AGGREGATING THE RIGHT DATA ISN'T EASY

CHOOSE YOUR FUTURE:

WEB SCRAPING VERSUS WEB DATA INTEGRATION

(especially when it's outside your control)

- Multiple languages and sources
- Unknown data structures
- Inaccurate level of detail
- Partial or incomplete data
- Static versus dynamic data

As data volume increases and the extracting process gets more complex, an enterprise-class data extraction solution is needed.

WEB SCRAPING

The Disadvantages

- Misses vital data
- Requires filtering and cleansing of data
- Forcing delays in analyzing and leveraging data
- Requires time-consuming front-end development and programmers to keep it running

The Advantages

- Streamlines extraction of large volumes of data
- Eliminates unwanted data by extracting precisely what you need
- Performs ongoing monitoring of websites and portals for changes in key data sources
- Can be implemented in hours or days with a no-coding approach

WEB DATA EXTRACTION

A software technique to extract data from websites and portals

A range of basic tools available (some organizations write their own custom scripting)

3 WAYS ROBOTS CAN EXTRACT AND INTEGRATE WEB DATA FOR YOU

1. COLLECTING ACCURATE AND PRECISE DATA PAYS OFF

- Automatically collect pricing and competitive information on demand, or at regular intervals, and aggregate it
- Adjust your product strategy in real-time and increase your market share

2. MONITOR AND IDENTIFY VIOLATIONS OF MINIMUM ADVERTISED PRICE (MAP) AGREEMENTS AND COUNTERFEIT SELLING

- Automatically extract information from a multitude of sources—news sites, government agency websites, portals and corporate sites
- Use automated filters to contextualize information and deliver highly targeted research and services to your customers

3. SCREENING, RISK MANAGEMENT AND CUSTOMER DUE DILIGENCE

- Automatically check an individual's background against thousands of sites, including monitoring sanctions lists from sources such as the U.S. Treasury and Immigration and Customs Enforcement
- Your data is up-to-date and accurate, free from errors, and your employees can spend their time interacting with customers and innovating.

1 A success story: A European bank used web data extraction to automate Customer Due Diligence and Know Your Customer checks overnight. When analysts arrived the next morning, they could begin making recommendations instead of collecting data.

2 A success story: A global leader in anti-counterfeiting uses intelligent software robots to monitor more than 10,000 products daily in 32,000 online shops across 25 countries and 74 platforms for their clients.

POWER YOUR PROCESSES. EMPOWER YOUR CUSTOMERS

Your competitors are monitoring what you're doing. Shouldn't you be monitoring them?

They're collecting terabytes and terabytes of data from the web—data that will feed into their research and determine their next service offering. How can you do the same?

Is the information you need online, but no amount of resources is going to streamline the process of collecting that data?

Does the lack of up-to-date information affect your organization's ability to compete and innovate, or your financial health, operations, or customer experience?

A global research and consultancy group leveraged intelligent robots to extract web data to create new data-intensive products and achieved a 95% reduction in the man-hours needed for web data extraction.

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