

# Transforming News Aggregation and Monitoring Solution



- ✓ Improvement in Turnaround Time by 20%.
- ✓ Net annual cost reduction of 10%.
- ✓ Applicable to ~70% of the Work Items assigned to Straive.

- ✓ Integrated workflow from onboarding of publications up to maintenance monitoring.
- ✓ Improve time-to-market for exceptions by at least 50% due to enhanced monitoring.
- ✓ Annual cost savings of 30% through reduced hand-offs, early intervention, and efficiency gains

## Business Challenge

A leading U.S.-headquartered legal research and analytics provider sought help with news aggregation and events monitoring solutions.

With over 30+ years of experience in creating workflows, dashboards, early error detection, and providing customizable reports, Straive helped the client with not just sorting, organizing, and publishing legal research databases, news, and business content but also with event details on their platform.



## What Were Some of the Client Challenges?

For over 200 years, the client has been a leading name in the global legal space providing research and analytics to law firms, businesses, and governments. Apart from providing the abovementioned services, the client also publishes topical news and events schedules on their website as part of their allied services offerings. There are three primary reasons for the client to publish news, events, and topical content on their platform:

①

It helps customers access and stay the latest on current events and trends in order to make informed decisions.

②

Publishing industry news helps the client to generate leads because when people visit their website and read the content, they are more likely to become customers.

③

Publishing helps the client position themselves as a trusted source of information for their legal customers.

With a massive customer base and presence in more than 150 countries, each with unique culture, technology usage, regulations, and competition, the client faced several problems, such as:

- Disjointed systems resulting in manual efforts.
- Delays in news and data feed publishing, resulting in suboptimal customer experience.
- Inability to customize reports on existing processes to help product owners and stakeholders make future business decisions.

There were also certain challenges:

1. Different acquisition models to deal with duplicates.
2. Hard to deal with false positives.
3. Need to link events with relevancy.

## Straive Solution

Straive's relationship with the client goes back several years. We know their business thoroughly and are also aware that millions of people worldwide use their products and services to stay updated on current events, research legal cases, and make informed decisions, and that meant we had to ensure that all content that goes on their platform had to be:

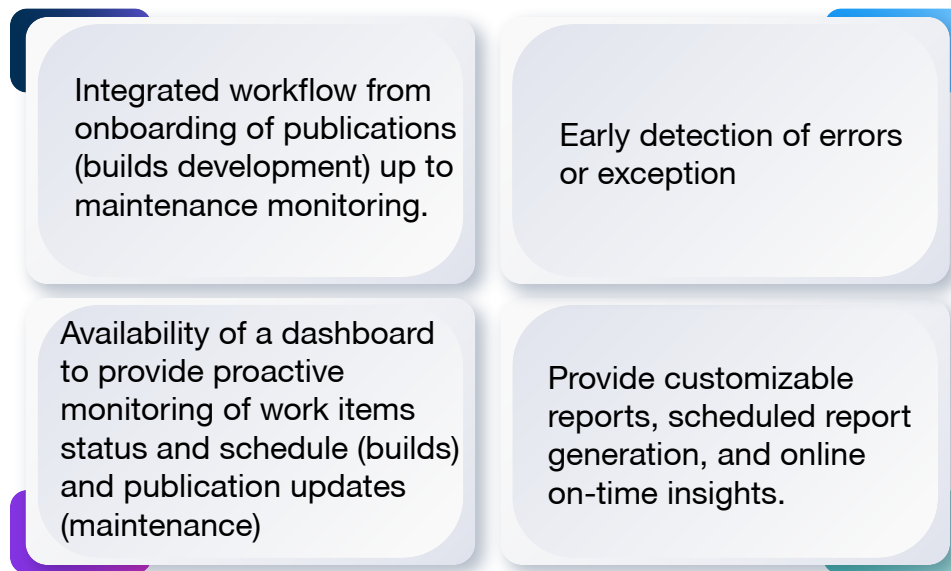
01 Accurate

02 Bias-free

03 Copyrighted and licensed

04 Transparent

## Reengineering The Client's New Data Collection Platform



In order to start, we used our proprietary end-to-end Data Management Platform, Straive Data Platform (SDP), which helps our customers derive business value from unstructured data (be it text like PDFs, invoices, Word documents, public data like annual reports, or visual like images, maps).

We customized SDP to handle any News Aggregation use case, including ESG.

- ▶ Straive customized SDP to extract relevant news articles based on client interests, cluster those articles discussing the same event, and extracting data about those events.
- ▶ Straive has also created a relevancy score for each event, measuring whether each article discusses an event of relevance and the severity of the article.

The benefits of this approach were:

- ▶ Allows analysts to see a single view of an event.
- ▶ Standardized approach to measure severity and relevancy.
- ▶ News extraction in multiple languages with event-level summaries.

**Clustering:**

News articles discussing the same events clustered together to create a single view for analysts.

**Relevancy Model:**

Created a custom relevancy model that measures severity based on subjectivity and polarity.

**Summarization of Articles:**

Machine-generated summaries of articles allows analysts to create event-level summaries quickly.

**Search/Filter-based UI**

Customized client UI for searching and filtering through events and articles.

**Customizable Taxonomy:**

Straive customizes each taxonomy based on what is relevant for the client.

Straive has end-to-end responsibility for ~15,000 sources for news, business, and topical content, from securing data from the information providers to posting the content LexisNexis platform. This includes the onboarding process wherein new scripts are developed for the automated collection and transformation process before turnover to maintenance.

## X-Transform

This tool ingests sample data and recommends possible output tags based on previous analyses and pre-defined mapping instructions. The tool generates a base Conversion Instruction document and a base code script (XSLT) with inputs from the operator performing the analysis.

## Monitoring

A tool that provides a mechanism to track feeds/sources as they evolve through the process and provide end-to-end tracking and monitoring of their content under maintenance in the production environment.

## About Straive

Straive is the largest solutions provider to the research content industry. We work with leading players in the industry including commercial publishers, university presses, open access publishers and societies supporting journals, books, MRWs, and database products/platforms. Our full suite of solutions straddle from manuscript development, peer review management, publishing operations, discovery engine to delivery and customer engagement.

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