







Gain Competitive Edge with AI-powered Alternative Data Analytics

Traditional data sources have been mined and analyzed to the point that they no longer provide a competitive advantage. To gain a real competitive edge, businesses need to leverage alternative data to obtain a better understanding of their customers, markets, and competitors.

Sources of alternative datasets

- | | |
|--|--|
|  Location |  News articles |
|  Geographic information systems |  Web scraped public internet data |
|  Weather |  Telematics |
|  Social media |  IoT |
|  Consumer reviews |  Marketplaces and aggregators |

Types of alternative data can go beyond structured data



Text



Image



Audio



Video



Logs

Derive Massive Value from Alternative Data with iFusion™

iFusion™, Innominds' data-fabric-oriented AI lifecycle management platform, eases the complexity of dealing with alternative data by acting as a single piece of glass for every decision-maker. Instead of toggling between multiple platforms, leverage iFusion™ as the one place to



Source alternative data



Process the data to make it analytics-ready



Augment functional data with alternative data

iFusion™ Equips Businesses with End-to-End Tooling and Service Orchestration

Data Collectors & Connectors

Data pipelines to bring any data you need to the data lake



Collectors

Built on APIs and web scraping



Connectors

For a wide variety of data sources and formats



Change Data Capture

To collect incremental data periodically



Data Discovery

Extracts and combines all catalog info into a single metadata server

Data Enrichment & Preparation

200+ adapters designed to transform data in various forms to analytics-ready form



Heterogeneous Data Processing Techniques

Signal processing, timeseries analytics, geospatial analytics, image feature extraction (object detection and tracking), language feature extraction (named entity recognition), speech to text and feature extraction, log analytics, and more



Unstructured Data Management

Converts unstructured data into tabular data for unifying with structured data



Auto Annotation Tool

Creates training data for Deep Learning problems

AutoML

Low-code tools to build machine learning models in just a few clicks



Model Design



Model Selection



Model Versioning



Model Evaluation



Model Summary



Model Baseline



Incremental Learning



Transfer Learning



MLOps

Production-ready automated environment to move past the last-mile AI challenges

Automated Model
Deployment



Edge Deployment



Guardrails



Post-production
Monitoring



Distributed AI/ML
Workloads



API

Self-service connectors to access
alternative data

The platform exposes alternative data at various stages of its lifecycle – raw, enriched, and combined with functional data—as APIs for programmatic access to third-party application.

Data Virtualization, Storage Management, & Knowledge Graphs

Reduces storage cost and version
complexity without compromising on
retrieval times



Federated Stores

Eliminates copying of data to a central data store before processing



Federated Query

Enables using SQL for all data irrespective of where it is stored



Unique Tiered Storage Model

Uses smart archival to store large amounts of data



Efficient Retrieval

Establishes relations between entities and builds knowledge graphs

Data Security, Governance & Quality Management

Protects and ensures data is in line with
compliance throughout its entire lifecycle



User Authentication and Authorization



Role-Based Access Control (RBAC)



Data Immutability



Data Encryption



Data Profiling



Data Lineage



Audit Trail



Alternative Data Use cases in Financial Services Sector



Alternative Credit Models
(social media-based credit modeling)



Market Intelligence



Competitive Intelligence



Capital Market Intelligence



Commodity, Equity, Fixed Income,
and Currency Market Intelligence



Risk Management



Our Success Stories



Social Media Analytics

Built a custom platform to connect and extract information from various sources, generate insights, and provide interactive visualizations



Procurement Analytics

Implemented predictive analytics for commodities, freight, insurance price forecasting.



Marketplace Analytics Platform

Accelerated insights generation of product attributes over its competitors for the leading watch manufacturer through data scraping, data translation, and analytics.



Competitive Intelligence

Assessed the health and performance of a life insurance provider and its competitors through publicly available financial disclosure reports.



Cognitive Spend Insights

Rapidly classified complex transaction data and achieved deeper insights from unstructured transactional data.

About iFusion.ai™

iFusion.ai™ is an autonomous AI platform that accelerates the application of AI, ML, and analytics for businesses in the cognitive era. It powers full lifecycle AI management from data exploration to modeling to production, addressing key challenges of maintainability, scalability, and governance with DataOps, MLOps, ModelOps, and Edge Analytics. It enables enterprises with self-driven and sustainable AI adoption for intelligent decision-making. It equips ISVs with a plug-and-play platform that would provide the foundational components and expedite the development of AI and analytics aspects into their product.