

The first external data platform that connects you to the data you need for better decision-making

Data is the new competitive battleground. Businesses that take advantage of their data will be leaders; companies that do not utilize data will either fall behind, or even worse, vanish.

To gain this advantage, organizations need to look beyond their four walls for external data sources that bring important context, and a deeper understanding of market conditions. By incorporating external data sources into analytics and ML programs, you improve their accuracy and impact on your business.

Traditional data acquisition is a lengthy process that doesn't always have analytics in mind.

The Explorium External Data Platform is designed to deliver rich external data which improves analytics and machine learning models. Explorium automates access to thousands of data signals from a wide variety of proprietary, premium, and public data sources. Not only have these pre-vetted data sources been curated for quality and reliability, they form a single, collective catalog, eliminating the need to match and integrate each one separately. The data can be treated as a single resource, enabling the choice of enriching existing data sets or creating new ones.

Explorium removes roadblocks associated with finding and acquiring external data. It makes it easier to build data pipelines and leverage external data throughout your organization's analytics processes. You can see the impact of data signals and evaluate uplift in your models before you deploy a new strategy. That's where the true value lies.

Benefits



Gain competitive edge

by enriching your analytics and predictions with the world's data & context



Save time and money

with direct access to 25,000+ curated data signals from 100s of sources



Accelerate business insights

and results with an automated platform for discovering, matching and integrating external data



Boost ML models with unmatched predictive power

by enriching them with the most impactful external data and context



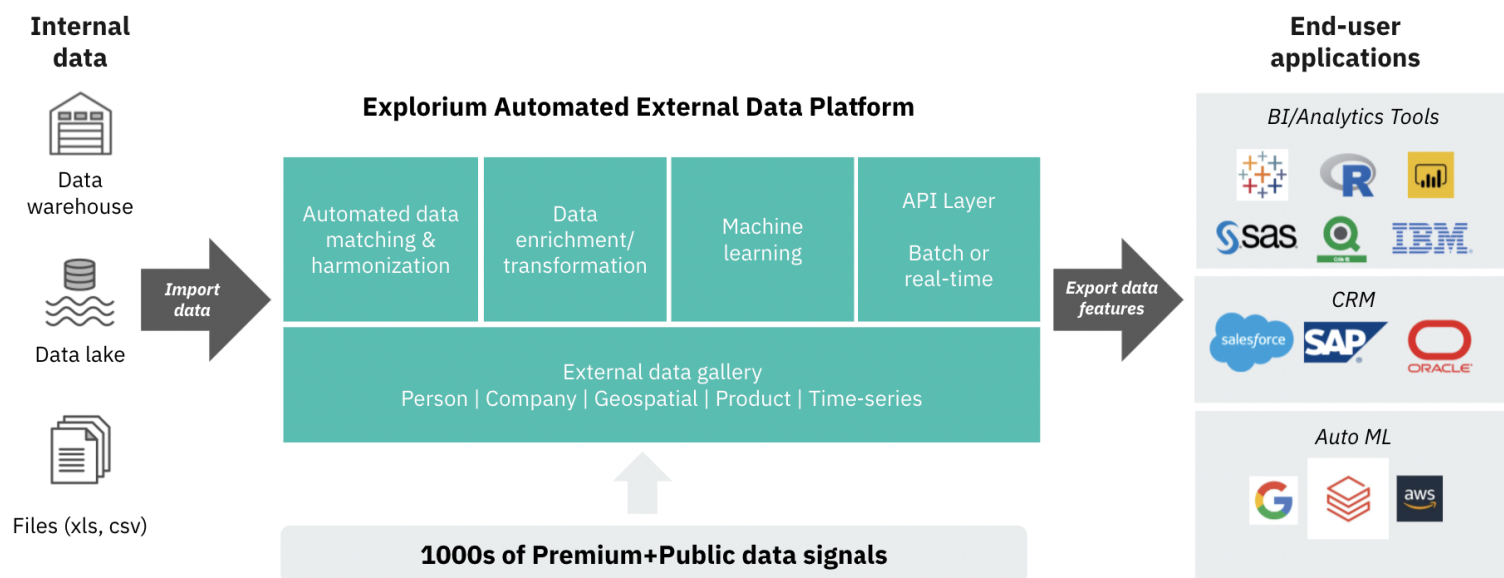
Increase marketing and sales operational efficiency

with the most relevant customer data enrichments



Reduce financial risk and fraud

by accessing relevant and compliant business data



Explorium External Data Platform

Enrich

Quickly find and integrate the most relevant external data signals to enrich advanced analytics and AI data pipelines.

Explore

Explorium's hundreds of curated external data sources are validated, checked for regulatory compliance, and normalized, as well as derived into thousands of proprietary signals. The Explorium data catalog covers several categories including Company, Geographic, Person, Product, and Time.

To get started data analysts, marketing and sales teams can upload internal data or use **Explorium Audiences** to automatically build and access datasets such as potential business leads, business partners, or competitors within any industry. Audiences can uncover a total universe of revenue opportunities, accelerate analysis and results, and kickstart any data project from scratch.

Enrich

Easy search helps you identify the most relevant data signals by recommending ones with the best coverage, and a rich description for each signal. Each signal is added with a single click, and is automatically matched and integrated with your internal data. As you start adding enrichments, more contextual data signals become available for you to search and explore (for example, adding an industry to search also surfaces the eligibility of this industry for government assistance, such as Payroll Protection Program (PPP)).

Prepare

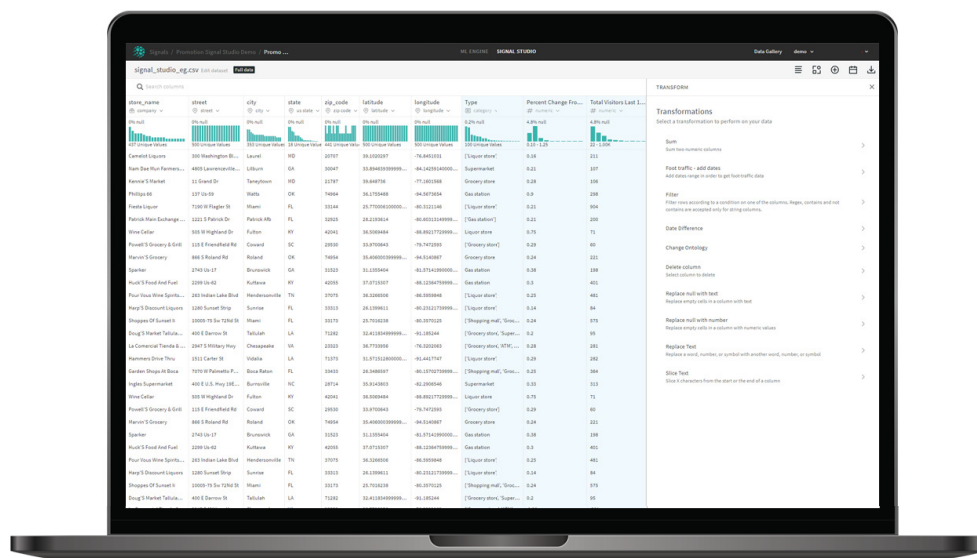
Inbuilt transformation functions provide various ways to prepare your data. Available transformations include, but are not limited to:

- Adding dates (which would surface additional enrichments such as footfall traffic)
- Splitting (exploding) values
- Defining filters based on specific benchmarks
- Editing classifications

These transformations prepare and enrich your internal and external data prior to running advanced analytics or ML models.

Integrate

Explorium doesn't just discover and prepare the data signals; it automatically integrates the data into your production pipelines by defining and scheduling recipes and selecting the output format. You may also download the external data signals in a standardized format and upload it to your preferred analytics, BI or visualization solution. You can apply your recipe to new data via APIs to process the data step-by-step according to the recipe.



Prediction Engine

Harness Explorium's machine learning engine to automatically discover, match, and integrate the most impactful external data signals to fuel and optimize your predictive models. Data scientists use the Prediction engine to find external data signals that they didn't even think of, and improve the accuracy of their predictions by up to 20%.

Augmented Data discovery

Explorium data gallery has over 25,000 curated signals from 100s of premium and public sources and 1000s of proprietary signals. All external data signals are validated for quality, coverage, and compliance. The platform harmonizes and matches the external data signals automatically with your internal data to discover the most relevant external data signals for your use case.

Automated Feature generation and selection

The Prediction Engine uses sophisticated processing based on the enriched dataset and the relationship between the various signals to generate thousands of candidate features. All the features are then ranked based on feature interactions, feature scoring, and proprietary algorithms. The Prediction Engine automatically explores hundreds of potential models and hyperparameter configurations on top of the most impactful features from the most relevant data sources — inside and outside your organization — to identify the optimal set of features for your prediction.

Model optimization and explainability

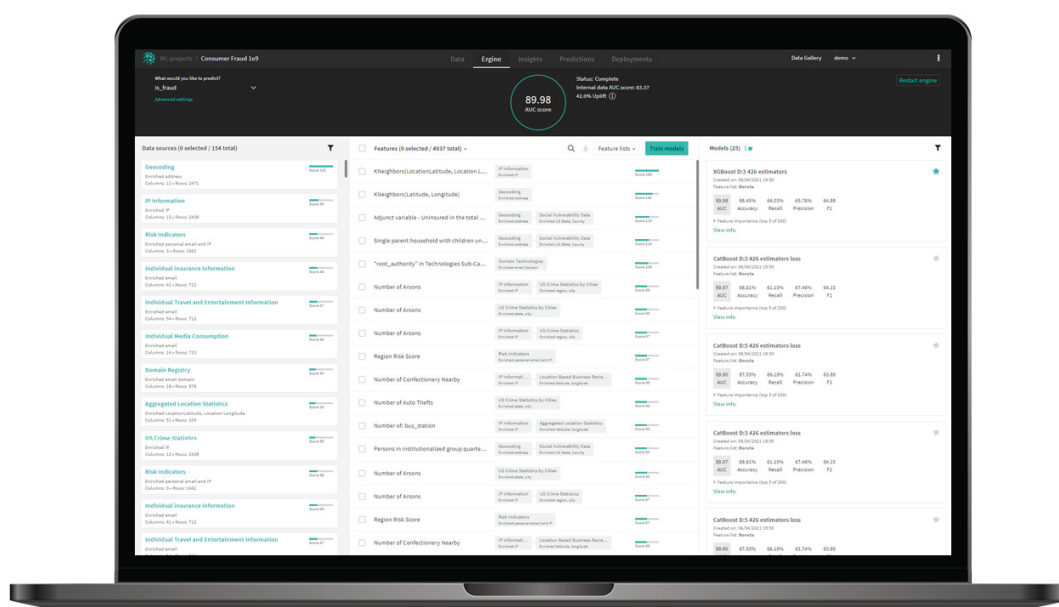
Explorium's Prediction Engine automatically builds and trains a wide selection of predictive models based on the highest ranked features and common modeling techniques. The top performing models are analyzed and the platform displays insights on the accuracy level of the models, and compares them by different measurements.

Operationalization

Data science teams have several ways to operationalize the findings of the ML Engine:

- Download the enriched dataset with the most relevant external data signals that fueled the highest accuracy for your use case and use it to train your own models
- Download the highest performing features that were selected to drive the greatest uplift and consume them directly or use them to build and train models
- Integrate the Prediction Engine with your own systems by using APIs
- Deploy the highest performing model directly from the platform

Use the Explorium platform to monitor and continuously update production-level models to minimize data and model drift and ensure they stay relevant.



Security and Compliance

At Explorium, security and regulation are one of our top priorities. We prioritize security in every step of our product development and implementation processes as well as with our employee protocol. As part of our commitment to compliance and regulation, below is an outline of our main security framework:

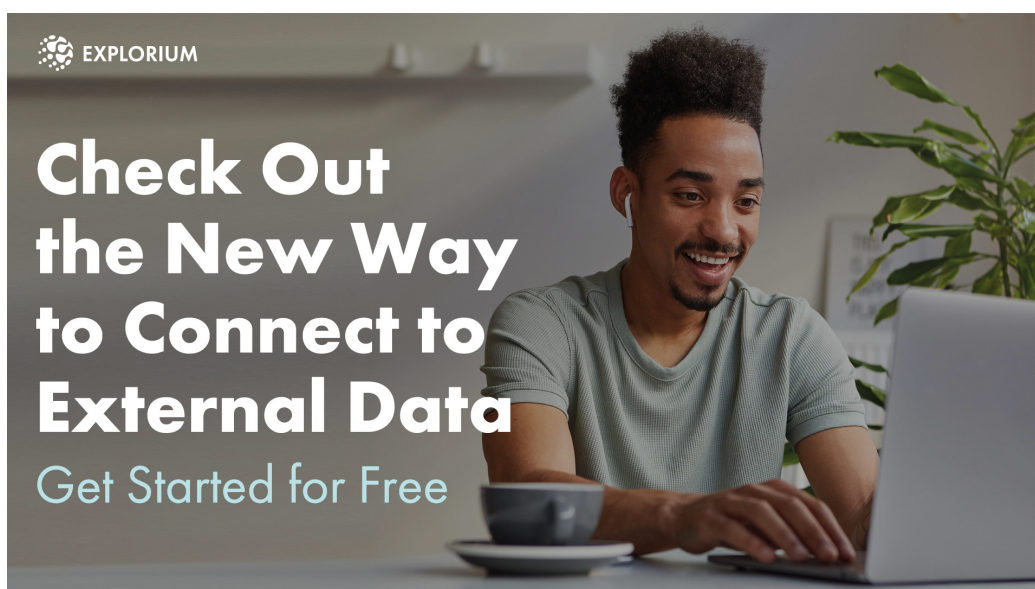
- ISO 27001, 27701, 9001 certificates
- SOC 2 Type 2 certificate
- Internal security audit managed by the Explorium internal security team, which is performed once per year. Risk assessment managed on a daily basis
- External security audit, which is performed once per year performed by an external cybersecurity company
- GDPR and CCPA compliant
- Encryption (AES-256 at rest, TLS 1.2 or higher in transit)

Deployment

Explorium is a multi cloud offering that can run on Amazon Web Service (AWS), Google Cloud Platform (GCP), or Microsoft Azure. Explorium also offers our platform on the Azure marketplace to simplify and accelerate deployment.

Explorium External Data Platform Key Features*	
Table 1. Enrichments <ul style="list-style-type: none"> • Company data signals • Geographic data signals • Person data signals • Product data signals • Time data signals 	Table 2. Connectivity and Standard data source adapters <ul style="list-style-type: none"> • APIs • AWS S3 • Azure Blob Storage • Flat file (csv) • Google BigQuery • Microsoft Excel (xls, xlsx) • MySQL • Postgres • Snowflake • Teradata
Table 3. AutoML Algorithms <ul style="list-style-type: none"> • Bernoulli Naive Bayes • CatBoost • Decision Tree • Logistic regression with standard scaler • Logistic regression with robust scaler • Random Forest • XGBoost 	Table 4. Insights <ul style="list-style-type: none"> • Feature importance: examine features by their contribution to the model • Feature interaction: identify meaningful segments and combinations of variables • Insight tree: analyze tree rules learned by models • Model comparison: comparing the trained models according to different metrics, while examining the impact of different features on the performance • SHAP values: show how much each feature contributes, positively or negatively, to the model output

*This document is a summary of feature highlights of the Explorium External Data Platform. This is not an exhaustive list of all the capabilities in the Explorium External Data Platform because Explorium continuously releases new features and functionality. For a comprehensive walkthrough of all capabilities and usage details, please see the Explorium platform documentation.



About Explorium

Explorium provides the first External Data Platform to improve Analytics and Machine Learning. Explorium enables organizations to automatically discover and use thousands of relevant data signals to improve predictions and ML model performance. Explorium External Data Platform empowers data scientists and analysts to acquire and integrate third-party data efficiently, cost-effectively and in compliance with regulations. With faster, better insights from their models, organizations across fintech, insurance, consumer goods, retail and e-commerce can increase revenue, streamline operations and reduce risks. Learn more at www.explorium.ai.