INTERNATIONAL INVESTORS' UBS NEO SEARCH IS POWERED BY ATTIVIO

" **Now, in UBS Neo we have all of our data unified in one place. 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.**

Sebastian Leal-Bennet,
Director, Application Development, IT,
UBS

THE CUSTOMER

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

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.

THE CHALLENGE

UBS needed to integrate multiple independent applications into a single, unified platform. The first step to a successful integration of the various applications was to unify all the underlying independent information sources. In addition, UBS produces more than 300 carefully-vetted publications 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. The company needed to universally index hundreds of data sources containing both structured and unstructured content related to companies, people, markets, and more.

THE SOLUTION

The UBS Neo platform is powered by the Attivio platform. As part of its indexing, Attivio performs text analytics that enrich the findability and correlation across related data and content from many sources. This includes a wide variety of built-in natural language processing (NLP), available in more than forty languages, including, 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' own ontologies when ingesting and indexing information. During ingestion, Attivio's ontology module automatically suggests additional tags for review and approval, based on ontology terms as well as text analytics.

THE OUTCOME

Through UBS Neo, Attivio has enabled UBS to streamline queries, better serving users and accommodating tens of thousands of additional clients without adding to the organization's infrastructure. UBS Neo's unified information is delivered to clients at exceptional speed and efficiency, 90% of client requests have a response time of 300 milliseconds or less. The platform has won numerous awards from multiple financial industry publications.