

# Squirro – delivering insight and competitive advantage for Investec

## Background

Squirro has worked with investment banks and corporate financiers all over the world and has developed a powerful proposition for anyone in those industries – easy to install, straight forward to use and delivering ROI immediately, with its actionable data insight. Global asset management firm Investec has more than \$100bn assets under its management, but the firm was facing several major challenges with its data that needed addressing as a priority.

## Challenges

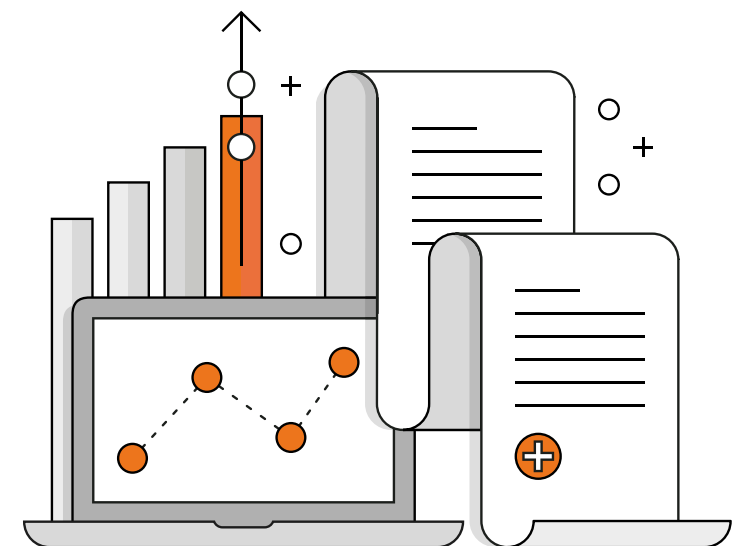
Premium data sources are an essential tool for asset managers to keep up to date with institutional and individual clients, and the fast-moving markets in which they operate. Often, asset management firms will subscribe to a number of premium data sources to ensure their client relationship teams have access to the latest news and information that could influence their clients’ portfolios. But information alone is not enough – real value lies in how well a team can use this information to better serve their clients.

Investec Asset Management understands this very well. Whilst their team had subscribed to premium data services like FINsearches, one of the industry’s leading proprietary data resources, they still struggled to effectively use this information. A key reason for this was that the data resided outside of their core Salesforce CRM system, the information touchstone for managers to access important client data thereby resulting in out of context information.

This meant that key relationship managers within Investec had no insight whatsoever on key events at funds they cover, leaving them highly exposed in elements of their client interaction and therefore vulnerable to competitors approaching their clients. Furthermore, there were many internal sources and systems (Salesforce, Huddle, SharePoint, Exchange) in operation, meaning that employees were spending too long researching information that should have been available almost immediately.

These were significant challenges, as Lisa Cohen, Manager – Client Group Solutions, Investec Asset Management, explains:

“We had a very rich and valuable data environment for our sales and client management teams, but to make best use of it, they had to spend a lot of time searching numerous data sources, the CRM platform and other databases to obtain a joined-up view. **Their fundamental job is to manage new prospects**, a challenge many companies will recognise. What’s more, with the exponential growth of data from numerous internal and external data sources, it’s an issue that is only set to increase.”



## Solution

Companies without solutions can expect associated issues to scale in line with the growth. Clearly, getting to grips with the best way to use data is set to be a key differentiator for companies in the coming years, as recognised by Forrester Analysts, who predict data-driven companies who make use of insights will favourably separate themselves from the herd: "Insights-driven businesses are built and operate differently. They create a closed-loop insights process to optimize every customer engagement and every facet of their business."

Investec's quest for such a solution led to Squirro. Squirro's insights technology united all their news sources and delivered their team highly relevant insights from all their news providers - both public feeds and paid for, premium news sources - directly back into their Salesforce CRM platform where the team could easily access information ahead of any client engagement. They were also able to define key filtering concepts such as 'personnel changes' and 'financial health' - which gives the team a one-click process to accessing insights on their important clients and competitors in context of these definitions.

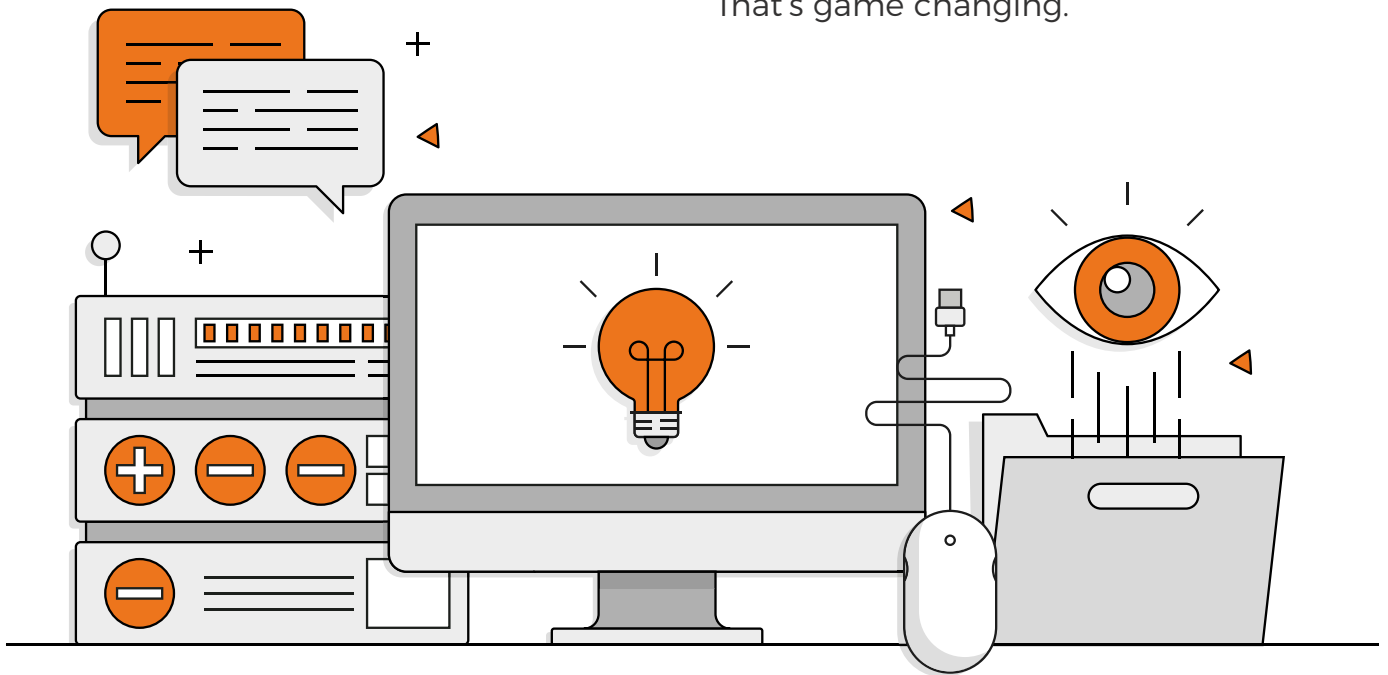
## Results

By deploying Squirro it enabled relationship managers at Investec to connect with the 'client & competitor' insights stream, ensuring access to the premium data that was so insightful. The automated catalyst generation from research notes and premium data took place in real-time, meaning no significant fund events were missed, and client handlers could contact clients in a timely and informed fashion.

Investec also used Squirro to integrate all of its data sources. This saved users huge amounts of time on research, and overall, the real-time client intelligence offered by Squirro drove a 32% return for Investec.

The results have improved the way the team operates on a daily basis, according to Lisa Cohen:

"The added efficiency means our teams have the necessary insights at their fingertips enabling relevant and meaningful client engagement. They don't spend their time searching through data; now **their most relevant information comes to them in the form of Squirro insights**, it's right there in Salesforce where they need it. That's game changing."



## ABOUT SQUIRRO

Squirro provides Augmented Intelligence solutions. Its unique technology marries Artificial Intelligence, Machine Learning and predictive analytics, empowering organizations to transform enterprise data into AI-driven insights. Organizations using Squirro take advantage of its ability to source leads and recommend the next best action in an automated way. Its real time 360 degree client cockpit provides a holistic and comprehensive understanding of the customer journey. Squirro's applications for Corporate Financial Services, Insurance and Manufacturing are successfully used by leading global organizations, such as ING, Investec, Helvetia, AXIS Re, Sony and Bühler. Founded in 2012, Squirro currently has offices in Zurich, London, Munich, New York, San Francisco and Singapore.