

CognitiveScale

Risk and Compliance-Banking Insights

The Augmented Intelligence Company



Augmented Intelligence software that pairs humans and machines to deliver 7-10x improvement in customer engagement and process intelligence using our Cortex 5 software and 10-10-10 method.



★ Blue Chip Customer Base

A collection of logos for blue chip customers, including BARCLAYS, Morgan Stanley, PRUDENTIAL, JPMorgan, DELL Technologies, NBC, USAA, macy's, MD Anderson Cancer Center, UNIVERSAL RESORTS, and ASCENSION.

Strong Financial Performance

\$62m raised from Blue chip investors

Logos for investors: NORWEST VENTURE PARTNERS, intel capital, Microsoft, and IBM.

**+400%
3 year growth**

Deep Technology Portfolio

Four icons representing different technology areas: AI (chip), Blockchain (network), Manufacturing (factory), and R&D (cup and pencil).

**118
Patents filed**

Strong Technology and GSI Partnership

Logos for technology and GSI partners: Microsoft, IBM, aws, Cognizant, and DELL Technologies.

Banking Heatmap



Customer Acquisition

Iterative insights drive personalized offers and onboarding experience, increasing conversion



Engagement/Retention

Leverage interactions across channels to deliver targeted, contextually relevant messages to advisors, agents, & clients



Cross-Sell/Up-Sell

Profile-of-One Personalization based on declared, observed, and inferred preferences



Customer Service

Transform customer facing experiences with AI-powered insights and guidance



Research & Trading Intelligence

Improve research quality and investment decisions through machine-generated insights and continuous learning



Collections

Proactively identify potential bad debt, generate early reasons-to-save the situation, increasing retention



Risk & Compliance

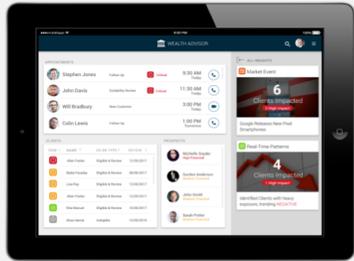
Gain automated visibility into IT assets and automated assurance of compliance across the firm



Product Innovation

Determine optimal adjustments to product portfolio based on propensity to spend, demographics, regulations, and macro trends

Banking AI Solutions

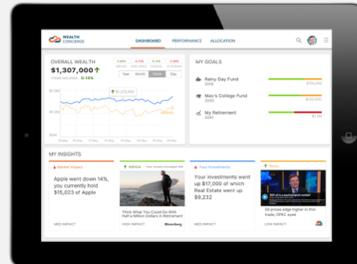


WEALTH MANAGEMENT

WEALTH AND CLIENT ADVISORY INSIGHTS

Value: Scale Advisor productivity by 40%, increase AUM by 25%

Deliver AI powered Advisor cockpit with recommendations to wealth and financial advisors, allowing them to scale their expertise to manage more clients and also increase client intimacy.

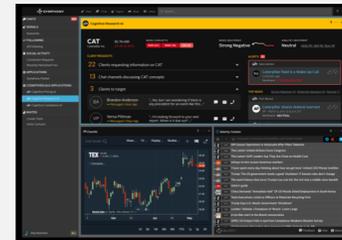


RETAIL BANKING

RETAIL INVESTOR INSIGHTS

Value: Increase Customer loyalty by 30%, increase custodial and transaction fees by 25%

Personalize equity insights to retail consumers based on their prior trading history, market trends, news feeds, and market changes. Customize investment and trading decisions based on real-time market data.

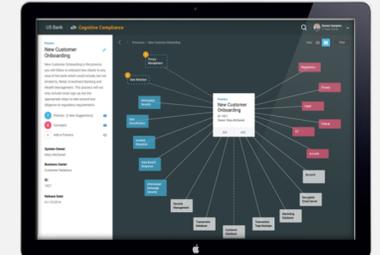


CAPITAL MARKETS

SECURITY AND RESEARCH INSIGHTS

Value: Increase Research Analyst and Sales Productivity by 20%

Personalize engagement with institutional clients. Improve research quality through real-time equity insights. Customize investment and trading decisions based on real-time market data.



RISK & COMPLIANCE

BANKING COMPLIANCE INSIGHTS

Value: Drive 50% faster time to compliance awareness

Apply machine-learning automation to reduce compliance risk incidents associated with key banking processes such as AML, KYC, fraud, complaints, and information governance while reducing operating costs.



Retail Consumer

Capital Markets

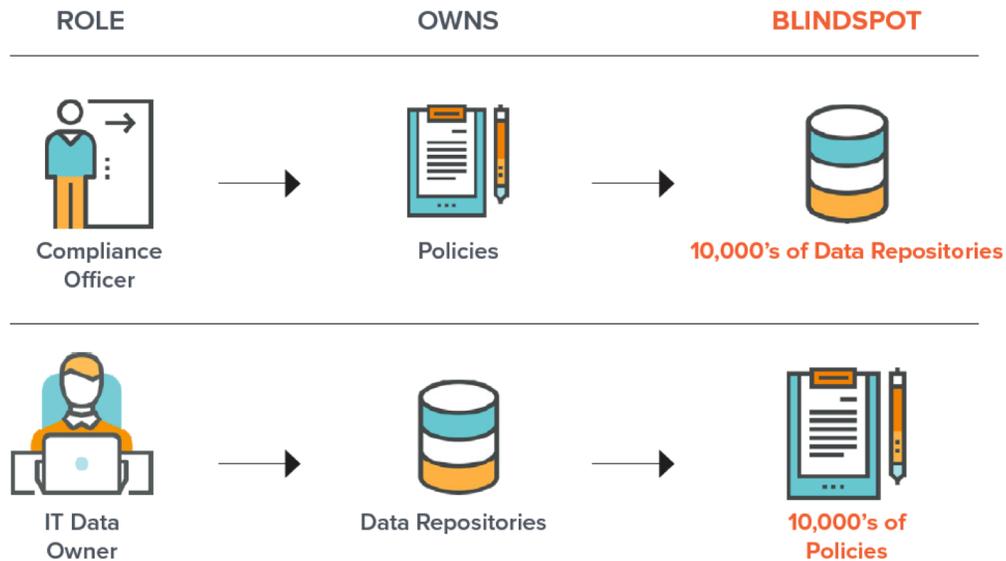
Risk & Compliance

Amplify: AI-Powered Regulatory Compliance

(e.g. Applied to Information Asset Compliance)

Current Process

Low visibility and compliance between business policies and processes due to “dark assets”

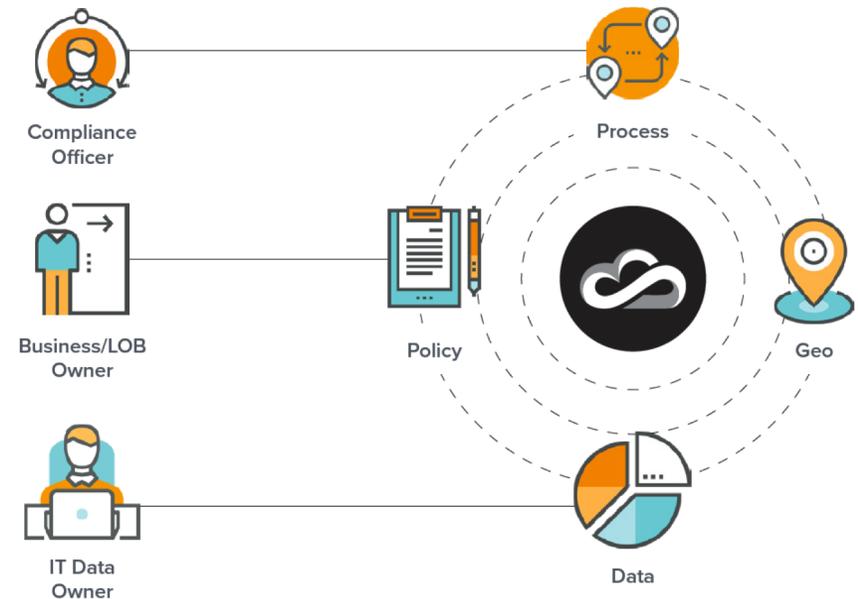


Pain

- Low visibility between compliance policies and IT data
- Significant labor in trying to trace compliance
- High risk: \$100's Mil at risk in fines and resources

Cognitive Process

Increased visibility of relationships between policies, process and information to more effectively track “dark assets”



Value

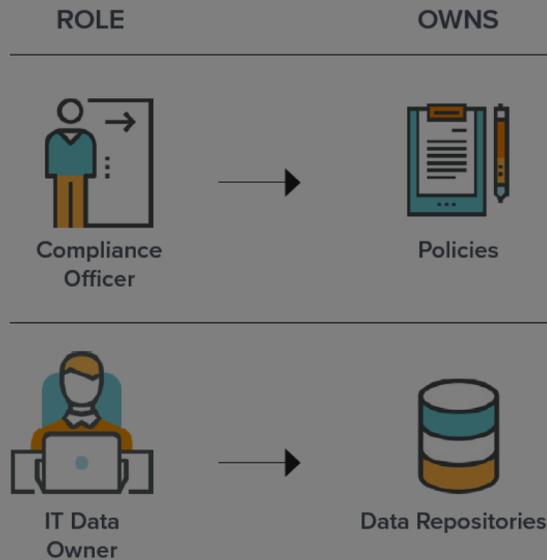
- Improved visibility for compliance and IT stakeholders
- Continuously improves by learning from user's expertise
- Easily extensible beyond IT repositories to other enterprise processes, products, and assets

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WHAT'S COGNITIVE?

- NLP to recognize concepts in policy, process, and data
- Probabilistic classification of policies, processes and data
- Continuous learning from end users to improve and expand concept extraction and classification
- Fine-grained provenance and auditing
- AI services with global governance and control

Value

- Improved visibility for compliance and IT stakeholders
- Continuously improves by learning from user's expertise
- Easily extensible beyond IT repositories to other enterprise processes, products, and assets

Thank You