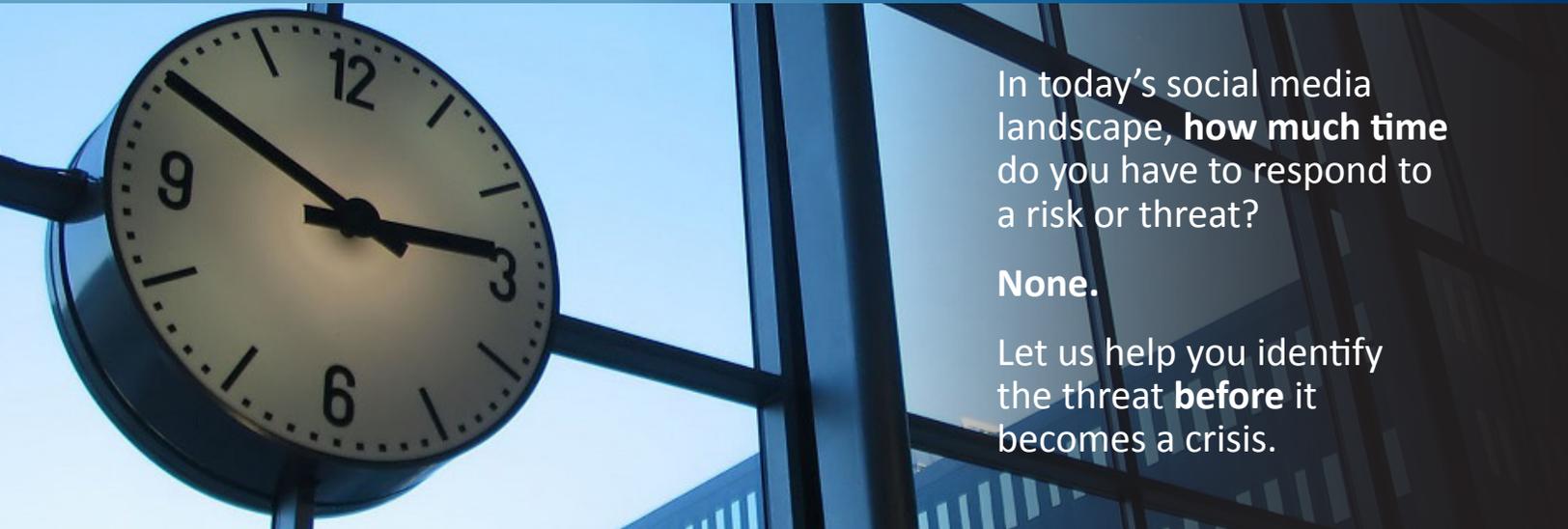


# PREDICTIVE ACTIONABLE INTELLIGENCE™



In today's social media landscape, **how much time** do you have to respond to a risk or threat?

**None.**

Let us help you identify the threat **before** it becomes a crisis.

Social Media is **not random**;  
it's **targeted**.

**T**here are threats and risks you can identify before they become crises, if you listen and look. Today, initial threats or risk behaviors are shared or observed through social media. Firestorm® develops PREDICTIVE ACTIONABLE INTELLIGENCE™ for clients, helping them identify targeted threats and risks before they materialize. As a result, there is time for intervention. In many cases, the risks are mitigated or eliminated.

People know – and when they know, they talk. Today, people talk on social media. Words matter. Intent matters. This social conversation is a complex one. It involves the *semantics of speech*; it is *syntax*, *context*, and *idiom*. You don't have until tomorrow. What's on social media today is already in your organization, **now**.



1000 Holcomb Woods Parkway | Suite 130 | Roswell, GA 30076  
Direct: 770-643-1114 | Fax: 1-800-418-9088 | [www.firestorm.com](http://www.firestorm.com)

## INTELLIGENCE EMPOWERS DECISION-MAKING

PREDICTIVE ACTIONABLE INTELLIGENCE™ PROGRAMS are vital to identifying risks and making decisions about those risks. These programs:

**IDENTIFY** the target within the seemingly chaotic conversation universe to empower effective decision-making when it matters most.

**'LISTEN'** to the complex patterns of conversation that matter to you, in a structured, investigative manner, **where and as they occur**.

**'LOOK'** at locations, events, persons of interest, and spheres of influence to see the impacts.

**UNDERSTAND BEHAVIORS OF CONCERN.** The application of experience in combination with the identified risks, threats and vulnerabilities provides PREDICTIVE ACTIONABLE INTELLIGENCE™.

## LET US HELP YOU IDENTIFY THREATS BEFORE A CRISIS OCCURS

- Risk of Harm
- Compliance/Legal Risk
- Operating Risk
- Reputation Risk

## IN-DEPTH TOOLS AND EXPERTISE

Simply having a “tool” to monitor social media is not enough. Expertise and experience are needed to understand the nuance of social intelligence gathering.

Firestorm has this experience and has created strong partnerships with providers of social intelligence gathering. We have combined best-in-class tools to keep your organization and community safer.

At Firestorm, we understand that you need a cost-effective solution that is “**LISTENING**” to all major social media platforms to determine potential threats to individuals and others. We then take *listening* a step further by “**LOOKING**” at very specific potential threats, risks and persons of interest.



**WE LISTEN** to major social media platforms to determine potential threats.



**WE LOOK** at very specific potential threats, risks and persons of interest.

## CUSTOMIZED, REAL-TIME INTELLIGENCE

Our solutions combine leading intelligence tools with seasoned practitioners using approaches that identify what is being said in social and traditional media in real-time, not hours or days later. Firestorm monitoring uses key ‘*indicators*’, phrases, and words to provide 24/7 alerts. These direct, real-time feeds come from all major social media networks including Twitter, Facebook, Instagram, Vine, YouTube, Reddit and many others.



**SMART LISTENING.** We know what to listen for and what it all means in the right context across various types of users and regions.

Firestorm employs proprietary algorithms to instantly identify potential threats and alert stakeholders to take action when needed, proactively vs. reactively.

In *listening*, we create structured “streams” to listen to. These listening streams are customized to fit the syntax and context of your cultural environment and data intelligence needs. Streams are comprised of up to ten, keyword phrases. Keywords are words, acronyms, hashtags and meta-tags that may be used in the context of social conversation, traditional media mentions, and other social messages and postings that are specific to your environment. These include images and videos.

When listening streams identify a potential threat, we investigate further by *looking*. We establish a ‘*risk profile*’ to identify the potential threats before harmful actions are taken. We then employ deeper virtual investigation approaches and alerts to avoid potential threat outcomes. Additionally, Firestorm expertise includes design, training, and implementation of behavioral risk threat assessment programs for organizations.

Firestorm provides intelligence monitoring services for clients across a wide range of industries. Learn how we can make a difference in your organization.

**Start with a 90-DAY TRIAL to understand your unique risk profile and monitoring requirements.**

**1-800-321-2219**

