

Sales and Trading Acceleration Case Study: UBS



Headquartered in Zurich and Basel, Switzerland, UBS provides wealth management, asset management and investment banking services around the world, with offices in over 50 countries and all major financial centers, and over 61,000 employees worldwide.

About UBS Neo:

UBS Neo is UBS Investment Bank's innovative new unified cross-asset platform, supporting every step of the investment cycle, from idea to execution. It is the single place where institutional clients can quickly and easily access the best of UBS Investment Bank, including 'in-the-moment' Trading-floor Insights, UBS's award-winning research and a broad range of execution services.

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Ash Goel, Associate Director,
Application Development, IT

Presenting the very best of UBS Investment Bank, in a unified, seamless, and

game-changing way: In March 2013, UBS unveiled UBS Neo, their unified, cross-asset investment-banking platform. With Trading Floor Insights, UBS Research, execution services and post trade capabilities all in one place, UBS Neo provides a 360-degree view of any investment opportunity – from initial idea to trade execution.

"UBS Neo is something special," says Hishaam Caramanli, Managing Director, Global Head of Securities eCommerce. "Now, it's easier than ever before for our clients to access our insight and execution capabilities, across all our businesses, in the moment, and in one place."

UBS's institutional investors find information within UBS Neo using advanced enterprise search functionality powered by Attivio.

From multiple independent applications to one unified platform, powered by one

universal index: "Attivio has enabled UBS to fulfill its vision of providing our clients with all related information drawn from multiple data sources, spanning all asset classes, to present the very best UBS Investment Bank has to offer," according to Sebastian Leal-Bennett, Director, Application Development, IT at UBS.

"The first step to integrating the various applications was to unify all of the underlying independent information sources. In addition, UBS produces over 300 carefully-vetted publication documents every day, ranging from 35 to 750 pages each, as well as countless other commentaries, research updates, meeting briefs, and content from UBS events, roadshows and client conferences," Leal-Bennett says. "Today we **use Attivio to universally index hundreds of data sources containing structured and unstructured content related to companies, people, pricing and more.**"

It's important to note that Attivio can accomplish this because it ingests all data and content into a single, powerful, and manageable index. It does not require relationships between any data or content to be defined in advance, eliminating constant preparation and updating of data models in order to join/correlate and present information.

Seamless integration: "From an ease of integration point of view," says Ash Goel, Associate Director, Application Development, IT at UBS, "it was simple to customize an Attivio ingestion process by inserting Java modules at different points within an Attivio workflow. This was a welcome contrast from our legacy search tool, which was a total black box."

Automatic JOIN of all related data and content eliminates a massive integration

challenge: Attivio features relational JOINS of all related data and content matching a given query. The ability to perform ad hoc correlations reinforces the agility offered by the universal index. This capability was developed and patented by Attivio.

"We have multiple sources of data across asset classes that we used to treat as completely unrelated," says Goel. "We needed to merge all of this related

“Now in Neo, we have all of our data unified in one place. Attivio has made this possible, through unique features that... made it stand out over the competition.”

Sebastian Leal-Bennett
Director, Application Development, IT

“Attivio has provided a unified information architecture that identifies relationships between the data and content produced by business area systems.”

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information, gathered from all business areas, and make it freely available on the same screen where appropriate. We now utilize Attivio’s capabilities to create queries that can look across different data sets and provide a holistic view of information to our clients.”

“We benefitted greatly from Attivio’s ad hoc JOIN capability, which correlates and presents all related data and content at query time,” adds Leal-Bennett.

Going deeper – maximizing information findability and correlation: As part of its indexing, Attivio performs text analytics that enrich the findability and correlation with related data and content from other sources. This includes a wide variety of built-in natural language processing (NLP), available in over twenty languages; text extraction; entity extraction and normalization; key phrase extraction and more.

In addition to these built-in text analytics, UBS also utilizes Attivio’s *ontology module* to automatically apply all financial-related classes, attributes and terms from UBS’ ontologies when ingesting and indexing information. Prior to ingestion, Attivio’s ontology module automatically suggests additional tags for review and approval, based on ontology terms as well as text analytics.

“Our ontologies include standardized financial terms, proprietary UBS terms and mappings,” explains Leal-Bennett. “They also include synonym-based terms that we can automatically add to a user query to expand relevant results.”

Exceptional availability, security, efficiency and performance – for today and tomorrow: UBS Neo’s unified information is delivered to clients at exceptional speed and efficiency, 90% of client requests have response time of 300 milliseconds or less.

It’s important to note that this response time includes enforcing end user security permissions through Attivio’s *Active Security* model, which easily integrates Access Control Lists (ACLs) and other security information sources. Attivio automatically injects access controls into all user queries, no matter how complex. “Attivio’s query-time JOIN and Active Security were the two predominant features that made Attivio stand out over the competition,” says Leal-Bennett.

“Attivio has enabled us, through UBS Neo, to streamline our queries, better serving users and accommodating tens of thousands of additional clients without adding to our infrastructure.”

An exciting future for UBS: “Now, in UBS Neo we have all of our data unified in one place,” says Leal-Bennett. “Attivio has made this possible through unique features that differentiate from all other products we evaluated or have worked with before.”

“Attivio has successfully provided a *unified information application* that identifies relationships between the data and content produced by business area systems and quickly presents the right information to the right person at the right time.”