

Find the data that will transform your enterprise

Enterprise excellence starts with the right data.

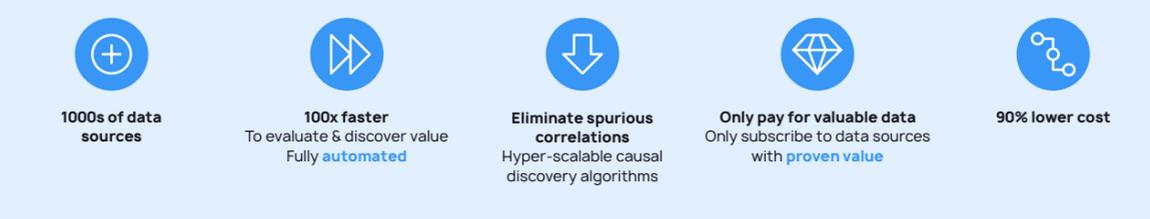
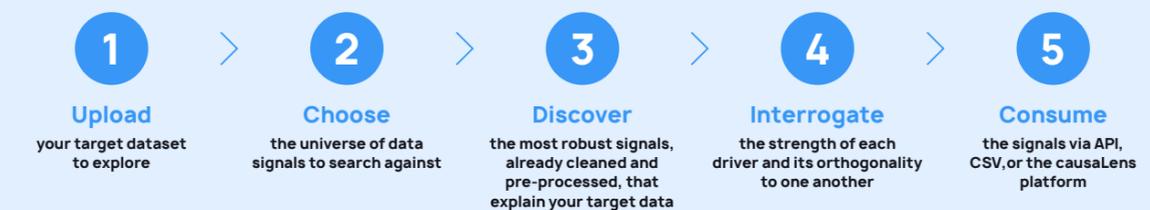
Millions of datasets. Zero in on the right ones for your unique challenges.

Current approaches to data augmentation are painful

- ⊗ **Huge upfront investment** involving time-consuming data scouting and legal teams.
- ⊗ **Expensive negotiated contracts** and trials with vendors with limited probability of success.
- ⊗ **Uncertainty about where to start searching** when faced with a huge space of potentially valuable data products.
- ⊗ **Data scientists' time is wasted** on cleaning and processing datasets that are ultimately valueless to the enterprise.
- ⊗ **No way to identify which data products provide incremental value** over the rest, when trials are conducted in isolation.
- ⊗ **Spurious correlations mislead organizations** as to the true value of datasets. When searching vast amounts of data, they always show up in high volumes.



The causaLake solution



Benefits

- **Access:** 1000s of public, proprietary and partner data sources for evaluation prior to subscription
- **Speed:** 100x faster to find, evaluate, and use signals
- **Cost:** Only pay for data containing relevant, robust signals
- **Quality:** Eliminate spurious correlations via hyper-scalable causal discovery algorithms

Last mile value, delivered in the first mile

What if your enterprise could efficiently find the data that best serves its use cases and decision challenges? No contracts with vendors. Minimal data wrangling. Radically reduced upfront costs.

Welcome to causaLake. causaLake is an intelligent data platform that enables everyone in your enterprise to rapidly search a vast space of public, proprietary, and internal datasets, to discover, procure and utilize the right data in the right format for their needs.

causaLake achieves this by searching for causal signals, as opposed to correlations.

Finding correlations is easy – they're everywhere. But they mislead as to the true value of data: spurious correlations have little value and lead to unreliable models.

Causal signals on the other hand are rare and valuable. They are the factors that actually impact results in your organisation – from drivers of consumer demand, to early warnings of epidemics, to trading signals. Data containing causal signals has additive value over merely correlated data sources. Models based on causal drivers are the basis of trustworthy business intelligence and superior enterprise decision-making.

Powered by cutting-edge Causal AI technology

causaLens are the pioneers of Causal AI for the enterprise – a new category of machine intelligence that reasons about the world as humans do, through cause-and-effect relationships. causaLake's search engine is powered by the world's most powerful Causal AI technology.

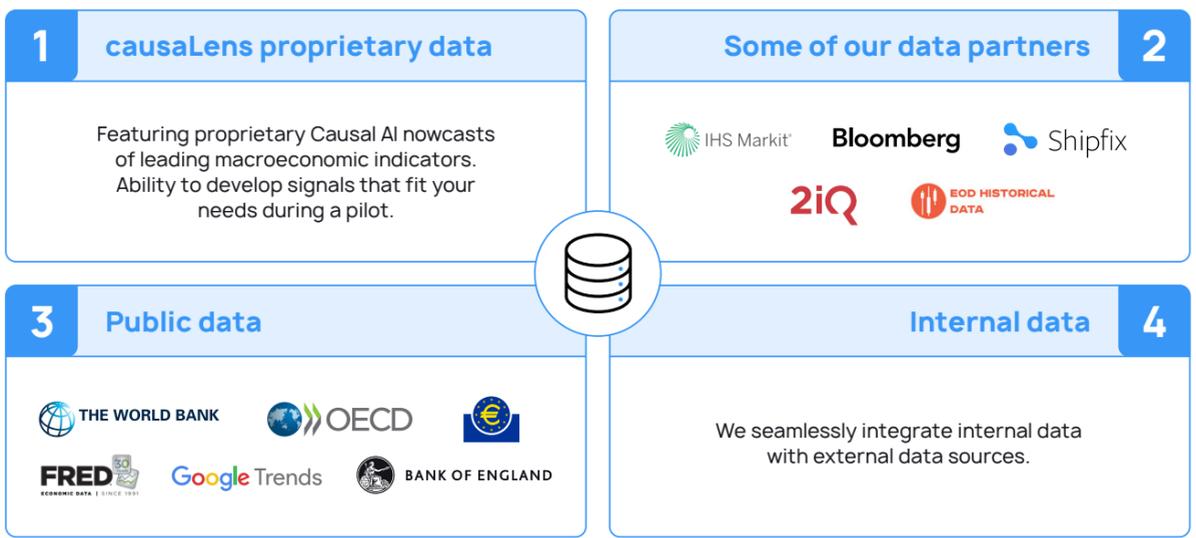


"Understanding the causal drivers behind demand is critical. causaLens enhances our supply chain visibility and empowers our domain experts to run powerful what-if analyses"

Takashi Hiramatsu – Senior Manager, MLCC planning department – Murata

Murata is a \$14B electronics manufacturer.

In partnership with the world's leading data vendors



"The causaLens platform has enabled us to discover additional value in our data. Their causal AI technology autonomously finds valuable signals in huge datasets and has helped us to understand relationships between our data and other datasets."

Keith Toppel – Global Head of product at CLS group

CLS Group is an FX broker settling \$6 trillion per day.

Case study: demand planning for Fortune 500 electronics manufacturer

Context

- Forecast accuracy took a huge hit post-COVID
- Wanted to add external signals for more accurate, resilient planning
- Limited internal resources to identify / evaluate new data

With causaLake

- Calculated signal strength of 1000s of consumer sentiment, economic, industry-specific, and shipping data signals
- Focused on including external signals in longer-term forecasts, where signal strength was highest
- Opted to use certain publicly available data rather than paid sources without incurring signal loss
- Able to quickly incorporate external signals into forecasting models

Summary results	Before	After
Time to find, procure and evaluate new data sources	20 weeks for 2000+ features	100x faster
External data costs	\$200K/yr+ expectation	~50% reduction
Forecast accuracy	56%	17% pt. improvement
Planning resiliency	Limited	High

About us

causaLens are the pioneers of Causal AI – a giant leap in machine intelligence.

We build Causal AI-powered products that are trusted by leading organizations across a wide range of industries. Our Causal AI Platform empowers all types of users to make superior decisions through an intuitive

user interface. We are creating a world in which humans can trust machines with the greatest challenges in the economy, society and healthcare.

Contact us to learn how causaLake can augment your enterprise data.