



Intelligent Tagging

LSEG Data & Analytics' Natural Language Processing solution-transforming unstructured content into rich metadata and a competitive advantage.

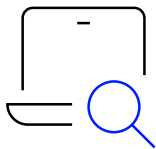
What is Intelligent Tagging?

Intelligent Tagging uses Natural Language Processing (NLP), text analytics and data-mining technologies to derive meaning from vast amounts of unstructured content, including research reports, news articles and more. It processes millions of text documents daily for financial professionals. It's the same service that powers Eikon® and Reuters News, and therefore metadata output is highly optimised for the financial services industry.

It does this by appending a Permanent Identifier (PermID) to entities in textual content to draw out and tag the people, places, facts, and events you're searching for. Each entity extracted then receives a relevance score that accurately indicates how important it is to the document in question.

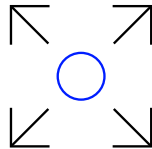
What does it do for me?

This rich metadata boosts the accessibility and – ultimately – the value of your content.



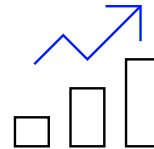
Search smarter

Bolster your search and recommendation platforms to enrich your client's content discovery experience, thus boosting retention and revenue.



Personalise content recommendations

Cut through the noise of unstructured data and get a tailored content feed relevant to your specific interests.

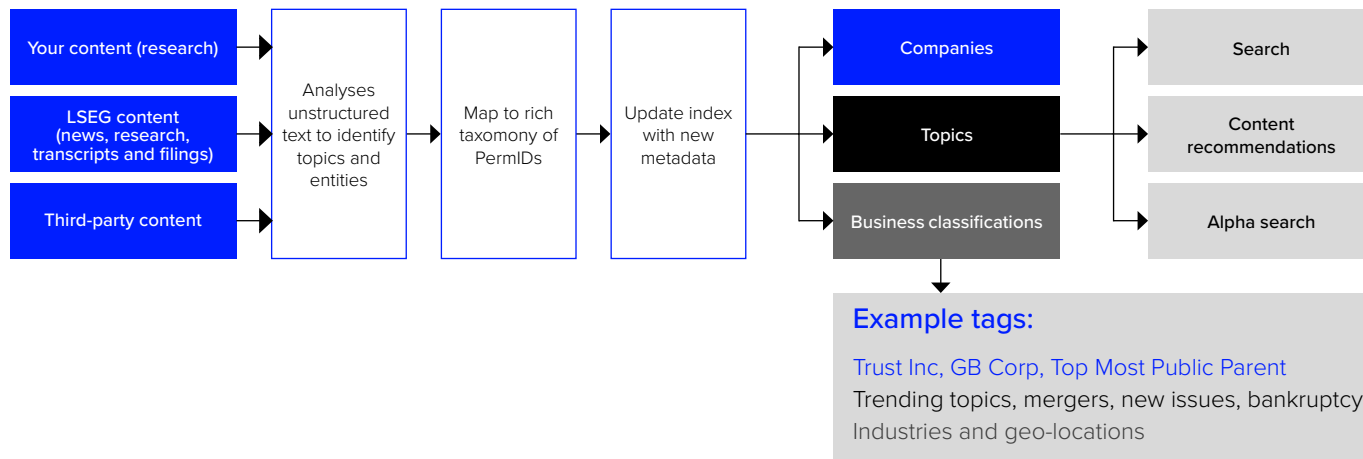


Generate alpha

Mine news, government filings and more to accurately predict and leverage previously hidden alpha signals.



How does it work?

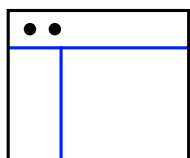


With Intelligent Tagging you can tap into LSEG D&A's ecosystem of highly curated and managed data, as it leverages the entity masters management from experts in core masters content collection. Our key advantage is assigning unique identifiers, or PermlDs, which map the entities and events to their real-world identity. The PermlD enables consistency and links to other content sets.

Thousands of our team maintain and curate our web service for ongoing excellence and hundreds of Reuters financial editorial teams have put Intelligent Tagging through rigorous tests to meet the highest quality standards.

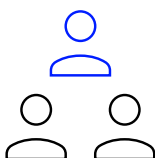
How do I get it?

We are now offering access to Intelligent Tagging via a range of deployment options to increase your agility. It can be accessed in a flexible manner to evolve with your business needs.



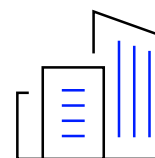
Free Open Calais

A free tier – fully managed – to help you start your API integration today, with no budget or commitment required. Once you complete integration, you can move to higher delivery models with more metadata and capacity.



Intelligent tagging hosted

You provide us with your content, we generate the metadata according to our taxonomy with 24/7 support. An adaptable and responsive solution – you can rapidly scale as data volumes grow to handle new opportunities.



Intelligent tagging On Premise

Ensures full security of your documents and higher processing capacity, alongside the benefits of constant updates from us.

