGY LEAD, HMRC

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swiss safety center
✠ ISO 27001 ✓
certified system

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ABOUT SQUIRRO

Augmented Intelligence solutions for search, analysis and interpretation of unstructured information, which was recognized as a "Visionary" in the Gartner Magic Quadrant for Insight Engines. Squirro is an ISO 27001 certified company.

Thanks to its unique technology, marrying AI, Machine Learning and Predictive Analytics, Squirro's solutions deliver measurable results for its customers in the form of revenue and efficiency gains, reduced risks and cost, as well as faster time to market.

Founded in 2012, Squirro is a fast-growing company with dedicated teams in Singapore, the United States, Great Britain, and Switzerland.

Some of our customers are European Central Bank, Bank of England, Standard Chartered, Candriam and Henkel, among others.

Further information can be found at https://squirro.com or contact@squirro.com

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