State Street Verus℠

Frequently Asked Questions

What is Verus?
Verus is a mobile-first platform that helps users understand the connections between news and their portfolios. Powered by the truView® risk platform, Verus leverages machine learning, natural language processing and human expertise to surface and rank connections, filter out noise, and help its users answer the question “What’s my exposure to that?”

How is Verus different from other news providers?
The purpose of Verus is to reduce information overload by highlighting and ranking the most important connections between news and users’ portfolios. Unlike other news sources, Verus uses machine learning algorithms, coupled with truView portfolio and supply chain data, to deliver relevant insights to users in order to help them understand their potential exposure to a news item in minutes.

What news sources do you cover?
We cover news from approximately 75 major global financial news organizations. In the future, we plan to let users customize their news sources.
What’s the difference between a direct and an indirect connection?
Direct connections are derived from company news mentioned in the headline or the content of an article. Once a direct connection is determined, we run a query through our proprietary knowledge graph to identify relationships between that direct connection and other holdings in your portfolio. This methodology looks at factors such as returns correlation, industry classification, competitor, supply chain and customer relationships.

Why are certain stories not included in the newsfeed?
There are a few reasons why a story may not show up in the newsfeed. This may be because no direct connection was found between that article and your portfolio, or because a connection was ranked too low to be surfaced.

What is a Verus Score?
The Verus Score, or V Score, is the primary feature that drives the ranking of news in Verus. The V Score, based on a scale of 1 to 10, is composed of three main factors: Article Content, Risk, and Network Connectivity. By combining the relevance of a story with the portfolio- and security-specific analytics of connected assets, as well as the interconnectedness of those assets, the V Score provides a multifaceted answer to the question “How much should I care about this story?”

Why are some stories ranked higher than others?
The newsfeed is driven by the V Score, which incorporates machine learning algorithms, article content, risk metrics and other data to rank news to determine the relative ranking of news articles.

Why is the article ranked low, when I have a different opinion?
The relative scoring of news articles may not always align with a user’s opinion. Our models are continuously being trained through a combination of machine learning and human input. The more feedback our models receive, the smarter our algorithms will get over time.

How does Verus identify network connection strength?
Network connection strength is based on the relationship between entities. Some of the relationship types we currently capture include supply chain, customer, industry, sub-industry, joint venture, integrated product offering, research collaboration, license agreement and more. The number of network connections between entities, as well as the weighting of each, is an important driver of portfolio insight.

Does Verus incorporate article sentiment for each article?
Our mission is to reduce noise and never add factors to Verus unless we are convinced those factors reduce noise and increase insight. At this stage, sentiment has not proven its value at the article level. We are currently experimenting with how sentiment at an aggregate level could play a factor in our analysis.
What determines the limit of news articles in my newsfeed?
Verus aims to minimize information overload by ranking and surfacing articles and connections that exceed a certain threshold of importance. In upcoming iterations of the product we’ll allow users to set a customized threshold based on their own preferences.

Can I customize my Verus experience?
While not currently available, user customization is a key development priority. This will likely include the ability to configure a custom Verus Score, set article limits, select custom analytics, notifications and more.

Do I need to be a truView client to access Verus?
You do not have to be a truView client to be a Verus user. However, holdings data will need to be loaded into truView in order to generate the analytics that power Verus.

Can I use this on my desktop?
The current Verus experience is highly optimized for a mobile screen, although we have begun developing a desktop version.

What asset classes does Verus cover?
Currently, Verus covers Global Equities. We are planning to expand to Fixed Income, Commodities, FX and Futures. Please be patient with us as we continue to add these asset classes.