Automating news monitoring at scale

Delivering insights at scale
A client of Idibon’s is a rapidly expanding firm that analyses and delivers key business data to its customers. These customers rely on this data to understand their partners and competitors. Originally, the firm’s process included manually analyzing large numbers of online news articles, amounting to tens of thousands of documents and more than 100 person hours each week.

As the firm took on more customers and more verticals, its method of manual annotation couldn't scale. It needed a way to identify data critical to its customers efficiently and accurately, without relying solely on human analysts.

Human–machine collaboration
The firm partnered with Idibon to automate finding relevant news. The firm’s analysts used past news articles that they had marked as relevant or irrelevant to train a custom relevancy model with the Idibon system. By training on this data set, the model learned to do the classification task that analysts had previously done manually.

Idibon decreases the time spent on repetitive tasks and enables analysts to focus on higher-value objectives. Analysts use natural language processing for topic discovery, in combination with their domain expertise, to create an initial understanding of text data. An optimization algorithm elevates cases for human annotation to refine accuracy.

Idibon’s text analytics system is adaptive – we use computers to make human decisions smarter and humans to make computer decisions smarter. Each piece of data (relevant and irrelevant) informs its future judgements and helps the model continuously improve.

Efficiency gains for the client
Idibon enables the firm to significantly cut analyst workload while maintaining the accuracy of human annotation. Across five verticals, analyst workload decreased by 90%. The firm is continuing to roll out Idibon technology to other verticals.

Idibon automates the search for relevant news which humans confirm. This makes the machine learning smarter over time.

As the firm continues to scale out its business, it is no longer constrained by analyst time. Idibon helps clients find insights at scale, in a fraction of the time it takes to do manual annotations.

Solution
Idibon enables a client to automate its search for relevant news.

Results
90%
Decrease in analyst workload after using Idibon’s technology.

10x
Increase in efficiency.

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