

White paper 2014-1

SIGWATCH data integration options for finance sector clients

September 2014

Financial institutions today comprise some of SIGWATCH's most intensive users. Not only do their CSR and investment tracking departments need to exploit the full range of SIGWATCH data covering every industry sector, they often have many users, each with different needs, ranging from issue analytics to checking for NGO red flags against corporates or identifying emerging reputational risks and no-go areas.

SIGWATCH's corporate database, now over 9,000 records deep, is especially suited to red flag checking because many of the companies, subsidiaries and projects NGOs target are not well covered in mainstream sources such as Western business media. By contrast, around half of the parent companies logged by SIGWATCH are private (ie, unlisted) companies, and over 20% are headquartered in emerging and developing economies.

To help bring the full benefit of our databases to finance sector users, we have been working with customers to develop new tools, some of which use APIs (Application Programming Interfaces) to share raw data. Thus we can now offer access to the SIGWATCH databases via customer intranets, provide code for dedicated SIGWATCH search pages, and create customized corporate screening programs. When more integration is needed, we provide APIs so that SIGWATCH data is available to customers' systems to run bespoke applications and integrate our data with their own.

This paper outlines some of these tools and facilities. If you would like to take advantage of similar or bespoke SIGWATCH data integrations and want further information and costings, please contact robert.blood@sigwatch.com

Intranet user access to SIGWATCH website

Direct SIGWATCH website access so customers' users can access the SIGWATCH website, data and tools from the customer's intranet without individual logins.

Implemented by created a code link from the customer's intranet to the SIGWATCH site with an automated login which recognizes the customer intranet's IP address. Customer's users get open access to the SIGWATCH site and all its tools and databases as if the SIGWATCH site is part of their own intranet.

Intranet corporate database search engine

Search page on customer's intranet which allows customer's users to check client/prospect corporate entities against the SIGWATCH corporate databases for NGO campaigns or other name mentions. SIGWATCH search may be integrated with customer's existing search engine for one-stop searching.

Implemented by creating a webpage which can be run from customer's intranet (probably using iframe), which contains a search function for the SIGWATCH corporate database. Users enter part of the corporate entity name and the SIGWATCH system returns best matches in a dropdown list. Clicking on any name in the dropdown generates an 'index card' of key data, with additional tabs to show relevant NGO campaigning history; alternatively it will list the relevant SIGWATCH archive records. This search facility is available to any intranet user or a sub-set of users under the customer's control. It may also be integrated with other customer's search tools (eg. Google-based web search).

Batch corporate screening and reporting

Tool to generate exception reports of recent negative NGO activity from customer's own investment/client corporate lists. This is envisaged as a batch tool which can be run by the customer as and when reports are required. With each run, the customer uploads a fresh corporate list for matching and reporting. In this way, customers' corporate lists are never retained by SIGWATCH, which minimizes risk of confidentiality breaches through hacking, etc.

Implemented by creating a new web page, accessible only to pre-defined users, where the customer can upload a CSV or XML file of corporate names pre-matched with SIGWATCH UID (Unique IDentification) codes. SIGWATCH will use this list to generate and export (either by email or as a real-time download) a report in CSV or XML format identifying corporates where there are records of new NGO activity and/or changes to their cumulative Reputational Impact scores over a pre-set period of time.

Pre-matching the customer's corporate list to SIGWATCH UIDs is the most efficient way to run this facility. We use fuzzy matching of names to automate best matching of SIGWATCH corporate names and thus UID codes. We also hold ISIN and Bloomberg tickers for matching listed companies. To allow ongoing matching as new corporate records are created, SIGWATCH sends customers UID codes of new corporate records as they are created.

API facility

An API (Application Program Interface) facility enable a customer to copy SIGWATCH data into their own systems for processing by bespoke programs or integration with existing data sets. Typically the API is hosted on SIGWATCH's servers, with the customer hosting their own applications.

The API comprises an electronic 'dropbox' holding one or more tables of data copied from the SIGWATCH servers. This data is updated or added to almost every working day as new reports are published. API data is then automatically retrieved by the customer's system with a pre-agreed secure access arrangement (e.g. using a fixed IP address).

API tables can include any of the existing SIGWATCH table fields as well as calculated fields derived from existing fields (e.g. calculating reputational impact scores from the values for NGO power and the values for sentiment and prominence of corporate mentions). API data can also be pre-filtered, e.g. to exclude reports where no corporate entities are referenced.

SIGWATCH data supplied via an API gives the customer maximum flexibility to create any number of in-house tools to analyze or highlight NGO activity as reported by SIGWATCH - for example, as a newsfeed on an employee Intranet, or for triggering alerts where clients or customer investments are being targeted.

The following pages show how SIGWATCH corporate data is organized into a series of linked tables. Any rows from any table can be transferred via an API.

SIGWATCH tables for corporate data

Critical report: timely report usually of upcoming action
Emerging: new issue or campaign strategy or tactic

CORE TABLE: sig_archive – NGO news [one record per sigwatch news item]

uid	tstamp	crdate	cruser_id	deleted	hidden	Date	Report	Headline	Link	old_tags	old_issue	approved	critical_re	tags_chec	emerging
57233	1403787670	1403767440	0	0	0	26/06/2014	RUSSIA & WWF and consultancy firm Creon Energy are inviting analysts, environmentalists and oil companies to help design a rating system... See (in Russian)	WWF Russia invites...	http://www.wwf.ru/res...	NULL	NULL	1	1	1	0
57240	1403787633	1403776365	0	0	0	26/06/2014	UK & Amnesty International claimed that a shopper had passed them a note found in an item of clothing purchased at a Primark store in Belfast... SIGWATCH comment: According to media reports...	Amnesty handed note...	http://www.amnesty.org.uk/pre...	NULL	NULL	1	0	1	0
57241	1403787613	1403776706	0	0	0	26/06/2014	U.S. & Center for Science in the Public Interest (CSPi) called on the FDA to require health warning labels on energy drinks... See	U.S. FDA urged...	http://cspinet.org/new/20140...	NULL	NULL	1	0	1	0

Source links.

Table linking Core Table to corporates/brands: sig_company_sectors – corporate mentions by NGOs [one record per sigwatch news item, per issue (usually 2 issues), per NGO, per active country, per target country]

Corporate data can be extended – see page 3

uid	uid_archive	date	issue code	issue name	ngo code	ngo name	ngo power	active_coun	active_cou	target_cou	target_cou	company_c	company	company_p	company_p	sentiment	prominence	partnership
219987	57240	26/06/2014	3380	Fashion - supply chain responsibility	71	Amnesty UK	2.5	826	United Kingdom	156	China	1884	Primark	1671	Associated British Foods / ABF	-1	4	0
219988	57240	26/06/2014	3842	Human rights in general	71	Amnesty UK	2.5	826	United Kingdom	156	China	1884	Primark	1671	Associated British Foods / ABF	-1	4	0
219989	57240	26/06/2014	3380	Fashion - supply chain responsibility	71	Amnesty UK	2.5	826	United Kingdom	826	United Kingdom	1884	Primark	1671	Associated British Foods / ABF	-1	4	0
219990	57240	26/06/2014	3842	Human rights in general	71	Amnesty UK	2.5	826	United Kingdom	826	United Kingdom	1884	Primark	1671	Associated British Foods / ABF	-1	4	0

Active country: country where NGO action is taking place.
Target country: country which NGO hopes to influence.

Sentiment: from -2 (very critical) to +2 (very praised)
Prominence: from 1 (passing mention) to 4 (headline mention)
Partnership: 1 if report mentions company is partnering with NGO.

Volume of data: typically 20-40 new sig_archive records per working day, plus 10-40 new associated sig_company_sectors records and 10-40 associated sig_industry_sector records for each sig_archive record. Usually about 20%-30% of sig_archive records have associated sig_company_sectors records.

Link to Sig_archive table

Table linking Core Table to industry sectors: sig_industry_sectors – industry mentions by NGOs, actual or implied
 [one record per sigwatch news item, per issue (usually 2 issues), per NGO, per active country, per target country]

uid	uid_archive	date	issue_code	issue_name	ngo_code	ngo_name	ngo_power	active_cou ntry_code	active_cou ntry	target_cou ntry_code	target_cou ntry	industry_se ctor_code	industry_s ector	sentiment	prominence	partnership
4590	57240	26/06/2014	3842	Human rights in general	71	Amnesty UK	2.5	826	United Kingdom	826	United Kingdom	1352	Fashion	-1	4	0
4589	57240	26/06/2014	3842	Human rights in general	71	Amnesty UK	2.5	826	United Kingdom	826	United Kingdom	1322	Retail	-1	4	0
4588	57240	26/06/2014	3380	Fashion - supply chain responsibility	71	Amnesty UK	2.5	826	United Kingdom	826	United Kingdom	1352	Fashion	-1	4	0
4587	57240	26/06/2014	3380	Fashion - supply chain responsibility	71	Amnesty UK	2.5	826	United Kingdom	826	United Kingdom	1322	Retail	-1	4	0
4586	57240	26/06/2014	3842	Human rights in general	71	Amnesty UK	2.5	826	United Kingdom	156	China	1352	Fashion	-1	4	0
4585	57240	26/06/2014	3842	Human rights in general	71	Amnesty UK	2.5	826	United Kingdom	156	China	1322	Retail	-1	4	0
4584	57240	26/06/2014	3380	Fashion - supply chain responsibility	71	Amnesty UK	2.5	826	United Kingdom	156	China	1352	Fashion	-1	4	0
4583	57240	26/06/2014	3380	Fashion - supply chain responsibility	71	Amnesty UK	2.5	826	United Kingdom	156	China	1322	Retail	-1	4	0

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Corporate entities data tables

Linked data from these tables can be copied across whenever a corporate entity is mentioned in the main reports tables.

Corporates and brands table (main): tx_agsigwatchcorporate_corporate – corporate data table 1

[one record per corporate entity; unique identifier is uid; type indicates parent, subsidiary, brand]

uid	parent_id	tstamp	crdate	cruser_id	deleted	hidden	name	ident	country	website	sectors	description	type
8887	0	1404461153	1404461153	13	0	0	Strauss Group Ltd		376	http://www.strauss-group.com/		Strauss Group Ltd was formerly..	1
8888	0	1404461245	1404461245	13	0	0	Strauss Coffee		528	http://www.strauss-group.com/company/strauss-coffee/	0		2
8889	0	1404461414	1404461414	13	0	0	Lavazza		380	http://www.lavazza.com/en/	0		1

Corporates and brands table (ISIN): tx_agsigwatchcorporate_corporate_isin – corporate data

table 2 [stores ISIN and Bloomberg ticker codes for parents if they exist.]

uid	corporate_uid	isin_corporate_name_official	isin_corporate_name_cleaned	issuer_id	country	bloomberg_ticker	isin_1	isin_2	isin_3	hidden	deleted
7701	8876	Credenz Soybean		0						0	0
7702	8877	Llet Nostra Alimentaria, SL		0						0	0
7703	8878	Llet Nostra		0						0	0
7704	8879	Milbona		0						0	0
7705	8880	Condis		0						0	0
7706	8881	La Vaquera		0						0	0
7707	8882	La Vaquita		0						0	0
7708	8883	Tierra de Sabor		0						0	0
7709	8884	Keurig Green Mountain		0		GMCR:US				0	0
7710	8885	DE Blend Masters 1753		0						0	0
7711	8886	UCC Ueshima Coffee Co		0						0	0
7712	8888	Strauss Coffee		0						0	0
7713	8889	Luigi Lavazza S.p.A		0						0	0