

Connected Data

mnAi adds the who, what, why to data, transforming previously unmanageable UK company datasets into meaningful data networks to uncover high-value insights.

What is mnAi Connected Data?

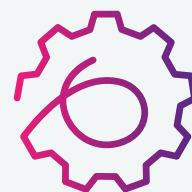
Driven by an observation that Companies House could do so much more, in 2021 we invested significant resources to understand the relationship between, and across, company officers and shareholders.



The output is a unique dataset, creating a 'digital twin' of UK companies and in particular focusing on, and mapping, relationships of key individuals.



Using machine learning technology, our entity resolution technology runs in real-time and has generated over 1.2bn connections between 37m UK officers.



Our Connected Data helps improve decision making, increases efficiency and removes complexity.



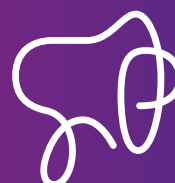
• People



• Organisations



• Locations



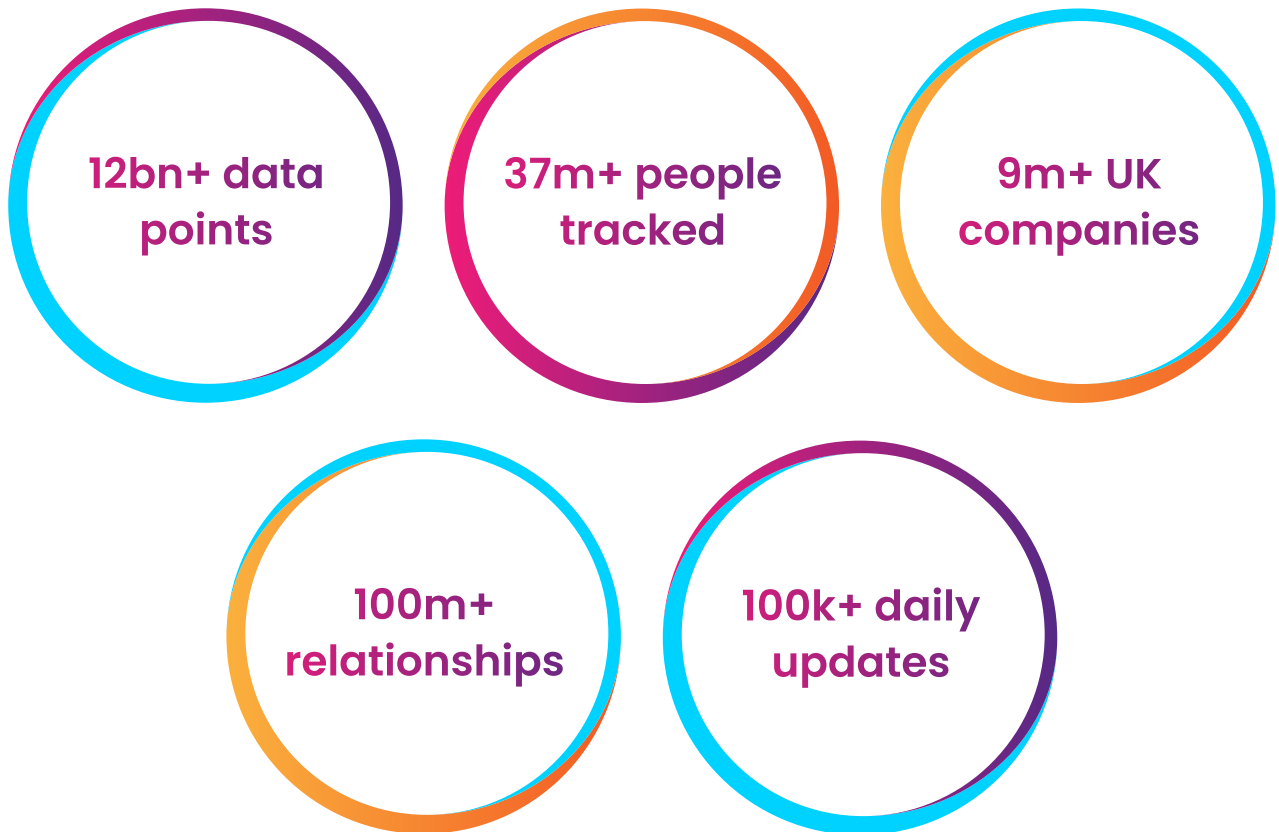
• Events

It's all about connections

Our core Connected Data product encompasses 9m+ UK companies and 37m+ people.

Updated and refreshed in real-time, our technology uses a huge neo4j graph database to map and connect disparate company officer and shareholder profiles. This creates master profiles of all known activities associated with an individual.

Our product assists clients with fraud prevention, due diligence, entity resolution, strategic and tactical sales prospecting and investigations.



How does mnAi Connected Data work?

Based on the POLE model – People, Organisations, Locations, Events – we add the who, what, when and why to data.



Relational database:

Traditional database architecture puts information into rows and columns, much like a giant excel spreadsheet.

Insight from these types of databases is bucketed against subject headers and is linear.



Graph database:

Graph databases use nodes to store data entities, and edges to store relationships between entities. Data is stored just like you might sketch ideas on a whiteboard. There is no limit to the number and kind of relationships a node can have.



mnAi's approach:

Using a combination of both relational and graph databases, we transform massive open datasets into meaningful networks of "connected data" with hundreds of millions of connections.



The problem

- Disconnected and disparate data sets
- Companies House data less reliable
- Exposed to greater risks
- Untrained algorithms missing critical markers



The solution

- Transform massive open datasets into "Connected Data"
- Overlay data source to extend the data network
- Constantly updated 'digital twin' of all UK companies
- Algorithms surface previously unseen high-value insights



The benefits

- Master profiles are completely unique
- Can be used to support KYC, KYB, Enhanced Fraud and Financial Crime
- Improves decision making & increases efficiency
- An end to fragmented data



Data accuracy

Around 20% of people have multiple records at Companies House. We use connected data techniques, including a network proximity algorithm, to identify them and present a complete picture.



Influencers

Using page rank we identify people who have the most influence. For example, those with the largest number of co-directors or co-shareholders in the same sector.



Connections

Using degree centrality we identify people who have the most decision-making power across numerous companies in the same sector. Our shortest path algorithm identifies connections between the target entities and exposes potential conflicts of interest.

Connected Data in action

With around 100m+ data points each week, our 'digital twin' of the UK's private sector is constantly refreshed and updated.

Industrial insight

- Influencers
- Financial Crime and Fraud
- Wealth Management
- New business prospecting
- Conflicts of Interest
- Behaviour modelling

Company Profile

- Hidden company networks
- Hidden director networks
- Infinite connections
- Resigned officer networks
- Portfolio responsibilities
- Corporate connections
- Top 10 connections to target company
- Shareholder networks
- Director gender
- Corporate logos
- Active directors
- Export functionality

Person Profile

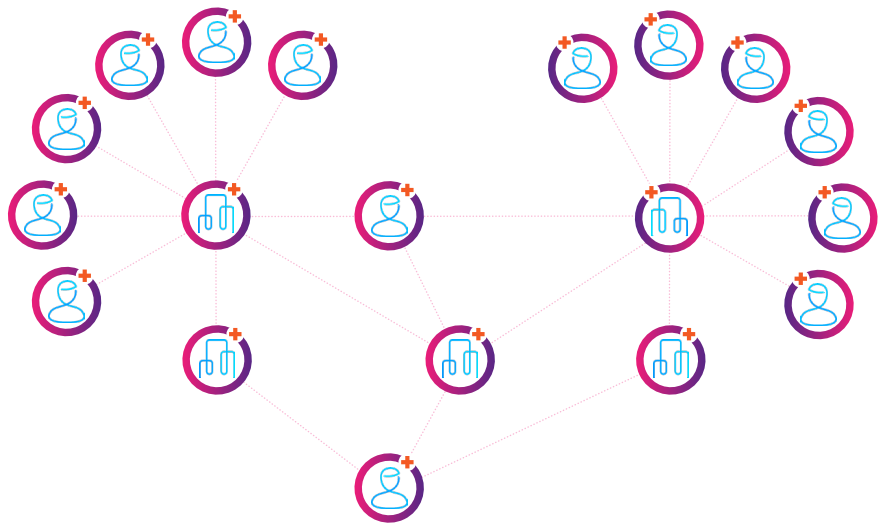
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Connected Data: here's how it can help your business



- Existing clients include banks and other financial services, wealth management companies, solicitors, accountants and more
- Helps power the next generation of KYC, KYB and AML
- Finds hidden connections between directors
- Tracks patterns in directorships and debt within an individual
- Network queries and algorithms surface previously unseen insights locked in the data relationships
- More complete and reliable profiles of individuals and companies than you'll find anywhere else

100m+ million
connections between
companies, directors,
PSCs, shareholders
100,000 daily updates.



Book a demo today

A comprehensive and interactive demo is the best way to find out how mnAi's cutting edge platform technology and exclusive data can help your company

Request a demo here <https://calendly.com/devon-struthers/mnai-training> with one of the mnAi team

Contact the team directly



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