



# Product Description

## Squirro Insights Engine

The Squirro Insights Engine delivers contextualized insights from your most relevant data sources and displays them directly or via workbench integrations.



Insights engines augment search technology with artificial intelligence to deliver insights.

Whether for an employee progressing work or a customer pursuing a purchase, decisions and actions require insight: accurate and deep understanding.

Insights engines apply relevancy methods to describe, discover, organize and analyze data. This allows existing or synthesized information to be delivered, proactively or interactively to the user, in context and at the right time.

Squirro's Insights Engine gathers data from all internal, external and premium data sources, understands the data by applying multiple AI and ML models and helps users to act upon it through actionable recommendations.



### USE CASES

- Develop your own insights driven solution
- Integrate your Insights App into your existing workbench



### VALUE PROPOSITION

- Build your own applications
- Parameterize the platform to your needs



### KEY REQUIREMENTS

- Ability to load any type of (unstructured) data
- Ability to develop your own machine learning models



### KEY FEATURES

- Insights generation: AI-driven recommendations
- AI Studio to build your own machine learning models
- Automated in-context information
- Unified 360° view
- Key event detection
- Automated alerts & daily digests emails
- Real-time integration in CRM / ERP
- Smartfilter search
- Table extraction



### PRIMARY USER

Data scientists with specific business problems to solve

### SECONDARY USER

Any end (business) users of the newly created app

# Gather

## LOAD (DATA SOURCES)



1-click connectors

Other [premium data sources](#)

## ENRICH & RELATE

- Standard [enrichments](#)
- Quick tagging into communities to identify company names, products, etc. in data

# Understand

## DISCOVER



- Topic modelling
- Auto Discovery
- Graph Detection

## CLASSIFY



- Signal Detection
- Inference Detection
- Access to the [AI Studio](#)

## PREDICT



- Anomaly & Trend Detection
- Predictive Forecasting

# Act

## RECOMMEND

- Recommendations
- Contextual Signals

## AUTOMATE

- Automation Engine
- Integration Manager

## VISUALIZE / DASHBOARDS

- Dashboard Builder (Desktop, Tablet, Mobile)

## 3<sup>RD</sup> PARTY SYSTEM INTEGRATION

- Stand-alone version: None
- Integration into Salesforce through Squirro's Salesforce App
- Other integrations possible through the iFrame / Share integration options

## SECURITY

Squirro is

- ISO 27001 compliant
- GDPR compliant

Additional

- Access control list (ACL; item-level access control) not enabled by default

## PROVISIONING

- Cloud: Hetzner, AWS available at extra cost
- On Prem: Available

## ABOUT SQUIRRO

Businesses capitalize on new opportunities, improve client relations, and optimize decision-making capabilities using Squirro's vertical-specific Augmented Intelligence solutions, which combine human intelligence with powerful AI. An Insights Engine at its core, Squirro delivers contextualized insights from your most relevant data sources and displays them directly, via workbench integrations, or through self-service applications.

Squirro works with global organizations, primarily in the Financial Services, Insurance, Telecommunications, and Manufacturing industries. Customers include Bank of England, Standard Chartered, ING, Brookson, Ninety-One and Candriam. Founded in 2012, Squirro is currently present in Zürich, London, Munich, New York, and Singapore. Further information about AI-driven business insights can be found at [squirro.com](#)

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