

Actionable Intelligence – When knowing isn't enough



No need to imagine the worst-case scenario,
that's what you're paid to do every day.

You've got an eye on just about everything that could impact your organization or harm your people: from weather and natural disasters to violence and pandemics. You're watching the news, following social media, and relying on regional staff to say something when they see something. It's a big responsibility – one that just keeps growing in complexity.

Of course, doing it right isn't just about watching and waiting. Knowing soon and acting fast are the keys to protecting every part of your organization. Buildings are important, but so are the people and operations that depend on you to assure business continuity.

STAYING HEADS-UP IN AN AVALANCHE OF DATA

Is it possible to be too well informed? It is if you don't have an intelligent way to filter the massive amounts of available data and isolate what's relevant to your organization. Only with precise intelligence can you take decisive action. When a critical event is unfolding, there's no time to blink, let alone search for additional validation.

At any given moment, dozens of critical events are happening around the globe. And there are thousands more situations that have the potential to escalate and threaten your organization. Previously, your only option was to try monitoring all of them. But today's intelligence challenge has outpaced the ability of humans to keep up, let alone take timely action.

Coverage, accuracy, and correlation – now

You first need to question the assumption that more information is always better. In reality, your job demands clarity, relevance, and accuracy. We call it actionable intelligence. What you need when you need it - and nothing else.

Your job demands that you have your finger on the pulse of everything going on in the world that could threaten your organization. But awareness isn't understanding. You first need to question the assumption that more information is always better. Global coverage (geographical coverage and event type coverage) is vital - if you miss something, it could be career ending. But coverage is only the first step toward actionable intelligence.

You also need confidence that what you're seeing is accurate, which requires a rigorous cross-referencing of sources. Otherwise, you're chasing phantoms. Given the collision of three modern phenomena: exponential growth in data, increased volume of critical events, and the globalization of organizational infrastructure, humans no longer have the capacity to do this analysis without assistance.

It's hard to look away when you've got an entire world of news, commentary, and reports at your fingertips. This kind of information access is at once fascinating and distracting. You need to narrow your focus to what's important. That means correlating the location of any given events with the footprint of the people and places your organization cares about. With coverage, accuracy, and correlation, you finally have the actionable intelligence you need...provided it arrives in time for you to act.

A LOOK AT HOW WE DO IT

Like a true category disruptor, Stabilitas AI isn't relying on incremental innovation to deliver the next level of critical event detection. It's the interplay of coverage, accuracy, relevance, and speed that gives you actionable intelligence to protect the entirety of your organization.

Coverage. Coverage means knowing everything - at all times. Stabilitas AI is tapped into more than 15,000 data sources, and it's been taught to read and interpret both structured and unstructured formats. This means you've got a more complete picture of what's going on in your world.

Accuracy. Structured sources like weather feeds, police and fire, and other official reports are relatively easy for AI to parse because of their predictable formats. However, they can lack nuance. Unstructured sources include social media and news outlets. Stabilitas' finely-tuned AI has been trained to dig for contextual clues like time and location that increase confidence in the accuracy of what you're seeing. And our AI continues to learn exponentially, evolving as the world of data evolves.

Actionable Intelligence = Speed * (Coverage + Accuracy + Correlation)

Stabilitas provides your organization with timely, comprehensive intelligence, validated for accuracy, and correlated with the things that matter to you. We call this **Actionable Intelligence** and Stabilitas is your best source.

Stabilitas AI (artificial intelligence) fuses coverage with accuracy and correlation at a speed previously unimaginable. It gives you the advantage of knowing more, knowing it sooner, and with greater confidence. It also makes you more efficient by weeding out the noise. You can act on just what's relevant - whether that means sending out an alert or sending in personnel.

Correlation. Even with volumes of well-curated data, the need to focus is ever present. The information most relevant to your organization is brought to the fore because Stabilitas correlates its findings with an overlay of what's important to you. One way we accomplish this is by geocoding all of your assets - whether static or in transit - and matching them with similarly-coded intelligence from input sources.

Speed. By training smart machines to read the news, Stabilitas AI is able to accomplish all of the above in seconds, where it would take a team of analysts vastly more time to collect all the data, make sense of it, correlate to people and assets, and issue alerts.

THE RESULT: Massive amounts of data consolidated into a single alert. Actionable intelligence that's faster, more accurate, and tailored to the needs of your organization. Where once a bit of news prompted speculation and required further investigation, your team is able to move from knowing to doing with confidence and without hesitation.

Worst-case scenarios in every news cycle

The COVID-19 coronavirus outbreak shows how a critical event with global scope requires nuanced understanding. It has also highlighted places where vastly improved crisis communications aided by AI can have tangible impacts. Unfortunately, while local and national bureaucracies are scrambling to catch up, it will fall on companies and organizations to monitor the evolving story.

PANIC AND CONCERN.

Once news started filtering out of China, people naturally wondered about the spread of the corona virus and the potential impact. Monitoring the situation became Job #1 for those responsible for personnel safety. However, an unfolding event is a double-edged sword. Answering legitimate concerns takes as much time and care as fielding questions from those far from immediate threat. You need actionable intelligence to keep your finger on the pulse.

TRAVEL AND QUARANTINES.

Decisions needed to be made before a window of opportunity closed. Actionable intelligence informs plans to extract personnel and their families safely and in compliance with laws and best practices. In the future, a platform like Stabilitas AI will help public health authorities communicate with a common understanding of the problem. Meanwhile, it provides organizations like yours actionable intelligence on which to make timely decisions.

MANUFACTURING AND SUPPLY CHAINS.

As the world learned more about the tragic human impact of the coronavirus, companies also began feeling the reality of material disruptions. Auto and consumer electronics companies were the first to acknowledge production slow-downs as the pipeline for components trickled to a halt. News that came out as individual reports eventually painted a picture of large-scale economic impact. Actionable intelligence means being able to adapt more quickly to supply chain disruptions.

CUSTOMER SERVICE AND EMPLOYEE SAFETY.

What began with employees unable to move freely to their jobs broadened to concerns about preventing potential transmission of the virus in public places. Stores, schools, and entertainment venues were shuttered for the duration, while cruise ships were managing outbreaks onboard. Actionable intelligence allows for confident action – rather than reaction – that protects employees and the public.

There's a compelling role for the use of AI by public health authorities in coordinating and disseminating information during a global event like the spread of COVID-19. Until that happens, security teams are on the front lines of protecting their people and operations. And Stabilitas AI is there to empower them.

Actionable intelligence means knowing sooner what's happening. It means understanding how events will impact people, facilities, and operations – not just any people or facilities, but the ones you're charged with protecting. It's



all integrated into your Stabilitas dashboard so you can confidently move from awareness to action. The Stabilitas platform allows for multi-modal targeted alerts, rules-based notifications, and check-in procedures. In some situations you could even have people checking in 'safe' before you're fully aware there's an event in progress.



The Stabilitas Difference

Stabilitas merges coverage and speed to bring you the most accurate, actionable picture of your world.

Coverage: Stabilitas connects to more than 15,000 sources from government, weather and geological services, local and international press, and social media. This includes sources that security and intelligence professionals rely on for comprehensive global coverage. Stabilitas makes sense of it all by categorizing 53 critical event types. Validity is assured by cross-referencing multiple sources of events and even allowing for input from your own personnel on the ground.

Speed: The time between when an event happens and when it's picked up by your team is called "time to detect" (TTD). Rapid TTD can make the difference between pre-warning personnel and reacting to an event in progress. In a comparison of TTD, Stabilitas detected an event in just four minutes while it took a team of human analysts monitoring news sources nearly an hour. Social media has been shown to detect events faster, but noise and biases impact reliability.

Actionability: Stabilitas not only tracks critical events in real time, it maintains dynamic maps of your facilities, logistics, and personnel movements. This means your team can warn of potential impacts, take proactive security measures, and re-route resources – assuring operational continuity and uninterrupted customer service.



WHAT YOU CAN DO

By leveraging Stabilitas AI you'll have full confidence in your critical event intelligence so you can protect your employees, facilities, operations, and assets. Stabilitas is the trusted platform for the most accurate information with unmatched speed, coverage, and actionability.

Contact us today to see for yourself how we're changing the world of critical event intelligence.

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