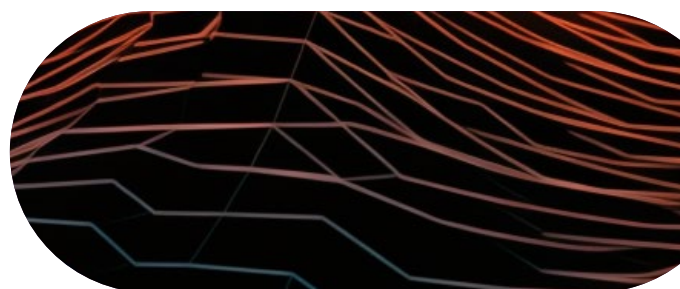
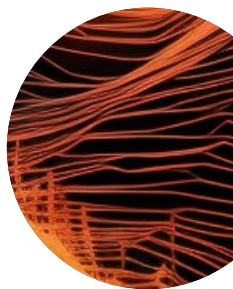


● Whitepaper

Generative AI - The Next Big Leap within Financial Services - Research & Analytics



Introduction

Ever since the launch of Generative AI Applications, every sector within the larger world of business & commerce has been rushing to find ways to incorporate this technological leap into their businesses. The aim has always been to add value through time savings, quality improvement, or both. Last year saw the launch of crucial applications like ChatGPT, Chatsonic, and Jasper Chat, among others making Generative AI more accessible to the public. As a result, sectors like IT, Healthcare, Media & Publishing, and Business Services (like specialized consulting – Legal, Risk, and Finance) have seen tremendous transitions from Generative AI. In contrast, other sectors with higher exposure to blue-collar positions (Construction, Industrial, Transportation) can still afford to go a bit easy on this transition.

This brings us to Generative AI's role within the Research & Analytics industry, specifically within Financial Services. Before we embark on this mission

to leverage Generative AI within Financial Services use cases, we first need to understand some of the broader functions it performs within the context of research and content writing, including:

- **General Data Gathering**
- **Focused Information Extraction**
- **Smart and Intelligent Content Creation**
- **Content Translation/Transition**



General Data Gathering

Accurate and timely information is highly critical in producing fast and reliable deliverables within Research & Analytics processes. Therefore, we firmly believe that any application that can scour the general web and extract relevant information will be extremely useful in the hands of an analyst.

For example, in the investment banking industry, junior bankers spend 20-25% of their time gathering data for creating pitch decks or theme-based research slides. Apart from looking at market databases, analysts perform web searches which are very tedious and time-consuming. With AI tools, analysts can get this information faster, accelerating general Industry/Economic research, company profiles, news runs, screening, and ad hoc data pulls. On the quantitative side, analysts within the banking sector would appreciate the value of tools that can give you historical financial information about a company by just entering a query.

To some extent, all this can be done right now through these Generative AI applications, so leveraging them for data search and collation is a no-brainer.

As we are warming up to the AI-driven environment, we are also cognizant of the data accuracy issue that some of these tools have. Of course, most applications can fetch information, but the extent to which this information is correct and ready to be consumed still needs to be thoroughly vetted. But, as we evolve, we believe this will be addressed in the subsequent versions of AI/GPT tools.

Another challenge with AI-driven tools is “understanding the context.” Not all tools are intelligent enough to provide you with the correct information. The AI model behind the tools has to be trained regularly to make it sharper and more accurate. A few domain-specific tools are being considered, e.g., writing blogs, creating presentations, and newsletters, but memorizing



Focused Data Extraction

In our earlier section, we talked about general data gathering; now, imagine the potency of these tools to search within a restricted universe, which can be anything, ranging from a set of documents or a list of URLs within the internet. Meaning the same computing power of Generative AI deployed within a microscopic search universe as opposed to the enormous chaos that is the internet in its entirety.

A generative tool can be used for more focused data extraction and trained for specific routines like searches for financial data, key metrics, company, person, deal, or a particular aspect.

Further exploration is also required for services with inputs available in a set format (like a lending form, credit agreements, prospectus, or credit review reports) common within the lending business.

Such tools may be beneficial in extracting specific data points/critical metrics from these large PDFs into credit worksheets, spreads, and models. Some of these documents are large pdfs where analysts spend a substantial amount of time locating the data points and entering them into an Excel sheet/model.

Targeted search with the restricted universe of data sets can produce far more accurate results with little to no tweak required to the final output.



Smart and Intelligent Content Generation

Another more significant offering that the current Generative AI tools can provide is content generation around a specific subject matter. For example, qualitative research forms a considerable part of an analyst's day-to-day work. The deliverables are text-oriented PowerPoint slides and Word documents. The analysis requires substantial content generation, like writing a business description, transaction rationale, and summarizing earnings releases. The existing Generative AI tools can help create 'Smart' and 'Intelligent' content on the fly.

The tools help create grammatically correct, paraphrased content, which can be incorporated into the broader report after minimal tweaking.

On the quantitative analysis side, introductory analysis for bankers that is somewhat rudimentary, like – a simple forecast model, can be created through Generative AI based on a set of inputs and current market conditions.

Such tools can help analysts reduce publishing and content creation time and cost.

Content Translation / Transition

Within the domain of research and data collation, there are scenarios where we come across hurdles like language barriers, sourcing from scanned documents, and leveraging diagrams and visual references that require much effort to translate, copy or transition to an Excel or a presentation. However, AI has shown significant success in resolving these issues in some capacity, if not entirely.

Generative AI seems to have a better handle on translating foreign languages to English without losing or altering context and meaning, something we still observe that Google Translate needs help with to date. Tools like DALL-E, Jasper Art, Dream, and Nightcafe are prominent image generators that are changing how presentation and design teams approach their day-to-day tasks.

Some script recognition software is already available in the market; combining them with Generative AI to not just copy but also summarize key points from scanned files is not far-fetched.

From a Financial Services standpoint, visual artifacts within deliverables, extracting excerpts from documents, and translating content accurately from non-English sources have a significant utility that is difficult to overlook.

Evalueserve's Approach

Utilizing Generative AI within the Financial Services- Research & Analytics is a critical and necessary step toward better and more efficient results.

Evalueserve has identified focused implementation areas, i.e., work products that can leverage the data gathering, extraction, generation, and translation features of Generative AI. This focused implementation within our broader solutions - Investment Banking, Private Equity, and Lending Services- will use generative AI to create more value-added results.

Having mentioned the above, we need to acknowledge a definite concern regarding data accuracy and sourcing that needs to be considered while using Generative AI. However, our approach toward these tools has always been to add value to our work, not have AI take it up entirely.

We plan to seamlessly integrate these generative AI tools within our use cases and consequent workflow. As we move ahead, we will share how each of our solutions plans to incorporate Generative AI within their execution process.



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About Evalueserve

Evalueserve's Corporate and Investment Banking (CIB) practice works with bulge bracket banks, large global banks, private equity firms, commercial banks and boutique advisory firms. Our key practice areas include Sector and Product support, Private Equity support, Lending & Credit support, Business Information / Library Services, Presentation Support services and Business Management Reporting. In addition, our proprietary technology platform helps streamline and automate workflows, re-use work products through knowledge management and automate repetitive tasks.

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