



Enabling the Knowledge and Process Efficient Enterprise

Semantic Analysis Symposium

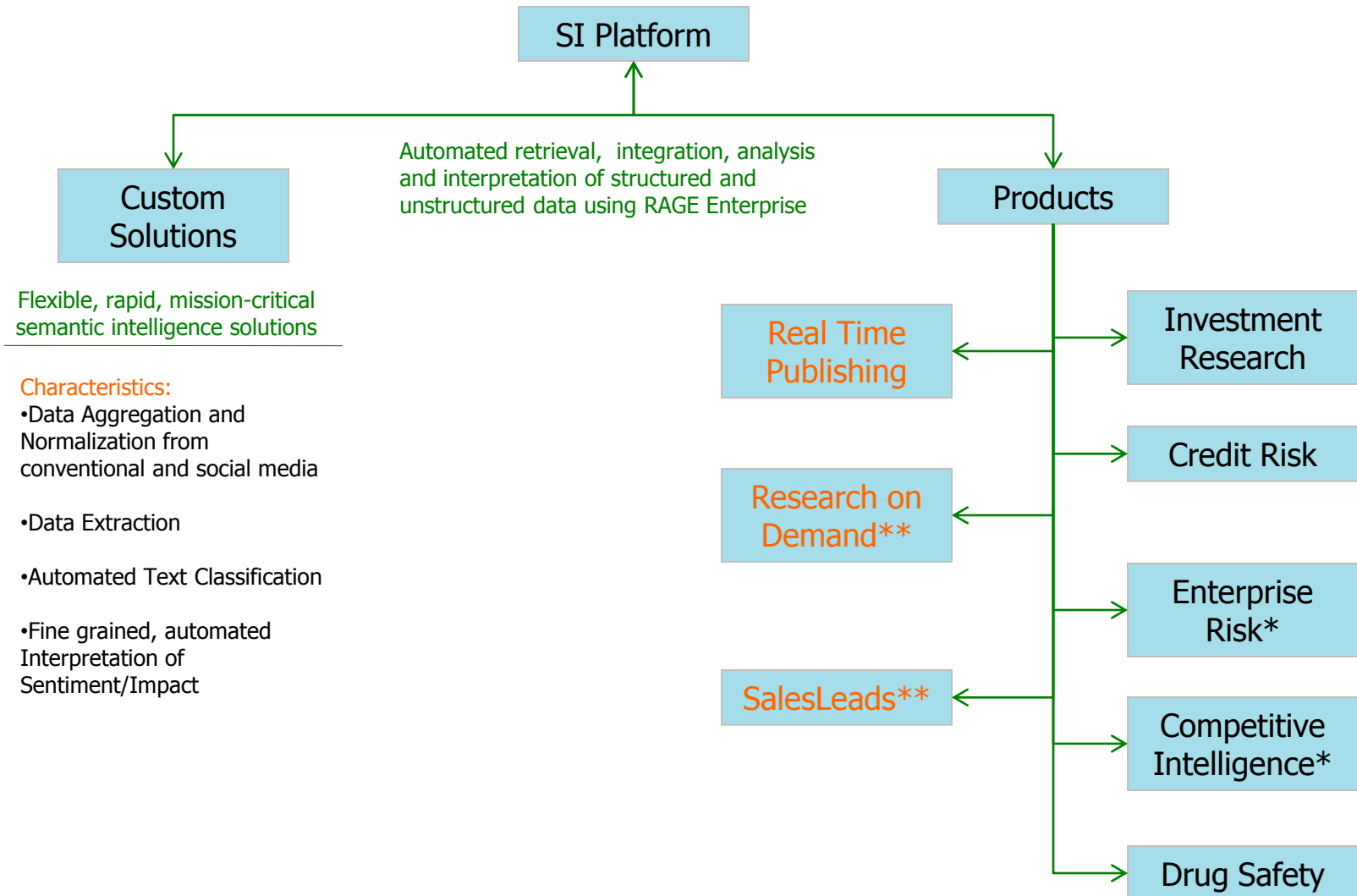
New York
May 8, 2012

Executive Summary

- We are leading two significant technology waves based on proprietary, patented technology - **business process automation** and **semantic intelligence**
- Business Process Automation. We are the market leading provider of Business Process Automation solutions; we are successfully delivering on the promise of such technology against the general dissatisfaction with the BPM tools in the market today
- Semantic Intelligence. We are pioneering context sensitive semantic intelligence applications/products for **real time interpretation of unstructured data**, e.g., investment/industry research, enterprise risk management, competitive intelligence, life sciences, publishing, litigation and others
- Our solutions are delivering unmatched value to global financial institutions and helping them with time to market, real time insight and improved efficiencies



Semantic Intelligence Solutions: Overview



Rage's RealTimeIntelligence™ for Credit Risk enables effective monitoring of borrowers globally at a major global financial institution

Challenge:

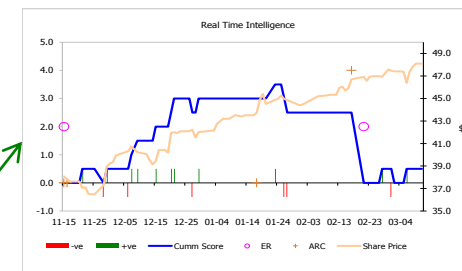
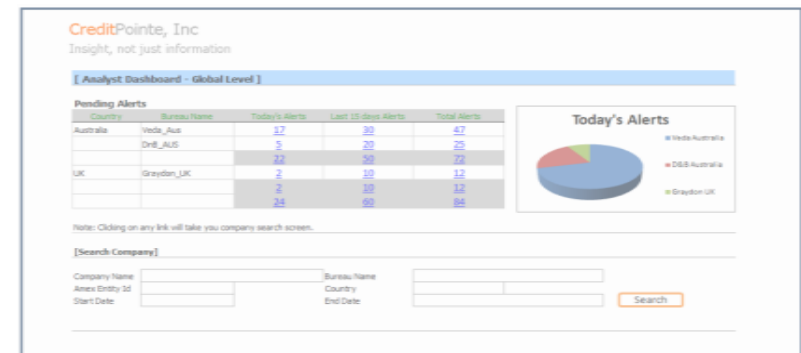
- Timely monitoring and management of borrower and supplier risk is a major challenge
 - Lack of holistic access information on private companies on a timely basis; credit bureau information is often dated and incomplete
 - Qualitative information like local and regional news, might signal impending adverse developments much earlier than credit bureau data
 - Hard to monitor all the related information at a community, industry or geographic level that can have an impact on the business entity of interest
 - Impossible to keep consistent track of all the information on a business

RAGE Provided:

- Its RTI for Credit Risk product, a highly scalable and flexible early warning solution, which integrates thousands of information sources from 14 countries
- A real time early warning mechanism across the institutional portfolio of this institution; a consolidated risk view across the corporate hierarchy of the borrower
- Implemented client specific monitoring logic; a flexible way to set risk alert protocols

Results:

- Anecdotally, the institution claims to have saved over \$80M because of the early warning signals
- Proactive risk management on a global basis
- Solution now extended to many divisions within the institution



Analysts track changes in RTI over time and also understand the factors that are impacting RTI

RTI trend over time

Content organized according to type; allowing filtering

Credit Rating, Fundamental Models Adhoc Web Search

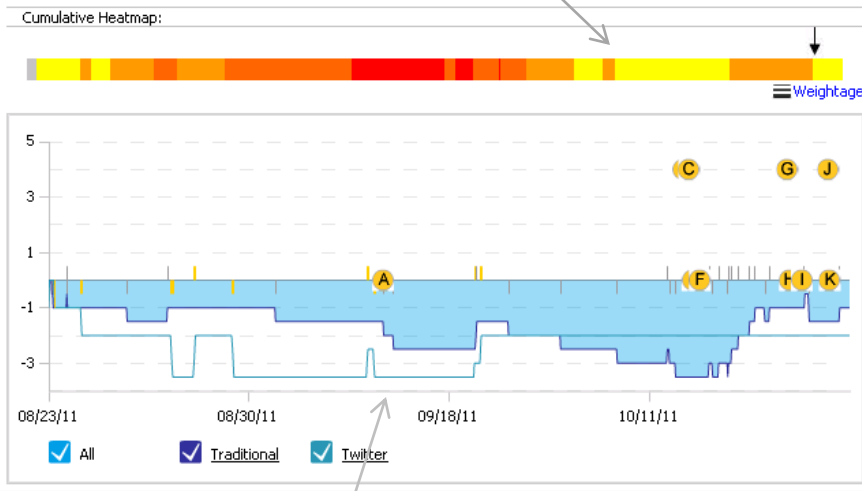
CreditPointe™
Insight, not just information

Search bar with "Reset" button and example text: "Example: 'BBY.N' or 'INFOSYS'"

Welcome Customer User | Thursday, March 1, 2012 | Logout

Real Time Intelligence - Home Depot, Inc(HD.N)

Go to: Home Depot, Inc [HD.N]



StartDate : 08/21/11 EndDate : 02/29/12 Refresh

Traditional(Web) Blogs Twitter Document(Manual)
 Stock Industry Macro
 Topic Source

Content	Cumulative Score
<input type="checkbox"/> ConstructionSpending [4]	-0.5
<input type="checkbox"/> ConsumerConfidence [83]	-0.5
<input type="checkbox"/> ConsumerSpending [39]	0.5
<input type="checkbox"/> ExistingHomeSales [6]	1.0
<input type="checkbox"/> HousingStarts [3]	0.5
<input type="checkbox"/> NewHomeSales [89]	-1.0
<input type="checkbox"/> Outlook [5]	0.5
<input type="checkbox"/> PendingHomeSales [5]	-1.5
<input type="checkbox"/> RetailSales [8]	-0.5
<input type="checkbox"/> AnalystRatingChange [6]	--

Remove

Cumulative RTI Credit Risk Score for Home Depot based on contextually relevant content in traditional content, blogs, and social media

Analyst can view the topics impacted by curated content; filter the ones of interest



Pharmaceutical company is using RealTimeIntelligence to monitor drug safety and efficacy and monitor competitive activity

Challenge:

- The healthcare industry, especially pharmaceutical companies have faced significant challenges in keeping track of adverse effects and efficacy
 - While it is mandatory for providers to report adverse events to the pharma co and FDA, there is significant lack of cohesion and systematic integration of all the data; even the FDA Commissioner has recently gone on record admitting the lack of an integrated view
 - There is tons of new research appearing on a daily basis around the world; it takes too long for this to eventually dissipate into the healthcare system
 - Pharma cos are routinely fined by regulatory authorities for lack of timely assessment of emerging signals on drug safety

RAGE Provided:

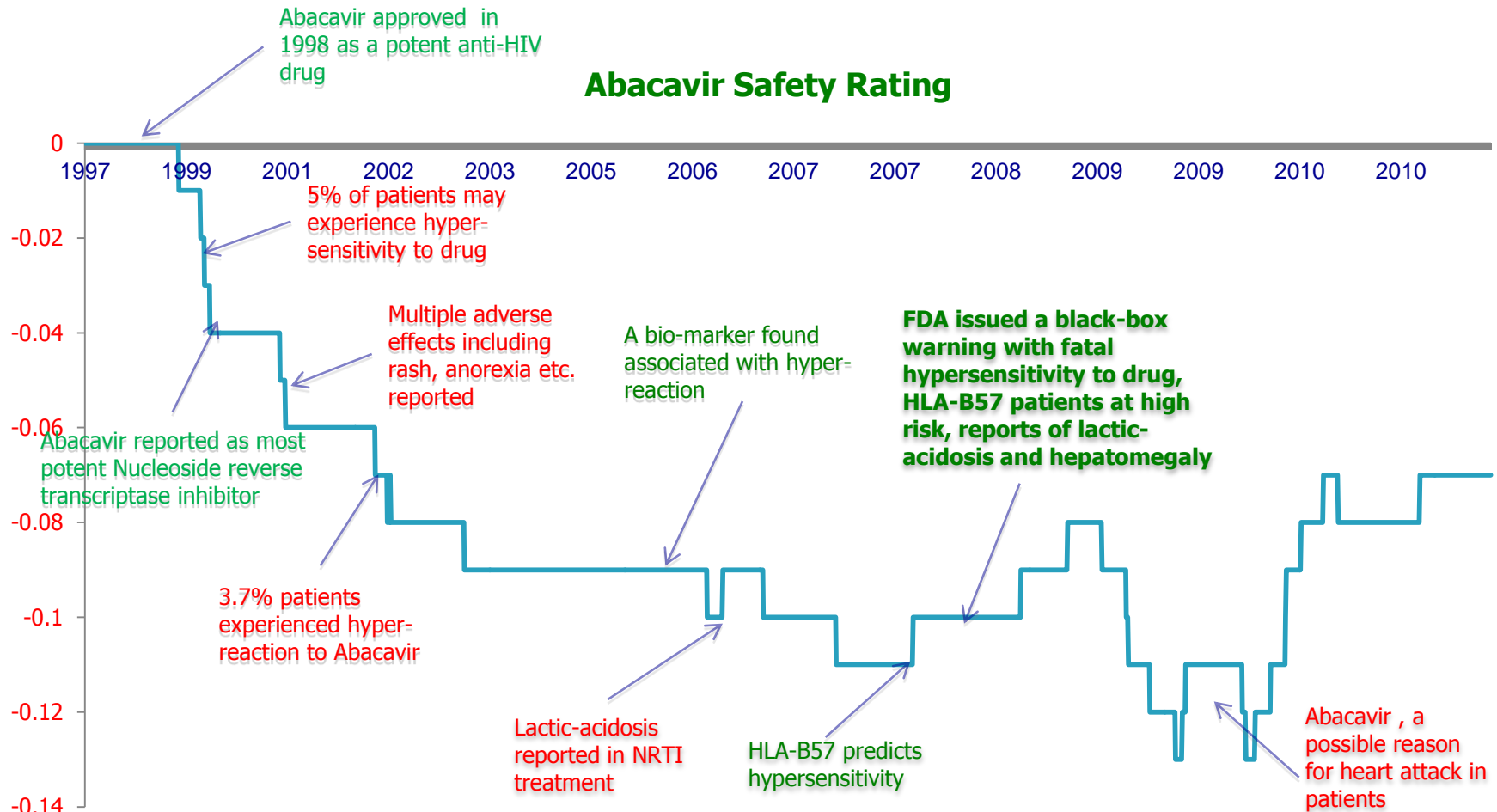
- FuelNet is providing real time intelligence and insight to the pharma on a large family of drugs of interest
- The solution will have all 6k FDA and WHO approved drugs
- The solution automatically extracts hard to get data from public documents like FDA committee minutes and review documents

Results:

- RTI on several drugs could have predicted FDA action several months ahead of time
- Pharma co is able to detect emerging and indirect issues and form a holistic view of a drug's effects in actual patients
- Now rolling out to other pharma cos and all participants in the healthcare system



Pharmaceutical company is using RealTimeIntelligence to monitor drug safety and efficacy and monitor competitive activity



Big 4 Consulting Firm is using Rage's RealTimeIntelligence™ platform as a real time sensing platform across the enterprise to sense opportunities and risk

Challenge:

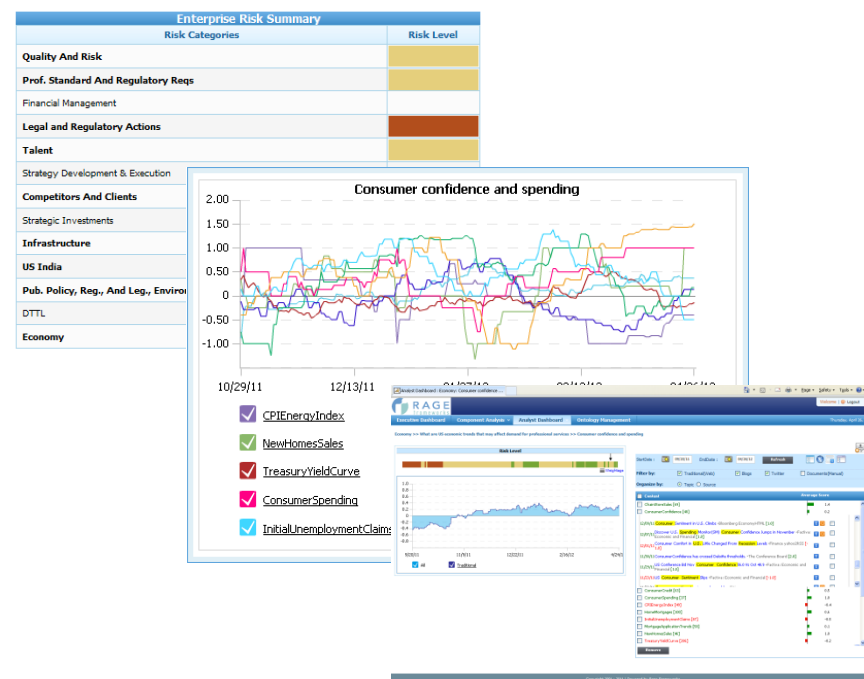
- Every CEO and senior management is constantly thinking about the threats and risks that an enterprise faces but unable to systematically monitor such threats and risks
 - A large team of highly qualified analysts monitors the external environment for this firm but unable to keep track of all the externalities in a timely basis
 - There have been several instances where the firm has been quite unprepared to deal with new risks and opportunities which it could have if it had
 - Impossible to keep consistent track of all the information on a business

RAGE Provided:

- An Enterprise Risk Management solution addressing key risk factors at an enterprise level
- Implemented the firm's risk factors and over 18k sources of information encompassing public, private and internal information
- Solution envelops all the varied businesses of the firm including advisory, technology and other service lines

Results:

- Timely insight on emerging risks and opportunities to the entire firm starting with the CEO
- Now jointly rolling out an Enterprise Risk Management product to the market across verticals starting with Life Sciences, Technology and CPG



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