



BlackSwan Technologies

ELEMENT of Customer 360™

The Challenge

An increasing number of enterprise use-cases require a 360-degree view of data across disparate data sources. However, the use of traditional centralised data platforms have led to enterprises encountering a number of issues:

- Numerous business units have different operational systems, meaning centralising this data leaves entity data outdated, incomplete and denormalized
- Excessive time, effort and costs required to integrate new data sources
- Difficulty in incorporating additional unique identifiers about data to completely understand a customer, client or other entity

A Decentralised, Data Fabric approach

BlackSwan Technologies' **ELEMENT of Customer 360™** application, challenges the traditional, centralised approach for creating a 360-degree view of a specific entity. The module leverages **ELEMENT Knowledge Mesh** capabilities to achieve a true Single Client or Customer View or any other 360 entity view. The capabilities include data virtualization which enables data to reside at source, across different business units, and consumed by anyone with the relevant permission across the enterprise, thanks to a dynamic and intelligent data infrastructure.

BlackSwan's Knowledge Mesh is a productization of the **Data Fabric** concept. It can integrate a vast amount of structured and unstructured data, metadata, OSINT, paid-for sources, and public data. Crucially, it can provide market domain context.

Benefits

- Bypasses data silos to ensure there are no data discrepancies between data creators and consumers
- Cross-reference data points and make inferences
- Intuitive view and analysis of entity relationship networks
- Alignment with other Customer 360 profiles such as KYC
- Can be used as an enabler for investigations, assisting companies with regulatory compliance

Solution Highlights

A decentralised Data Fabric approach, providing a true 360-degree view of data across disparate data sources

An application within the award-winning ELEMENT™ AI Operating System

Enhances data organisation and reduces compliance OPEX

Relied upon by leading organisations in finance and beyond

BlackSwan named KYC/AML category leader by Chartis Research

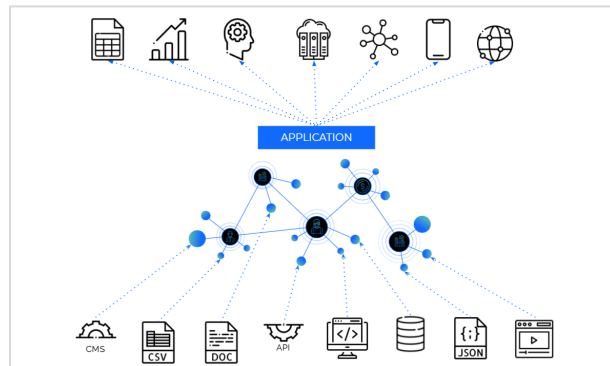
Features

ELEMENT of Customer 360 features distinctive capabilities for data acquisition, enrichment, visualisation and decision-making.

Knowledge Mesh

- Data virtualization enables data assets to be pulled from any operational source, with no need to replicate.
- Enrich entities using structured and unstructured data, metadata, open source intelligence and paid-for sources.
- Product catalogue allows the swift maintenance of best practice values and data models of the domain, overcoming the cumbersome approach of starting from scratch and providing context.

Data Virtualization

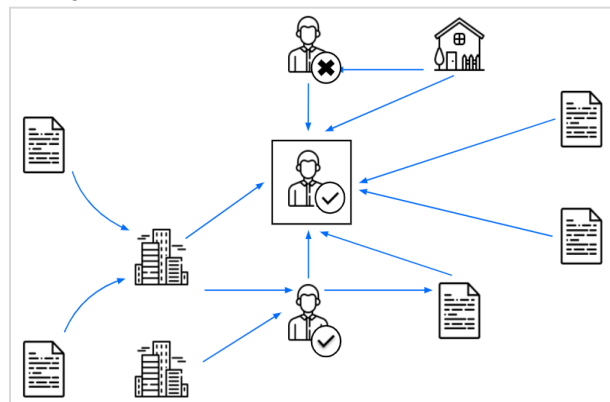


Data assets are pulled from a variety of sources, with no requirement to replicate

Market-Leading Entity Resolution

- Resolve entities across a multitude of systems and be alerted to any inconsistencies. Match attributes belonging to the same entity and group entities based on a state-of-the-art matching algorithm.
- Highly effective entity disambiguation enables firms to distinguish and determine the most accurate descriptive values of an entity, because of the embedded knowledge graph that relates all available data about an entity.
- BlackSwan has been highlighted by **Chartis Research**, the leading provider of research and analysis on the global market for risktech and fintech, as possessing *the* most effective entity resolution for KYC compliance.

Entity Resolution

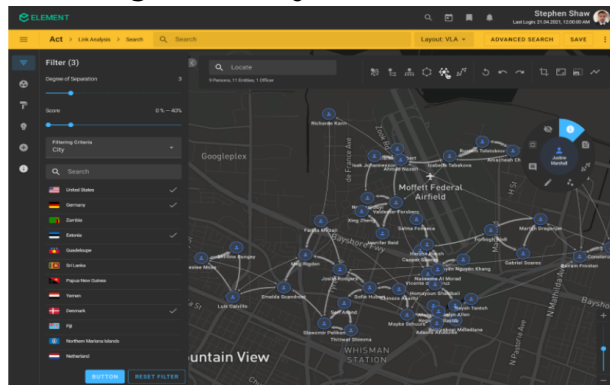


Use the most accurate descriptive values of an entity and match attributes belonging to the same entity

Knowledge Discovery

- Ability to visualise Knowledge Graph entities and relationships, build visual queries and make inferences.
- Go beyond resolving entities; understand the network of the entity, the metadata related to an entity and the directly and indirectly-related data of an entity.
- Visualise and discover relationships and hidden patterns heaped in millions of transactions, relationships and events, consolidating data fragments residing in multiple silos.
- Investigate entities for holding structure, functionaries, addresses and more.

Knowledge Discovery



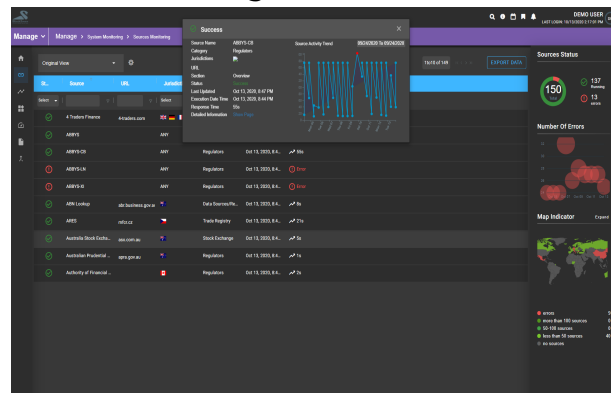
Visualise Knowledge Graph entities and discover relationships and hidden patterns

Additional Features

Source Management & Monitoring

- Control the means of accessing a data source and capture the credibility of each source, creating a more accurate and valuable single source of truth.
- Continuously assesses the responsiveness of the source and the quality of data. It's capable of issuing alarms and following corrective or escalation rules.
- In addition to common approaches for interacting with structured data, ELEMENT's embedded NLP, contextual analytics, and data extraction techniques, make the solution equally adept at interpreting unstructured data.

Source Monitoring

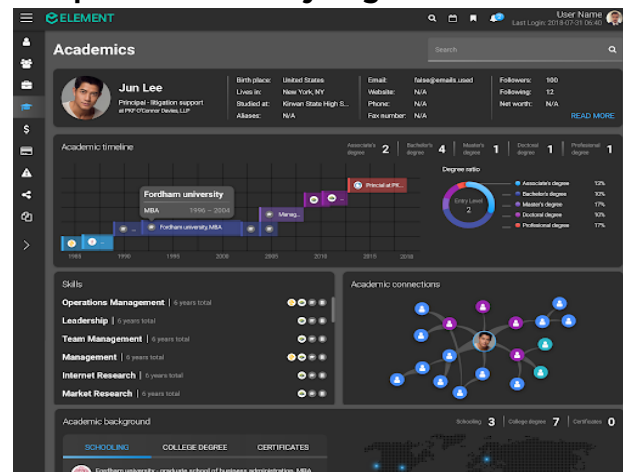


Continuous assessment of data sources ensures the most accurate and valuable single source of truth

Entity Page

- Comprehensive section with detailed information about an entity, including ownership structure, stock performance, screening, risk score, documents, contact details and more.
- Visual representation of all information about a customer, incorporating metadata, unique identifiers and implied data from a variety of data sources.
- A consolidated view of all related entities using a knowledge graph. Domain-specific sections present a wide array of dimensions such as financial information, social media, threat intelligence and compliance information.

Comprehensive Entity Page

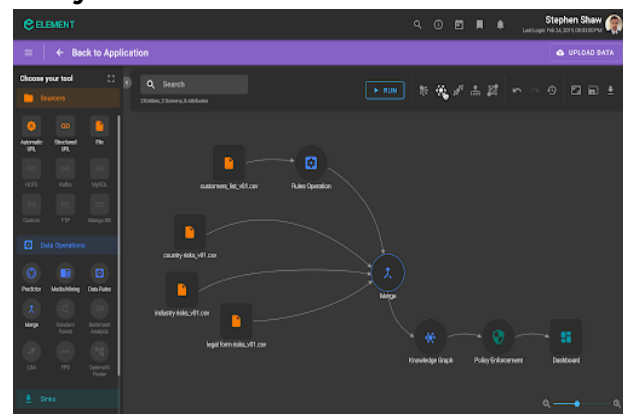


Detailed entity overview incorporating metadata, unique identifiers and implied data from a variety of data sources

Data Transformation & Intelligence

- Data Studio configures the sequence and logic for data transformation using low/no-code data pipelines. With Data Studio, it's straightforward to define numerous variations in file formats by source, including DB-to-DB connectivity, FTP, automated ordering and information extraction from documents and web pages. Data transformation activities include normalisation, harmonisation, and more.
- Insight Engine provides the ability to generate insights such as determining risk levels or customer value, in addition to acting as an enabler for investigations.

Easily Model Data Transformations



Data Studio requires low/no-code for business analysts to visually model data transformations such as normalisation via pipelines

Client Success

Creating a holistic view of tier 1 bank's clients and activities using a Data Fabric concept through the ELEMENT of Customer 360 application's Knowledge Mesh capabilities, providing an up-to-date and accurate Single Customer View.

BACKGROUND

- Top 30 international bank present in 50 markets
- Millions of global private, corporate and institutional served entities
- Inorganic growth meant entities interacting with different business units, with their own operational systems, resulting in data relating to the entity being denormalised

TARGETS

- Regulatory requirement for Single Customer View
- Overhaul data organisation and data quality to enable investigations such as anti-bribery and corruption
- Ability to determine data is up-to-date and accurate, and resolve entities across a multitude of systems
- Reduction of siloed data assets, harmonisation of data sharing between teams
- Ability to identify and match entities and groups, align profiles, create a global network of enterprise relationships and assess related risks

ADDRESSING THE NEED

- Deployed ELEMENT Knowledge Mesh capabilities to consolidate information from a multitude of systems and divisions
- Utilised configurable schema of any number of data points and enriched data from internal, external, structured and unstructured information
- Accurately identified specific entities across a multitude of sources using market-leading Entity Resolution
- Leveraged ELEMENT Knowledge Discovery's Graph capabilities to conduct network-based investigations into anti-bribery and corruption and reputational risk for state-owned entities

VALUE PROPOSITION

- Ability to seamlessly meet changing regulatory requirements, minimising monetary losses
- Modernised data infrastructure and governance with no need for an expensive centralisation project
- Surface deep relationships using thorough visual representation of consolidated global network
- Enriching existing assets with fresh sources and insights to realise efficiencies in existing processes such as KYC

Industry Recognition

Pioneer & Market leader

Composite AI

2021 Hype Cycle for Emerging Technologies

Gartner

AI Tech Awards Winner

Big Data & AI

Best in Big Data AI for 2021

AI Dev World

Category leader

KYC & AML Solutions

Chartis RiskTech Leaders' Quadrant 2020

Chartis
Independent. Insightful. Actionable.

Risk Technology Awards

Anti-Fraud & AML

Product of the Year 2021 for AML and Anti-Fraud

Risk.net

About BlackSwan Technologies

BlackSwan Technologies is reinventing enterprise software through Agile Intelligence for the Enterprise – a fusion of data, AI, and cloud technologies that generates billions of dollars in economic value for renowned global brands.

Global Compliance and Implementation Partners

London HQ. Offices in Tel Aviv, New York, Frankfurt, Warsaw, Sri Lanka

Contact us to explore further:

Schedule a briefing

| Request a demo

| Plan a proof-of-concept