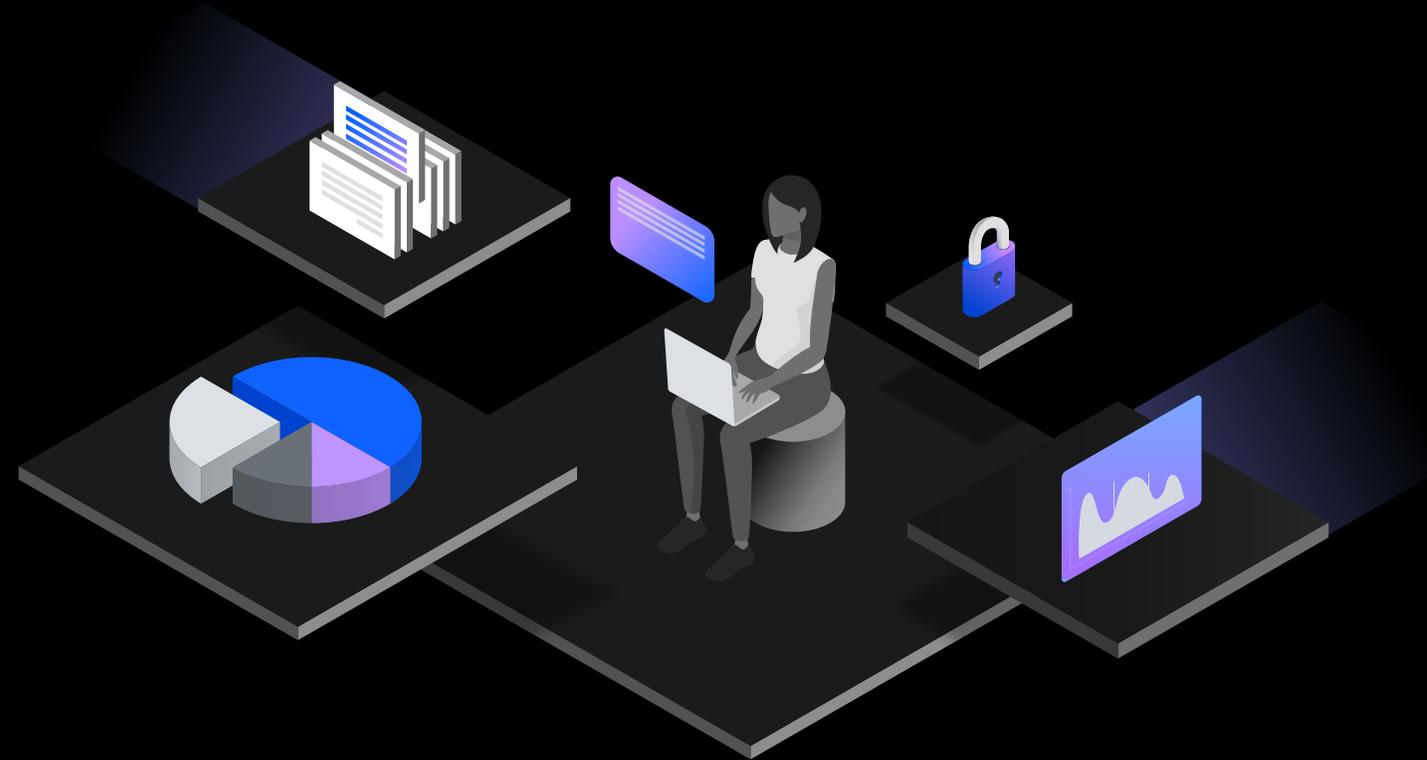# Empower financial markets employees to make better decisions faster

Help improve employee and customer experiences by augmenting workflows with actionable information

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AI-powered financial document insights

Despite nonstop regulatory framework changes, exponential growth of digital documentation, new competitive forces and market fluctuations, people working in the financial markets space are under immense pressure to continually increase revenue for clients.

Access to the latest market information is pivotal in empowering fund managers, traders and corporate banking roles to make consistent and informed decisions. The time-consuming process of extracting insights from documents means that employees can spend more time looking for the right information than taking action.

Key information for monitoring business, responding to regulatory inquiries and reacting to market conditions resides in various documents— client records, monetary policy changes, news reports and organization profiles— scattered across multiple systems. As a result, both employee and customer experiences suffer.

With IBM Watson Discovery, financial service providers can automate the manual process of finding and reviewing large complex documents. Employees can use the technology to apply intelligent document processing to help automatically identify relevant content for decision-making in different formats such as PDF, PowerPoint, Word, Excel, images, webpages and specialized document types like contracts, purchase orders and invoices. Equipped with natural language processing (NLP), Watson Discovery can also understand financial markets-specific language within private, licensed or public information sources.

By augmenting employees with IBM Watson Discovery, financial institutions can:

Get information, answers and insights quickly

Improve customer experiences

Make more confident, data-informed decisions

Help prevent fraud and limit risk

Increase employee productivity

Reduce human error

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Watson Discovery features

With Watson Discovery, existing non-technical employees can take advantage of AI models based on the nuanced language of their job function to help make better decisions faster.

Watson Discovery can help eliminate information silos and find information from diverse sources with the following features:

– **Retrieve answers:** Ask questions in natural language and get concise answers in context sourced from long, complex documents

– **Understand document structure:** Get insights from industry-specific documents with complex structures, such as client information records, billing statements and document types like PDFs, tables and charts using the intuitive smart document understanding training tool

– **Find patterns and trends:** Identify hidden anomalies and relationships in data such as customer feedback, product issues and documented cases of fraud using content mining

– **Recognize industry specific language:** Build a custom dictionary that understands language specific to your insurance business and get recommendations for similar terms without need for additional software

3,000 clinical trials related to COVID-19 treatments, tests and vaccines spotted as early investment opportunities by analyzing information on the FDA's website and industry reports.[1]

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AI in action: Investment research

When researching assets, asset classes, regions or a particular industry, investment analysts don't have enough time to find the latest updates for evaluating market developments and completing valuations.

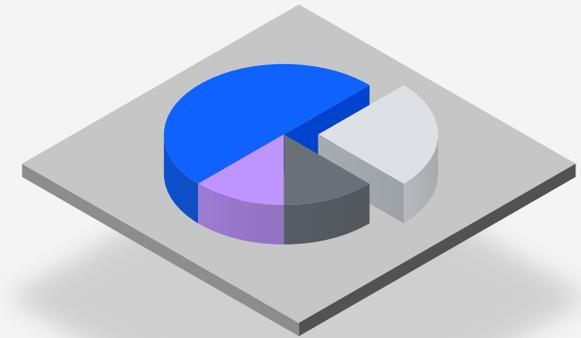Investment analysts can augment workflows with Watson Discovery to help analyze:

– **External reports:** Reveal possible sentiment changes across regulatory filings, monetary policy changes, economic reports and political events

– **Internal reports:** Inform position recommendations based on patterns and trends from customer presentations, earnings call transcripts, press releases and other sources

– **Financial magazines:** Identify the latest financial trends and direction of the market in publications like *Barron's, The Economist and Bloomberg*

Benefits

Teams can quickly research organizations and craft detailed valuations:

– Automate research to streamline valuation workflow

– Help eliminate bias in investment decisions

– Identify patterns for proactive actions

– Decrease profile creation and data management costs

"In today's markets, investors need strategies that can keep up with the growing amount of data generated each day. EquBot created a platform with Watson Discovery, which analyzes over 20 years of structured and unstructured data."[2]

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AI in action:
Trade support

Whether they deal in securities or stocks, traders spend a lot of their time researching potential investments and personalizing trade decisions based on each client's spending habits and portfolio. Factoring in regulatory risks and maintaining objectivity when assessing popular stocks further complicate a trader's decision.

Traders can augment workflows with Watson Discovery to help analyze:

– **Regulatory documents:** Access information quickly by using answer retrieval to pull up relevant records

– **Disclosure documents:** Gain insights from data inside annual information forms, annual and quarterly financial statements and prospectuses

– **Social networking and public data:** Help ensure consistency across transactions by reviewing data submitted by both parties

– **Breaking news documents:** Identify emerging trends that impact trading strategies using natural language processing

Benefits

Traders can improve strategies and ROI:

– Make post trade tax operations more efficient

– Reduce costs related to remediation and human capital services

– Improve tax compliance through increased automation

– Reduce regulatory violations of trade

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AI in action: Client relationship management

Portfolio and fund managers struggle to find an up-to-date, consolidated platform to help inform personalized position recommendations and serving clients quickly based on pending transactions, market research and current pricing.

Portfolio managers can augment workflows with Watson Discovery to help analyze:

– **Organizational and client profiles:** Find critical client information or answers within multiple documents simultaneously

– **Economic and news reports:** Identify patterns in historical data to spot potential opportunities and trends that signify a worthwhile investment

– **Monetary policy changes and political events:** Surface key information like possible regulatory changes or administration approval ratings using natural language search

Benefits

Portfolio managers can make recommendations with a client-centric perspective:

– Automate research for faster insights

– Identify patterns to spot trends early on

– Respond to client inquiries quickly

– Justify next-best action with robust information
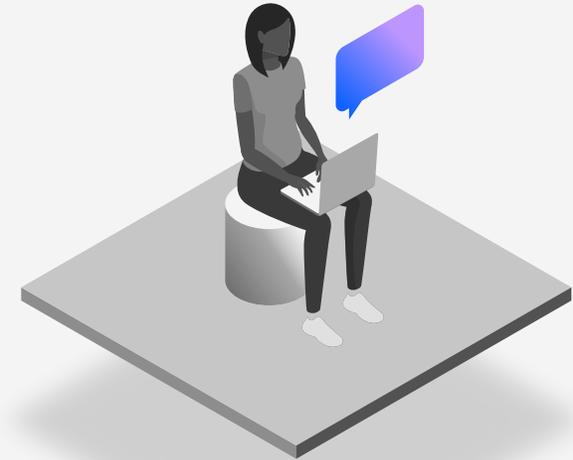
AI in action: Regulatory compliance

Chief compliance officers and their teams are overwhelmed with disparate records and evolving regulatory requirements to ensure that the firm, and its representatives, comply with securities laws.

Compliance teams can augment workflows with Watson Discovery to help analyze:

– **Regulatory documents:** Scan through regulations and produce a consolidated view of the rules that firms should comply with

– **Economic and news reports:** Spot potential opportunities and trends that may indicate upcoming regulatory changes using pattern identification

– **Monetary policy changes and political events:** Find key information like possible regulatory changes or administration approval ratings using natural language search

Regulatory agency data: Get insights from regulatory agency websites, social media, blogs and newsletters

Benefits

Compliance teams can streamline the identification of potential obligations and controls to efficiently adapt to regulatory changes:

– Continual compliance insights for ongoing management and remediation of controls

– Enhanced risk management with proactive assessment of requirements and exposures across multiple jurisdictions, sectors and regulators

– Reduced time and cost to understand regulatory requirements and related controls

"Read and analyze contracts, leases, governing documents and policies based on industry standards, regulatory and accounting requirements in less than 2 minutes ... a process that would likely take 4 - 6 person hours."[3]
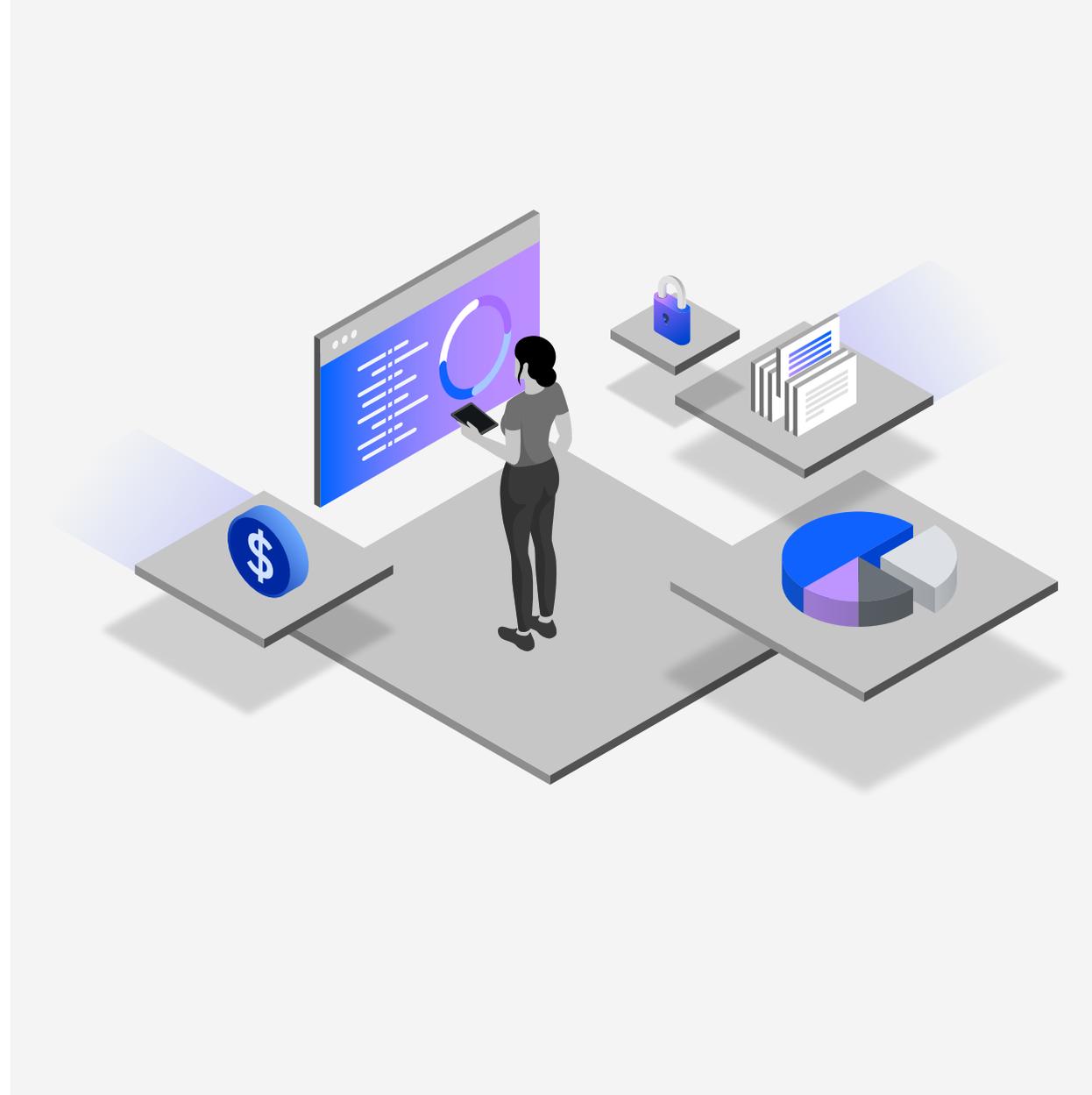
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Next steps

For roles that heavily rely on understanding large amounts of information like analysts and stockbrokers, financial services providers can use AI-powered document insights to empower employees to more quickly uncover hidden insights in proprietary and public sources.

Watson Discovery delivers insights in context to help drive operational efficiencies and improved decision-making. An intelligent search, text analytics and intelligent document processing platform, this solution is designed to understand the language of your business and complex document structures. Empower your financial services employees with the knowledge to increase their productivity and drive new revenue.

Get started speak with an IBM representative or explore the benefits of AI-powered insights.

Learn more →

1 How EquBot is beating the market with AIEQ, the AI-powered
ETF, IBM, 21 June 2021.
2 IBM Watson powers AiPEX, the first fully AI-driven index, IBM,
14 September 2020
3 Discover the power of Apponia With Watson, Apponia, 18
October 2021.

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