
Now Financial Models are Going to be More Powerful

In this chart published by the World Economic Forum, the yellow dots indicate areas where more powerful modelling will lead to more powerful results.

Finance is most associated with numbers - a form of structured, or easily organized data. But there's an art to the wide umbrella of finance as well, in complex decision making, value calculations, strategic analyses... all of this takes the form of unstructured data. Unstructured data is notoriously difficult to quantify, and unfortunately this means it's given up on or simply ignored.

[McKinsey and company](#) states "About a third of the opportunity in finance can be captured using basic task automation technologies such as RPA... capturing the remainder of the opportunity requires advanced cognitive-automation technologies, like machine-learning algorithms and natural language tools".

In our experience, this has been true. Our clients in finance face a unique set of challenges. Disruption from digital-only banks has spurred an arms race to digitize product offerings, and consumer demand for personalized services has never been higher. At the same time, only the highest standards in security and transparency are acceptable, and financial advisors must be both accurate and cost-effective to win business. Only through some massive technology overhauls will much of this be possible.

The World Economic Forum's 2018 report [The New Physics of Financial Services](#) hails AI as a "critical aspect of the Fourth Industrial Revolution", asserting that "the very fabric of the financial services ecosystem has entered a period of reorganization, catalysed in large part by the capabilities and requirements of AI".

That AI is a cornerstone technology that will make or break finance firms in the coming years is clear. But how can a CXO begin to make decisions around AI with such uncertainty?

At Coseer, we see a gap in actionable information available around the specific AI technologies that are best suited to Finance. We took the WEF's report to heart, diving deep into each of the 60 use cases across six verticals in finance that will attract \$10B in investment through financial institutions by 2021. Staggeringly, we found that 68% of these use cases will fail to achieve their

full potential if the financial modelling does not include insight from unstructured data.

We are at the tipping point; our clients have told us that above all else, finance requires:

- Better search
- Actionable insights
- Robust client confidentiality controls.

Finance firms can get 1/3rd of the way there using simple automation tools - but that elusive 2/3rd can only be captured if unstructured data is harnessed. Luckily, Natural Language Search is more than ready to handle the job.

[Setup a meeting with our team](#) to learn more about why NLS is the key to unlocking the true value of finance data.

What is Next-Generation Enterprise Search?

Coseer's search solutions are transforming industries from healthcare to finance. Our point-and-shoot AI trains finds answers and insights with 95%+ accuracy within 4-12 weeks - all of this in 100% security. The reason? We founded Coseer on the principle that computers should take care of the boring stuff so that humans can focus on creativity and judgment. To that end, we've built enterprise search solutions to complete complex workflows just as humans would in a fraction of the time. Fortune 500 leaders are using Coseer to speed up and automate their most complex work.

We follow a tactical approach to enterprise search:

- We deliver 95-98% accurate solutions within 4-12 weeks.
- Our solutions deploy entirely behind your own firewall for 100% security, and every decision point is logged for full transparency.
- You add the finishing touches, but our point-and-shoot AI practically trains itself. No more huge training data sets or time wasted annotating and tagging.

Visit our [website](#) for in-depth case studies, ROI breakdowns per industry, and other insight.