



## Harvest Data that Matters – and Build a Company Around It

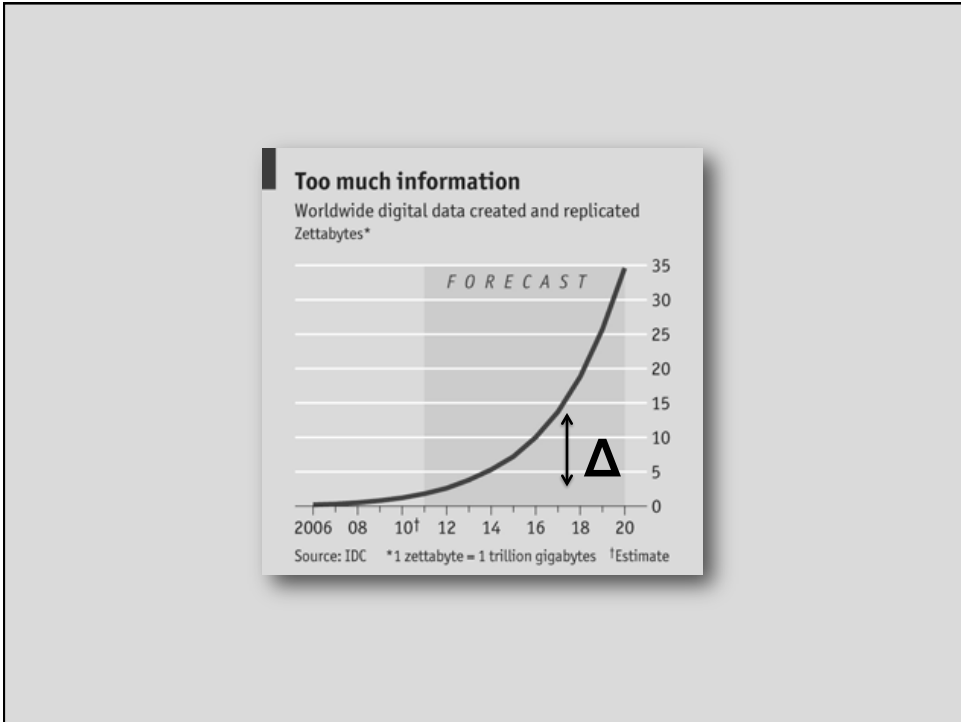
21 March 2014 | SDS 2014

Dr. Dorian Selz  
Co-Founder & CEO



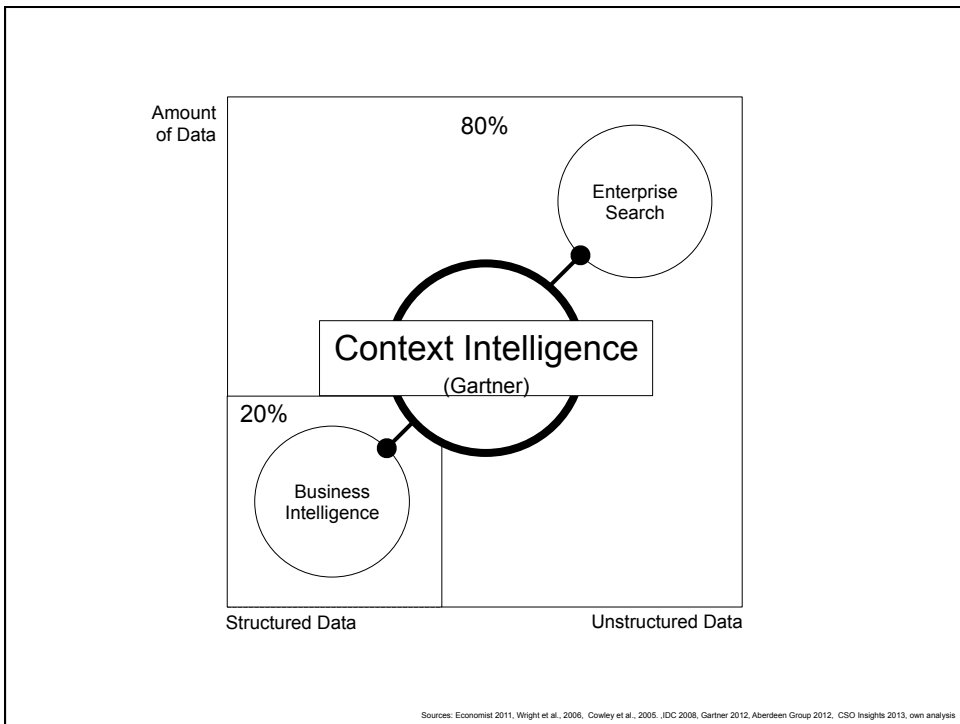
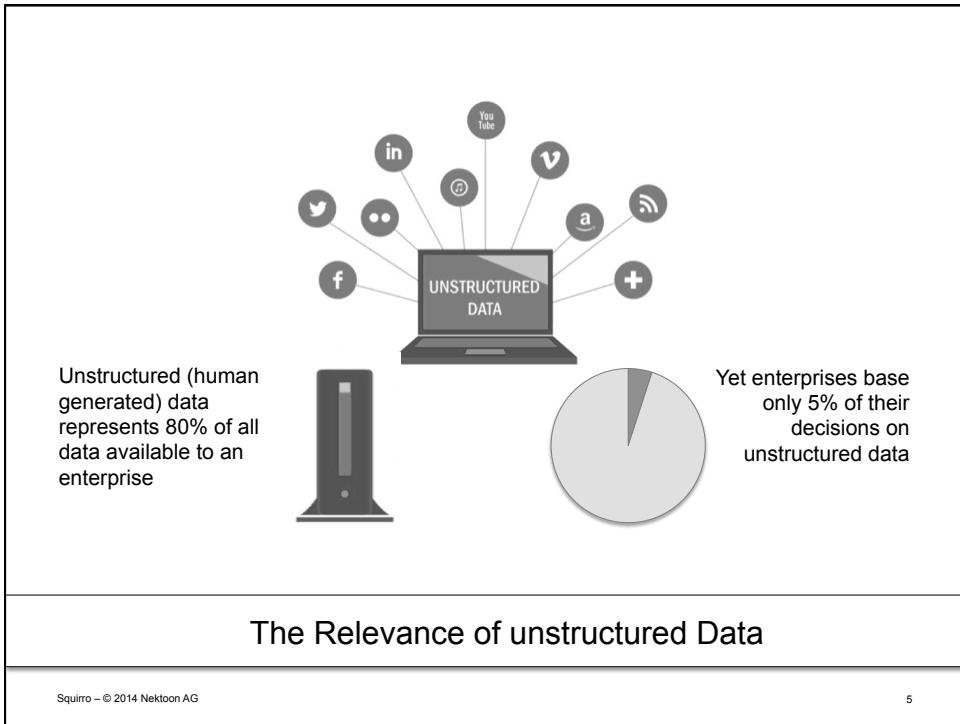
Built on 20<sup>2</sup> Years of Experience

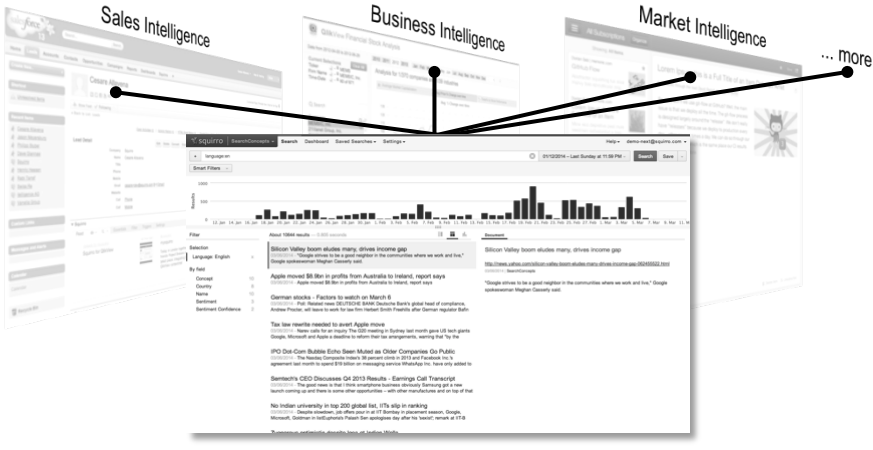
Switzerland's #1 Website – Exquisite Investors



**The unaddressed Pain in Big Data**


Digital landfills of unused unstructured Data





Sales Intelligence      Business Intelligence      Market Intelligence      ... more

Squirro tells you the Story behind your Data




Showtime

Concept Search

Fast to Market

Ease of Use

Integration



**Core USPs**

**Internal Data**

jive ORACLE MICROSOFT


**Public Data**

rss f t

**Premium Data**

S&P CAPITAL IQ MOODY'S ANALYTICS REUTERS

APIs



Personalized

Relevant

Self-Learning

Real-Time

APIs

**Business Intelligence**

Spotfire Qlik Tableau

**Market Intelligence**

D&B IYSE TECHNOLOGIES Google

**CRM**

ORACLE SIEBEL myforce Microsoft Dynamics

**Multiple Use Cases**

ABB EVERCORE Deutsches Rotes Kreuz

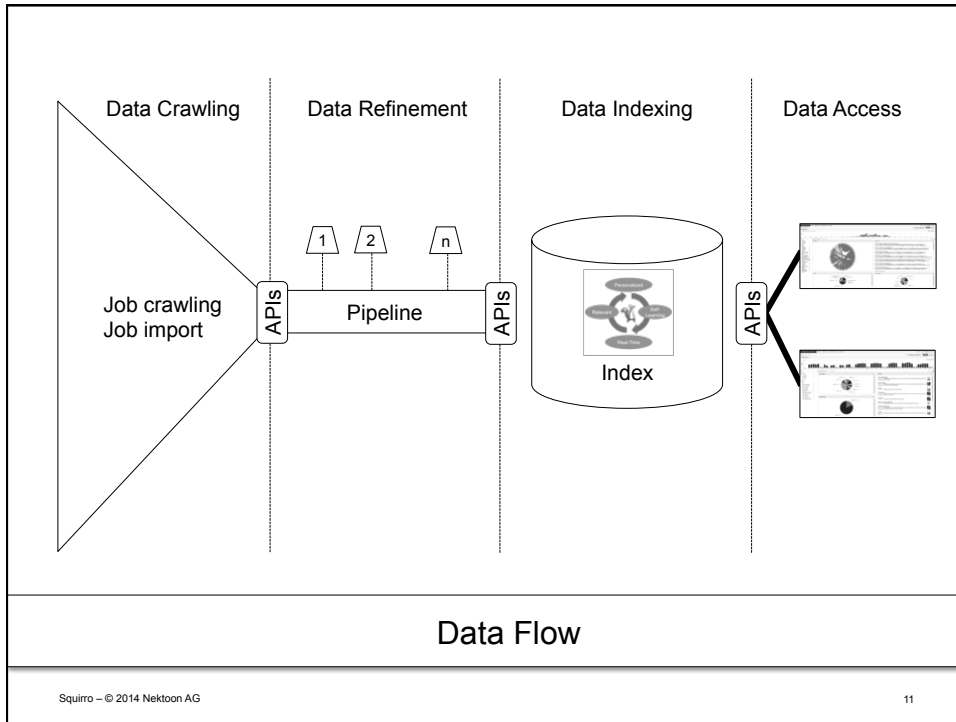
Why: Structured & unstructured data combined

Smart Filters: Self-learning profile

Seamless integration: Information comes to you

Squirrel – © 2014 Nektroon AG

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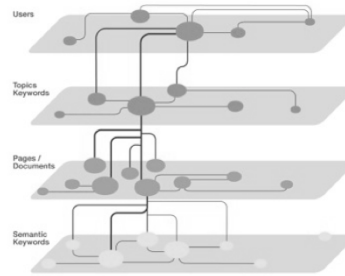


## Smart Filters

Squirro's Smart Filters learn based on:

- User behaviour
- Training documents
- External sources
- Internal sources
- Etc.

Any additional layers are possible



*Squirro's Digital Fingerprint Technology  
(patent pending)*

The 'Smart Filters' are a self-learning profile providing more relevant context matches.

## Squirro's Impact

- Concept search
- Cloud or on-premise
- Seamless integration in any system
- Real-time
- Fast time to market
- Uncover hidden insights
- Better decision-making
- Leverage the 80% of unstructured data
- Increase revenues by up to 30%
- Decrease costs by up to 33%
- Mitigate risks



Features



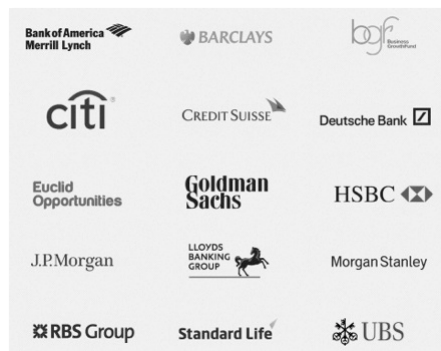
Benefits



Values

Squirro uncovers insights you did not know to improve your decision-making.

## FinTechInnovation Lab

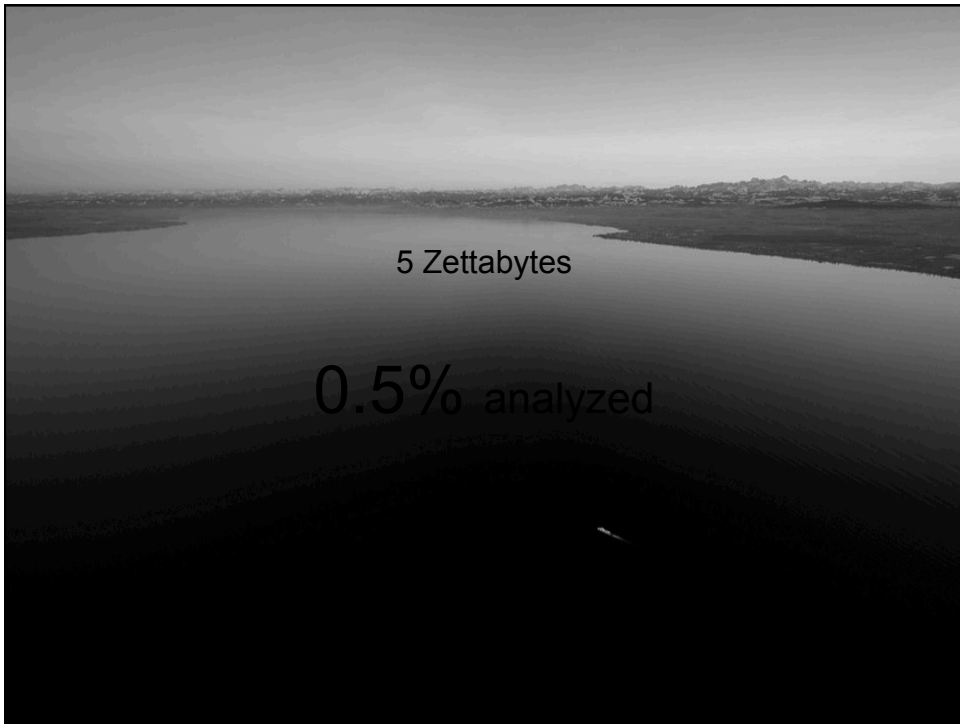


First Startup from Switzerland



2015	<b>Scale</b>	Full US move, additional ecosystems (BI, CRM)
2014	<b>Productize</b>	Fintech, Use Case focus, global partner network
2013	<b>Build</b>	First product & customers, Zurich based
<b>Our Strategy</b>		





**About Squirro**

Squirro is the leader in Context Intelligence, combining structured and unstructured data to provide the 'Why' behind the data. Context turns data points into a story.

Squirro delivers a personalized, real-time contextual stream directly to your workplace. It's based on Squirro's digital fingerprint technology connecting personal interests and workflows while learning and refining as user interactions increase.

Squirro enables you to curate a self-learning 360° context radar natural to use in any enterprise system.

Squirro: Your Data in Context.

**Contact Us**

Tel CH: +41 44 586 98 98  
Tel US: +1 650 353 93 68  
Email: info@squirro.com

Web: www.squirro.com  
Twitter: twitter.com/squirro  
Facebook: facebook.com/squirro

Nektoon AG  
Badenerstrasse 120,  
CH-8004 Zurich

