






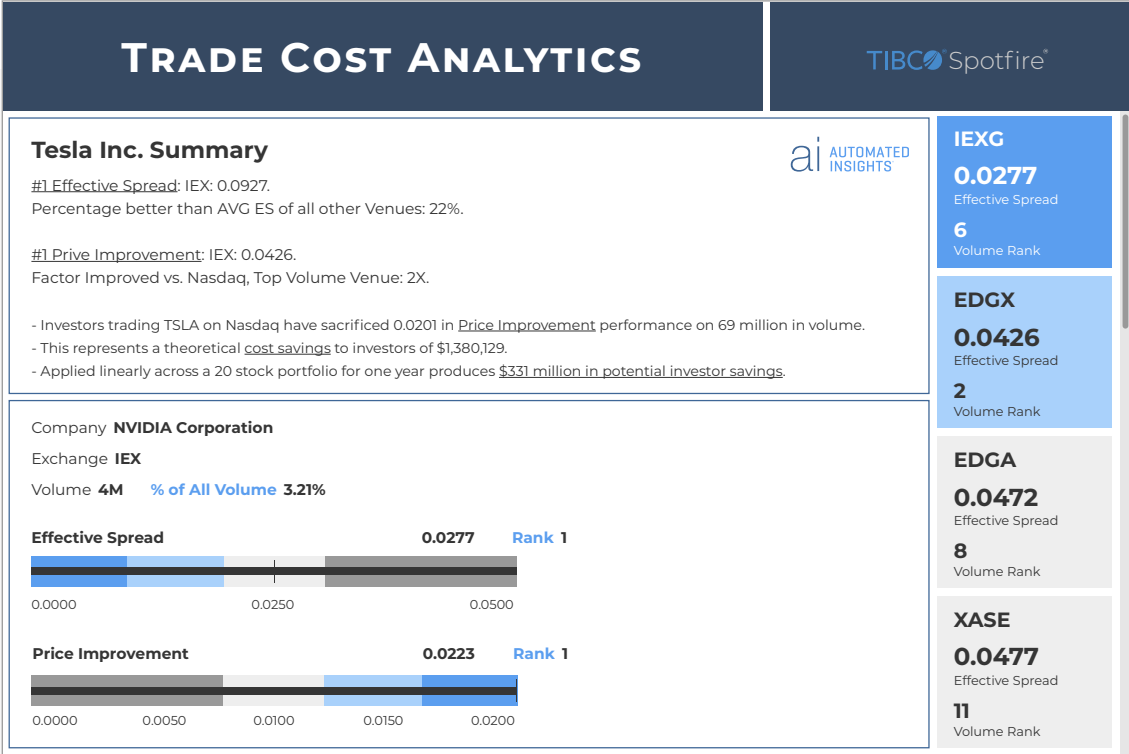
# Monetize Your Data with Visual Analytics and Natural Language Generation

Together with our partner, Automated Insights®, Point Focal equips everyone with the most essential tool required to make better, faster decisions—a **personalized and contextual understanding of their own data**.

By leveraging natural language generation (NLG), transform your financial data into written analytics that are timely, prescriptive, and in a format everyone can understand: the written word.

### Using NLG Throughout Your Portfolio Management Lifecycle


-  Research
-  Compliance
-  Risk Analysis
-  Portfolio Management
-  Trading



Generate written analytics directly inside TIBCO Spotfire that update in real-time as users explore a dashboard.

# NLG + Data Visualizations


## VENUE PERFORMANCE

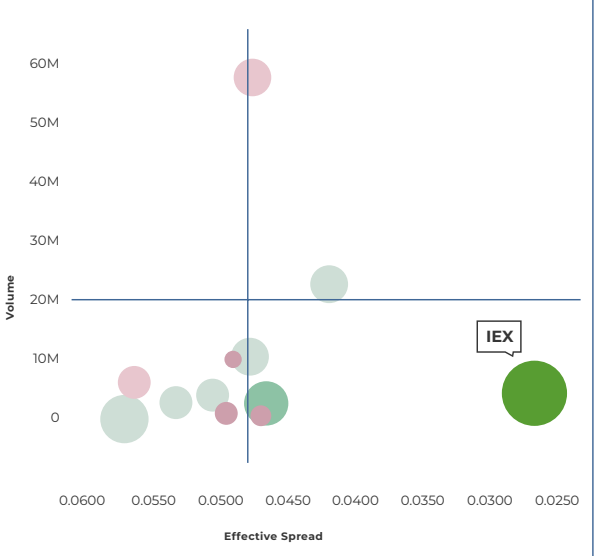


NVIDIA Corporation volume was 74,559 shares on IEX today, 1.93% of all venue traded NVDA volume.

During the prior 30-day period, the tightest Effective Spread for NVDA has been 0.0277 on IEX. This is 43% better than the average Effective Spread (0.0483) across all other venues. IEX is also the top performing Price Improvement venue for NVDA; at 0.0223, IEX price improves liquidity at a rate 2X greater than Nasdaq, the venue with the largest share of NVDA volume.

Fractions of pennies matter. Price Improvement impact of this magnitude, applied across 20 similar sticks over the course of a year, would return \$370 million in trading costs to investors.





Learn how NLG can enhance visual analytics and improve data interpretation.

**Visit [PointFocal.com](http://PointFocal.com)**

## Why NLG Drives Insight, Action, and Growth



### Real-Time

Instantly generate insights that allow you to make confident, proactive decisions.



### Prescriptive

Provide tailored insights to the individual that map out a clear path towards action.



### Easy-To-Understand

Drive global understanding with insights delivered in a format that makes sense.



By 2020, natural-language generation and artificial intelligence will be a standard feature of 90% of modern BI platforms.

### Gartner

Gartner, Augmented Analytics Is the Future of Data and Analytics, Rita L. Sallam, Cindi Howson, Carlie J. Idoine, 27 July 2017