

# Thomson Reuters and Squirro: Unlocking more insights for **stronger customer relationships**



Investment Banking is in the midst of a technological transformation, where you are looking to streamline workflows, boost productivity and spend more time on what really matters – your clients.

It's crucial to stay ahead of the market and have a comprehensive view of your clients. Yet disparate systems, unstructured data sets and information makes it a challenge to get a single view, let alone a meaningful insight or a proactive suggestion for your customer. In addition, the manual information search process inevitably leads to overlooked information and at times missed opportunities.

Now there's a better way. One that helps you build and maintain strong customer relationships with a powerful integrated solution.

## **ACT ON COMPREHENSIVE DATA SETS – ALL IN ONE PLACE**

Thomson Reuters and Squirro have partnered to bring leading content from Thomson Reuters and Squirro's Artificial Intelligence tools – all in one single interface – delivering a powerful new gateway to customer intelligence, and an added competitive edge.

Our joint offering combines Thomson Reuters' market data with Squirro's algorithms and AI technology. You can now benefit from our combined technology

allowing the co-mingling of your own proprietary data with Thomson Reuters' content. As a result, you get a deeper, richer single view into your customers – all in one place.

Far more than just aggregating data, you can now normalize, integrate and connect disparate data points, helping you drive insights and reveal opportunities you might otherwise have missed. Our joint offering also allows you to spot anomalies, react early to trends, and be the first to jump on new opportunities such as potential deal activity at your clients.

## **WORKS ACROSS ALL CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS**

The Thomson Reuters and Squirro solution works with your current customer management software, including Salesforce, Microsoft Dynamics and in-house systems.

A flexible user interface with customizable dashboards is designed for seamless integration with your CRM and in-house pre-configured applications.

The offering comes in different levels of sophistication, including a company snapshot application, pre-configured application for investment banking, and a fully bespoke solution that can be tailored to your specific needs.

## **THE THOMSON REUTERS AND SQUIRRO ADVANTAGE**

### **Boost productivity and save time**

Access a single and comprehensive view of your clients within your own CRM platform and gain valuable time to focus on what really matters: providing the services that help them succeed.

### **Improve client interactions**

Having the right data about your clients can make a difference in the way you interact with them by offering cogent talking points for meetings and calls, a stronger foundation upon which to build cross-selling efforts, and greater ability to be proactive when it comes to fulfilling their needs.

### **Help idea generation**

You will be able to identify catalysts that might lead to deals or other market events and act on them early, gaining first-mover advantage.

### **Discover and act on new insights**

Combining Thomson Reuters content, Squirro's AI technology, and your proprietary data creates a powerful combination that will help you uncover new insights and opportunities to stay ahead.

### **Rely on partners and data you can trust**

Thomson Reuters offers investment banking community the most comprehensive market and reference data available. Squirro is a leading cognitive insights engine that uses predictive analytics and machine learning to turn unstructured data into insight that results in more accurate decision-making.

To drive profits and stay competitive, financial services firms must leverage new technology and innovative solutions. This combined offer from Thomson Reuters and Squirro helps you create differentiated digital strategies, unlocking greater customer insights and growth opportunities.

**For more information on the benefits of this powerful partnership for your business, contact your Thomson Reuters representative.**

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