

Case Study

# Uncovering Untapped Opportunities with BA Insight





## INDUSTRY

### Mining Operations

## COMPANY

### Multinational Mining Operations Organization

With over \$55 billion in revenue, and operations in various countries, this organization needed an efficient way to classify, research, and identify overlooked mining sites and business opportunities.

This organization sought to revolutionize its inefficient research processes to locate untapped mining opportunities within vast repositories of PDF documents. Implementing BA Insight streamlined the analysis of soil sample information, providing decision makers with unprecedented speed, accuracy, and enhanced visibility into diverse and valuable mining sites.





# With over \$55 billion in revenue, traditional research processes became tiresome for this mining operations organization.

## This global mining organization needed a precise content search solution.

In the rugged mining landscape, there is a constant quest to locate untapped resources. This end-to-end process demands precision and efficiency, and this billion-dollar multinational mining organization faced critical challenges.

Burdened by the overwhelming task of analyzing hundreds of thousands of PDF documents containing vital soil sample information, they realized the traditional content search methods they had in place were inefficient, costly, and lacked the necessary accuracy to identify optimal mining locations with their current time-consuming process. They sought a solution that would revolutionize how they found and leveraged information, so they turned to BA Insight.

## BA Insight was up for the challenge.

The goal was clear: streamline research processes and provide critical insights to users that would lead to the discovery of possible untapped mining opportunities. BA Insight's implementation process was simple and began immediately. Through comprehensive indexing and classification of the vast repository of PDF documents, BA Insight's AutoClassifier intelligently tagged documents based on mining locations and content type, pulling directly from FileShare. This advanced AI and machine learning (ML) tagging process transformed a cumbersome process into a structured database from which users could quickly and easily pull valuable insights.

This allowed mining, operations, and other expert users to navigate the repository of soil samples effortlessly and locate business-critical information at unprecedented speed and accuracy. With BA Insight, the company gained enhanced visibility into diverse and highly desirable mining sites based on their content. Decision makers now had the power to access pertinent information, allowing them to make well-informed decisions that could reshape their business's future, which competitors didn't have.



# BA Insight's AI content search was the keystone for more efficient research processes.

## What was the game changer?

AutoClassifier was the catalyst, enabling the identification of previously overlooked mining sites, as well as future ones. This organization was able to come back to previously deemed unworthy sites and was able to extract value. AutoClassifier's advanced AI and ML tagging process gave this organization a distinct competitive advantage that contributed to keeping its status as a frontrunner in the mining and operations industry.

## They have a competitive advantage moving forward.

BA Insight was instrumental in transforming this billion-dollar multinational corporation's mining and exploration landscape processes. Streamlined research processes, coupled with the identification of new mining opportunities and enhanced visibility within their repositories, propelled the business. In the challenging, rugged mining and operations environment, BA Insight emerged as a reliable and trusted partner that unlocked the true value of this organization's data.

upland

**BA Insight**

For more information visit: [bainsight.com](https://bainsight.com)

**Upland BA Insight** leverages AI technology to deliver an advanced search experience with results that are relevant, personalized, and actionable. The connector-based technology works with enterprises, customer portals, and web sites, turning searches into actionable insights, regardless of where content or users reside.