

## Potential Applications of Inorganic Intelligence

By Editorial Staff      *Thu, Jun 22, 2017*

<b>Potential Applications of Inorganic Intelligence*</b>	
<small>(*Aite Group's neologism for the artificial intelligence, machine learning, predictive analytics, data mining and behavioral analysis tools that are automating the front, middle and back office tasks of financial services firms.)</small>	
Department	Applications
Investing and Trading	Use algorithms and machine-learning to identify hidden signals that might predict a move in a stock or an industry.
Robo-Advice	Digitalize the front-end client experience to implement portfolios with self-service automated investing tools.
Customer Service	Capture client profiles and account details to help chat bots answer questions. Predictive analytics can forecast customer behavior, life events, needs, and contextual preferences.
Sales and Marketing	Examine investor profiles and activities to reach each prospect or client at the right time with the right campaign and content.
Regulatory Compliance	Transform heavily unstructured compliance data sources into intelligent narratives to facilitate documentation for audit responses to regulators.
Cybersecurity	Collect, cleanse, and aggregate of very large and diverse structured and unstructured data sets to detect anomalies, breaches, suspicious transactions and insider behavioral analysis.
<small>Source: Aite Group.</small>	