



## INTELLIGENT TAGGING ENHANCES BITVORE'S MATERIAL INTELLIGENCE PLATFORM

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JEFFREY CURIE, CEO  
BITVORE CORP.

### THE CHALLENGE

Thousands upon thousands of pieces of business news are published globally each day on the Internet. For companies that design complex algorithmic systems to quickly capture and filter all that information down to what matters to a particular investment, speed and accuracy are fundamental.

Bitvore Corp., based in Irvine, California, is in the business of offering such systems to give an information advantage to investment professionals. "Our customers need to be able to stay on top of changes across a portfolio of several thousand assets in just a few minutes a day," says Jeffrey Curie, CEO at Bitvore.

To continually provide for its customers and stay ahead of the technological curve, in July 2015, Bitvore engaged in a search for a data identification solution that could easily assimilate into its own intelligence system and enhance the system's ability to deliver data with very relevant and high accuracy.

### DELIVERING THE SOLUTION

Bitvore tested several solutions, both open source and commercial, yet the level of errors those solutions produced did not meet the company's criteria. Mr. Curie says that once they tested the Thomson Reuters Intelligent Tagging solution it lived up to the company's high-quality measures and expectations. "We measured Intelligent Tagging to be up to five times more accurate than other commercial vendors for the types of business news that are important to our service," he says.

Using Natural Language Processing, text analytics, and data-mining technologies to derive meaning from unstructured information, Intelligent Tagging quickly deciphers and deduces big data into content-rich, relevant information. Moreover, the solution is designed to seamlessly fit into and complement an organization's current system.

"We integrated Intelligent Tagging as one ingredient to our own material intelligence platform because it provides the throughput rates we require and a higher level of metadata quality and precision," says Mr. Curie. "We found Intelligent Tagging to be the perfect foundation for us in identification of entities and financial events. We rely on Intelligent Tagging as a foundation, and invest our talent in analytics and specific fixed income expertise - where we demonstrate our unique value," Mr Curie adds.

See reverse side



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"A precise  
entity extractor  
like Intelligent  
Tagging means  
less engineering  
required by our own  
algorithms to achieve  
the level of accuracy  
from our service."  
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JEFFREY CURIE, CEO  
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#### CUSTOMER BENEFITS

By incorporating Intelligent Tagging into its platform, Bitvore is better able to analyze millions of news articles to find the handful that have a material impact on existing and planned investments of its customers.

The Bitvore platform, as a whole, determines when news has the proper characteristics to be material, and removes duplicate and false positive news. In total, the system scrubs over 17,000 sources of business news to analyze 300 material changes that alter the risk in municipal and corporate fiscal health.

"A precise entity extractor like Intelligent Tagging means less engineering required by our own algorithms to achieve the level of accuracy from our service," says Mr. Curie. "Our platform is built from the ground up to handle very large volumes of unstructured information enhanced with metadata tags. Intelligent Tagging fits right into our platform, and that's exactly what we needed."

#### ABOUT BITVORE CORP.

Bitvore Corp. turns the Internet into your custom source of material intelligence, specific to your industry and business needs. Their mission is to give power to business leaders worldwide with highly focused, relevant and immediate material intelligence within the context of your business needs and decisions. Bitvore's Intelligence platform – built by business leaders FOR business leaders – delivers a Material Information Advantage that elevates and improves their customers' bottom line.

For more information on Bitvore Corp., please visit [www.bitvore.com](http://www.bitvore.com).

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