

PREDICTIVE, OPEN-SOURCE INTELLIGENCE



Can your organization **connect the dots** before it's too late?

Do you believe your organization is equipped to identify **behaviors of concern**?

41% Yes **10%** No **49%** Unsure

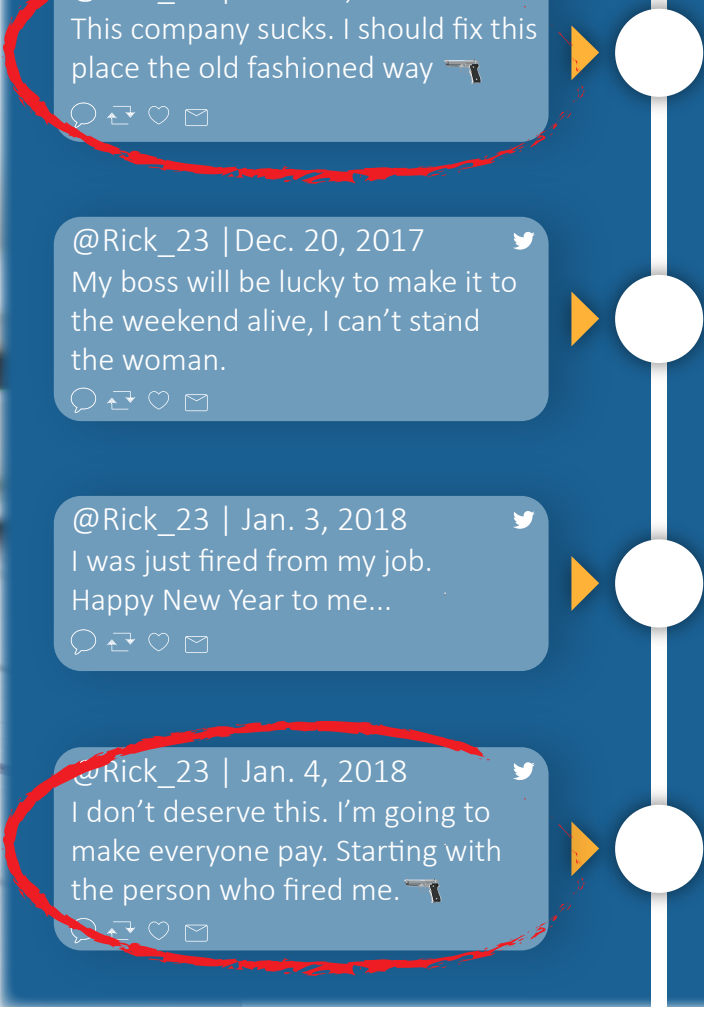
More than **50%** said no or were unsure



Forewarned is Forearmed

How many times – after a deadly weapon violence event – have we read news that describes missed behavioral signals, the **“cry for help”** expressed beforehand by a perpetrator?

While there is no definitive behavioral truth, many perpetrators of workplace and school violence exhibit common **warning signals** and **behaviors of concern** long before they act violently.



More than **2,000,000** acts of violence are reported annually, with incidents ranging from verbal threats to use of weapons to physical violence.

I am confident in my ability to respond appropriately to a loss-of-life incident on our property.



Predictive Intelligence: The Firestorm Way

Firestorm strives to identify threatening messages before they become actions. Simply having a “tool” is not enough; expertise and experience in designing the search focus of the tool(s) are needed to capture the nuance of social intelligence gathering.

Firestorm has this experience, and has created strong alliances with providers of social intelligence gathering.

Firestorm will partner with you to structure investigative intelligence custom to your organization, facilities, clients and people.

Moreover, at Firestorm, we understand that a cost-effective intelligence monitoring design solution must address listening to all public or open-source social media platforms to determine potential threats to individuals and others.

45% Unsure **12%** False **43%** True

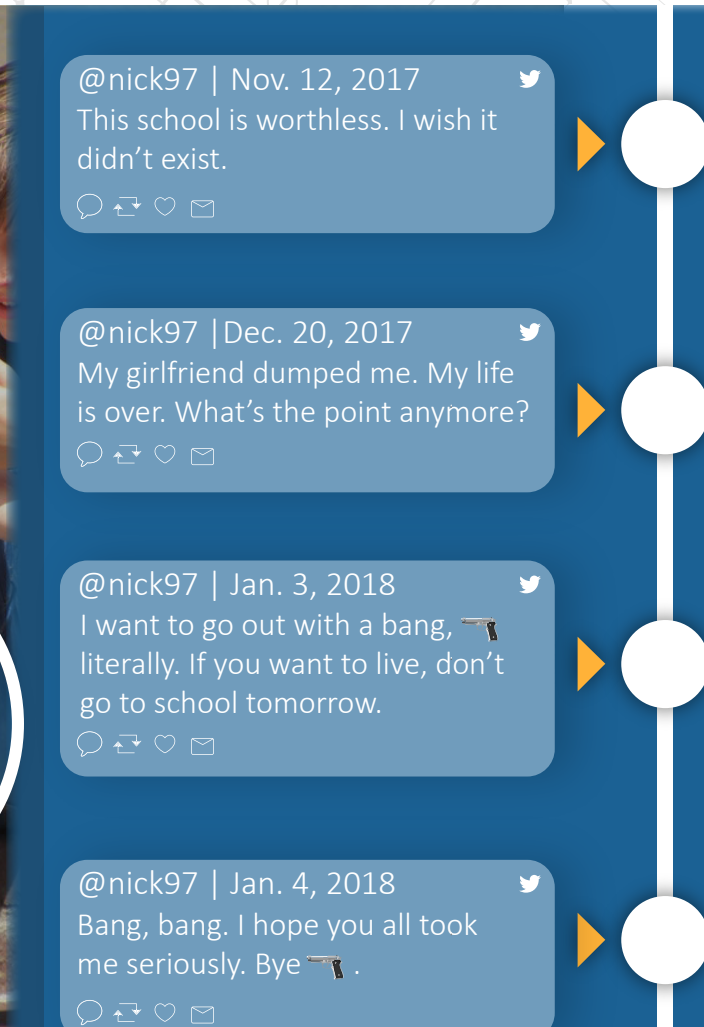
Almost every violent act is preceded by **WARNING SIGNALS**

Actions – whether in the form of words, physical behaviors or online postings – **cannot be overlooked.**

Does your organization have a clear reporting structure for observed behaviors of concern?

Does your organization have a way to collectively organize warning signs into one central location?

Are employees and/or students given the ability to anonymously report incidents occurring in your organization?



Firestorm will design a program to help identify foreseeable risks throughout your organization.

By using Predictive Intelligence, organizations may determine if there are looming threats.



- We use a combination of Predictive Intelligence tools and Firestorm seasoned and experienced practitioners. Approaches can be implemented that identify what is being said in social and traditional media in **real-time, not hours or days later.**
- Through the combination of leading Predictive Intelligence and seasoned and experienced practitioners, **lives can be saved.**
- The Firestorm monitoring design uses **key ‘indicators,’ phrases, and words** to provide 24/7 alerts.
- Firestorm establishes a ‘risk profile’ to **identify the potential threats before** harmful actions are taken.
- We then employ **deeper virtual investigation** design approaches to avoid potential threat.

Firestorm Predictive Intelligence Team

Utilizing a third-party Predictive Intelligence team, such as Firestorm, leverages broad experience and practical application of the team’s experience.

Firestorm aggregates key information, creating a full picture of issues. We will assist in **connecting the dots of behaviors of concern** in an unbiased way, creating a safer environment for everyone.



Firestorm® Solutions, a division of Novume™ Solutions (NASDAQ:NVMM), is a leading crisis and risk management firm and America’s **CRISIS COACH**®. Since 2005, Firestorm has assisted clients in transforming crisis into value by responding to some of the largest and most complex crisis events as well as combining best-practice and risk through assessments, audits, program development, insurance partnerships, training and advisory services using the PREDICT.PLAN.PERFORM.® methodology.

CONTACT US NOW
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