CrushBank Neuro:
Unlocking Data Access
to Drive Business Performance

CrushBank Neuro, originally built for IT support, has evolved to serve broader business needs by tackling the challenges of accessing critical information across distributed platforms and diverse data sources. Leveraging IBM's watsonx and a vectorized data system, CrushBank Neuro provides businesses with the tools to overcome inefficiencies related to unsearchable or unstructured data. Below, we explore the key ways CrushBank supports businesses.

Reducing Time Wasted on Information Search

According to a McKinsey study, employees spend roughly 19% of their time searching for information. In many cases, much of the company's data is unsearchable or difficult to access. CrushBank Neuro addresses this issue by streamlining access to data, whether it's on platforms like SharePoint, Procore, or Workday. By embedding within commonly used tools like Microsoft Teams and Slack, CrushBank makes it easy for employees to retrieve information without disrupting their workflow. This helps reduce the onboarding time for new employees, which can take up to four months as they struggle to navigate an organization's 'tribal knowledge.'
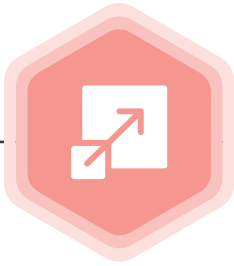
Unified Access to Distributed Data

Businesses often store critical data across multiple systems, making it difficult for employees to know where to look for the information they need. CrushBank Neuro simplifies this by creating a data lake or a "data lakehouse" that integrates with a variety of platforms and tools. This allows employees to ask a simple question without needing to know where the relevant data is stored. For example, an employee in a manufacturing company can ask about the operating temperature of a specific component, and CrushBank Neuro will retrieve the relevant data with algorithmic transparency, ensuring that the source of the information is clearly identified and trustworthy.

Preventing Misinformation and Hallucinations

One of the key issues with some AI models is the potential for generating hallucinated or incorrect answers. CrushBank Neuro solves this problem by offering algorithmic transparency, where each answer is accompanied by a clear, clickable link to the source of the information. This allows users to validate the information easily, reducing the risk of errors that could harm the business.

Streamlined Implementation and Scalability

CrushBank's solution is built on the watsonx platform and can be quickly integrated into an organization's existing data infrastructure with minimal effort. The system is typically operational within 10 to 45 days, depending on the complexity of the implementation. This scalability makes it ideal for businesses that do not have the time or resources to develop their own data integration and AI systems from scratch.

Empowering Decision-Making with Data

CrushBank Neuro goes beyond simple data retrieval by allowing businesses to drive more efficient workflows. For example, in industries like construction, estimators can benefit from CrushBank's ability to analyze past projects and offer more accurate pricing estimates. This prevents businesses from overbidding and losing out on jobs or underbidding and damaging their margins. By embedding workflows into the system, CrushBank Neuro helps businesses make data-driven decisions that improve efficiency and profitability.

Applicable Across a Range of Business Functions

Although CrushBank Neuro was originally designed for IT support, its use cases extend to virtually any department that faces data challenges. Sales, marketing, procurement, and supply chain management are just a few areas where CrushBank Neuro can be used to streamline processes and improve access to information. For example, it helps businesses eliminate inefficiencies in supply chain management by providing quick access to data across various systems, allowing teams to drive inefficiencies out of their workflows.

Conclusion

CrushBank Neuro enables businesses to overcome common challenges associated with data access, including the inefficiency of searching for information, the risks of misinformation, and the difficulty of integrating multiple systems. With a watsonx-backed architecture, the platform is a scalable and flexible solution that enhances productivity, reduces operational costs, and supports better decision-making across an organization. CrushBank Neuro is ready-made for implementation, and businesses can see results within weeks, making it an essential tool for optimizing data access and management.