![SEC Security Executive Council — A research and advisory firm]

Solution Innovation Case Study:

The following case study is a demonstration of a Dataminr for Corporate Security risk mitigation program for a Fortune 100 multinational extraction company seeking to more confidently and effectively protect people and assets. 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 with the end-user corroboration.

Risk Issues and Mitigation Opportunities:
1. End user is a Tier One multinational energy brand with key personnel, contractors and physical assets dispersed around the world, including high value operations in volatile regions. Solution must provide timely situational awareness for hundreds of discrete locations in dozens of non-English speaking countries.
2. Designated persons operate and travel globally within conflict zones and politically unstable regions.
3. Executive protection teams operating in the field and other support services require access to real-time, all-hazard threat information via mobile application in order to communicate valuable risk intelligence.
4. Supply chain managements need to detect threats as early as possible to prevent cascading disruptions.

Solution Requirements:
1. Real-time capability to algorithmically process vast amounts of public social media data, including eyewitness reporting, across dozens of languages into actionable alerts.
2. Flexibility for end user to immediately adjust geographic areas of focus.
3. Data must be available via desktop and mobile application.
4. Capability to detect threatening content, as customized by the end user, directed at the organization or key personnel.

Delivered:
- ✓ Real-time threat detection capability powered by unique access to public social media data across 76 languages.
- ✓ Algorithmic processing of the entire universe of public Twitter data for the earliest indications of emerging security incidents.
- ✓ Real-time, topic-based information, delivered via desktop dashboard, email, or mobile application to customized group.

Outcome and Benefits of Service Including ROI:
- ❖ Organizational situational risk awareness confidence has improved from 3 to 9 out of 10
- ❖ End user determines that approximately 75% of alerts, warnings and advisories delivered to senior management begin with this solution
- ❖ Client recognizes faster alert, warning and advisory corroboration to bolster risk mitigation confidence
- ❖ Increased efficiency of security operations center staff due to automated event detection. Analysts go about daily routines without distraction for two years now and "can't imagine doing without."

SIP Process
This process was overseen by a Council Faculty member with 20+ years of experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. End user validated August 2017.

Note: *The Security Executive Council's Solution Innovation case study represent 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	Dataminr YES/NO	Company A YES/NO	Company B YES/NO
Complete access to entire universe of public Twitter data	YES	NO	NO
Automatic translation of 76 languages	YES	NO	NO
Robust mobile application for android and iPhone	YES	NO	NO
Highly customizable dashboard application	YES	NO	YES
Customizable email notifications to designated users	YES	YES	NO
Historical archive of 1 year of public Twitter data	YES	NO	NO
Advanced custom alert function to detect client-specific content in real-time.	YES	YES	NO