



4 Best Practices to Unlock Value from Your Firm's Internal Knowledge



On average, employees waste more than 5 hours a week surfacing information and companies waste 200 hours annually by onboarding new hires with inefficient processes. Time is squandered searching multiple sources of information, and even then data is siloed across several platforms and it is difficult to extract market intelligence.

As resources become increasingly scarce and scrutinized, it is more critical than ever to accelerate information sharing, prevent duplication of work, and avoid making poorly informed decisions that can be costly in the long run. You can vastly increase the lifetime ROI of your team's market research by consolidating your internal knowledge alongside the external market research you rely on, making it easier to search and share.

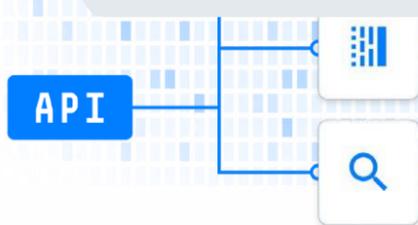
Below we share the top four best practices to ensure you're getting the most value from in-house knowledge and external market research:

1 Fast searchability of consolidated internal and external content

- ✓ Enable immediate retrieval of historical research from different internal teams
- ✓ Consume information quickly across many documents, including internal insights like research projects, decks, consultant reports, and expert calls, alongside external content such as broker research, company docs, and regulatory information
- ✓ Leverage search, summarization, and monitoring tools to uncover the most relevant results
- ✓ Computer vision to extract & search charts, tables, and images buried in internal documents

2 Seamless integration at enterprise scale

- ✓ Use APIs to connect with file storage systems in real-time and embed external insights into other third-party products at scale
- ✓ Equip administrators to easily manage file access across teams, user permissions, and entitlements
- ✓ Use integrations to centralize and AI to organize research across multiple data silos to a single unified platform
- ✓ Keep every stakeholder informed with dashboards and collaborative documents that are easily shared and accessed by specific teams



3 Reliable insight extraction —not more noise

- ✓ Use semantic search technology like Smart Synonyms alongside custom alerts so you never miss a critical insight on companies and industries you care about
- ✓ Build a consistent market view org-wide through custom dashboards, highlighting and annotation, collaborative notebooks with sharing and permission management
- ✓ Consolidate internal and external market research to accelerate informed decision making
- ✓ Ensure any summarization capabilities are fully cited so you can dig into source documents for data verification and context

4 Trustworthy AI that eliminates manual research tasks

- ✓ GenAI summarizations quickly surface insights, jumpstart research on new companies/markets, and provide relevant snapshots of internal research perspectives
- ✓ Use an LLM that's trained across business-specific content sets and not a general-purpose system that doesn't understand the context of your job
- ✓ Don't rely on unverified consumer-grade genAI tools and use AI summarizations that cite all of the source content for easy verifiability and context
- ✓ Adopt genAI capabilities that enable you to ask follow-up questions, have dialogue in natural language, and interrogate your documents

AlphaSense Enterprise Intelligence unlocks your team's internal knowledge by enabling secure searches, summaries, and follow-up questions across your proprietary internal data and a vast repository of 300M+ premium external documents.

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