Solution Innovation Case Study:
Harnessing the Power of Social Media through Intelligence Analysis and Next-Gen Technology

The following case study is a demonstration of TorchStone Global's Board-level risk mitigation for a Fortune 150 organization seeking to understand social media's impact on its global security posture and subsequent ramifications for the CEO and other company stakeholders.

This Solution Innovation Case Study offers a proven process approach for mitigating risk(s) that could result in injury or impairment of people, assets, critical processes, products and/or brand reputation. This proof point examines representative risk issues, mitigations and result outcomes as validated by the Security Executive Council and the end-user.

Risk Issues and Mitigation Opportunities:
1. Improve visibility of external threats to the organization, including left- or right-wing groups using social media to fundraise or gather support; corporate espionage attacks using social engineering to target company employees; and negative customer experiences that are instantaneously posted and subsequently go "viral."
2. Improve visibility of internal threats to the organization, including illegal labor mobilization efforts via social media and pre-workplace violence indicators.
3. Quickly identify credible, specific threats made toward the CEO and other individuals (and their families) in an executive protection program. Ensure protected individuals have strong information security and privacy settings to minimize exposure to unnecessary risk, such as time and place predictability.
4. Uncover false social media accounts that impersonate an organization or individual, which could damage a company's brand and negatively affect revenues without penalty or recourse.

Solution Requirements:
- Social media intelligence gathering must extend to users in many countries communicating in myriad languages.
- Overwhelming amounts of data must be gathered, sorted, and analyzed quickly.
- Analysis must be forward thinking, proactive, centered on user motivations, and focused on predicting next steps.

Delivered:
- ✓ A next generation, proprietary software program capable of rapidly analyzing hundreds of thousands of subjects, translating over 50 languages, and promptly building link analyses that score influence by combining multiple dimensions such as relationship type and direction, prior knowledge of the subjects, and past user activity.
- ✓ A skilled, experienced, and thorough human analyst applying best investigative practices to evaluate, interpret, and relay critical information to key stakeholders.
- ✓ Credible, actionable intelligence mined from massive amounts of global, open source, raw data.

Outcome and Benefits of Service:
- ❖ Substantial tax benefits for complying with § 1.132-5(m)(2)(iv): establishment of an overall security program.
- ❖ Immediately established a newly hired Chief Security Officer's credibility as business-focused, concentrated on enterprise-wide risk implications, forward thinking, and loyal to the CEO.
- ❖ Expanded global threat awareness; gained time and place specific intelligence on multiple key influencers, external and internal to the organization, actively using social media to negatively impact the brand.

SIP Process
This process was overseen by a Council Faculty member with 16 years of experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. End-user authenticated November 2014.

Note: *The Security Executive Council's Solution Innovation case study represents a snapshot in time to demonstrate a solution to a specific-organization's issue. End-user diligence, trial and measurement are strongly recommended for any contemplated risk mitigation activity.*

A General Comparison of Competition

Client Service/Resource Attributes or Capabilities	TorchStone Global YES/NO	Company A YES/NO	Company B YES/NO	Company C YES/NO
1) Machine Augmented Intelligence and Analysis				
A) Data Integration capabilities				
Built-in social media feed	YES	YES	YES	YES
Automated network definition	YES	YES	YES	YES
Acquire and consolidate date from many open sources	YES	YES	YES	YES
Automated continued monitoring	YES	YES	YES	YES
Integrate data provided by the client	YES	YES	NO	NO
B) Social Media Monitoring capabilities				
Built-in multiple language translation	YES	YES	YES	NO
Data feeds originate from multiple social media sites	YES	YES	YES	YES
Keyword searches	YES	YES	YES	YES
Identify trends	YES	YES	NO	YES
Location-based searches	YES	YES	YES	YES
Volume analysis	YES	YES	NO	YES
C) Network Analysis capabilities				
Build link analysis automatically	YES	YES	NO	NO
Evaluate 250,000+ user accounts in less than 30 minutes	YES	YES	NO	NO
Identify key influencers	YES	YES	NO	NO
Score and rank order key influencers by greatest impact	YES	YES	NO	NO
Geo-mapping capability	YES	NO	NO	NO
Attribute tagging capability	YES	YES	NO	NO
2) Human Intelligence, Analysis, and Response				
Experienced intelligence professionals	YES	YES	NO	NO
Viewing individual posts and multiple levels	YES	YES	NO	NO
Risk identification and analysis	YES	YES	NO	NO
Understand motivation and intent of key influencers	YES	YES	NO	NO
Timely notification of credible and specific information	YES	YES	NO	NO
Transition quickly from digital to physical space	YES	NO	NO	NO
Respond to potential threats with executive protection teams	YES	NO	NO	NO
Conduct in-person subject interviews, investigations, and threat assessments	YES	NO	NO	NO
Create contingency and continuity plans	YES	NO	NO	NO
Perform on-site physical security surveys	YES	NO	NO	NO
Design a security system to mitigate potential threats	YES	NO	NO	NO
Conduct in-person background investigations	YES	NO	NO	NO
Liaise with law enforcement to develop comprehensive emergency response protocols	YES	NO	NO	NO