EBOOK

4 Reasons to Adopt AI-Powered Risk Intelligence Now

Gain more clarity, confidence and control in your critical event management processes

ONSOLVE™

Contents

The Genius Behind Modern Critical Event Management

Every day, thousands of potentially critical events take place all over the world. To respond effectively, crisis management teams need the full spectrum of available data. You need a solid understanding of the events that pose a threat to your community or employees. You need confidence that the intelligence you're getting is reliable.

In this ebook, you'll learn about the genius behind the genius behind the **OnSolve Platform for Critical Event Management™ (CEM)**. You'll learn how and why AI-driven Risk Intelligence outperforms traditional monitoring. You'll see how augmented intelligence complements the work of security analysts — and why current methods are fast becoming obsolete. And you'll learn what we mean by actionable intelligence and why it matters.

The OnSolve Platform stands ready to bring more control to your critical event management process. Here's why now's the time to take a closer look.

"If 2020 has taught us anything it's that **chaos is the new normal.**"
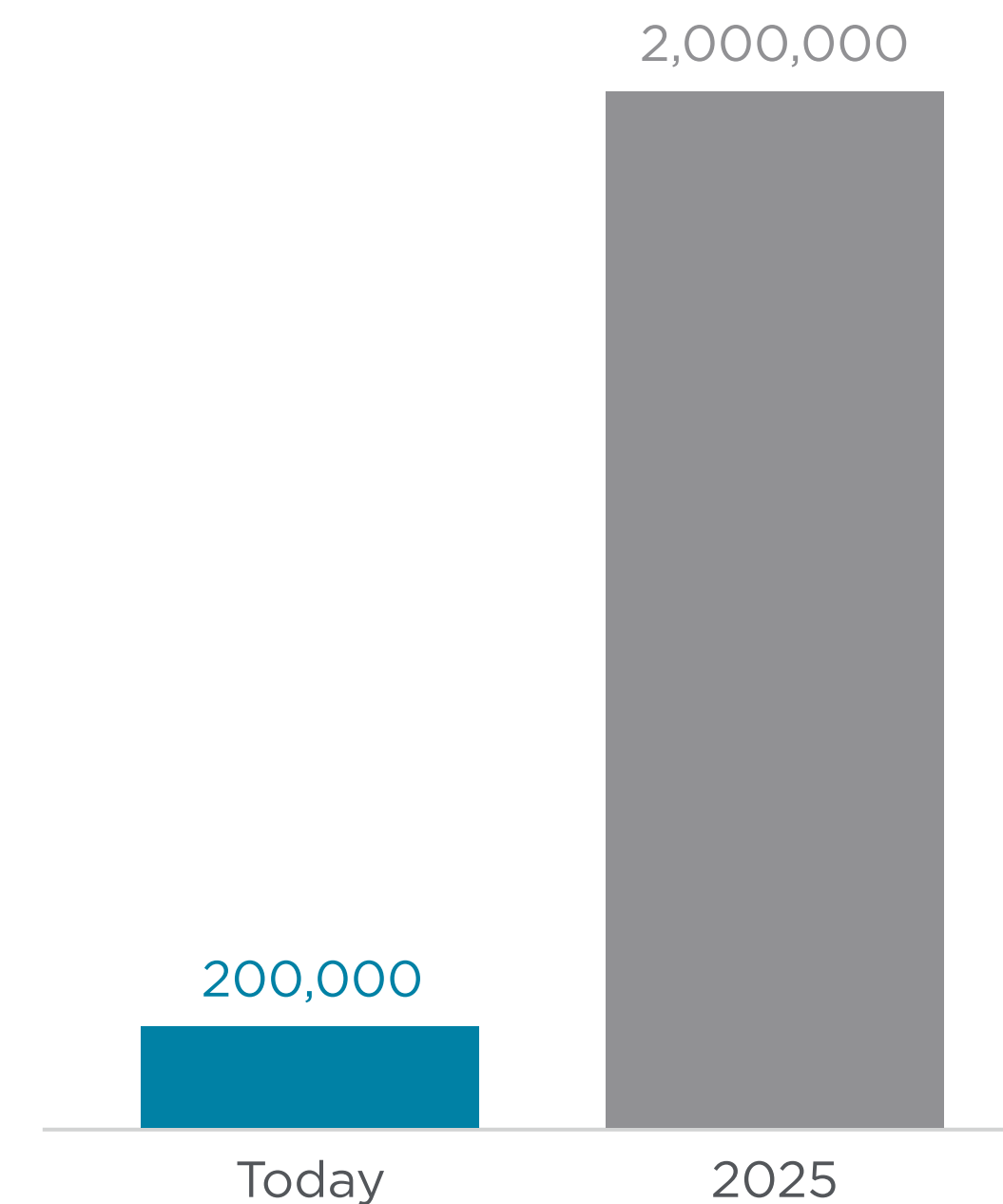
— **Mark Herrington**, CEO, OnSolve

Human analysts are getting buried by data, and their job — staying on top of critical events, anticipating their impacts and responding effectively — is becoming nearly impossible to do.

You depend on analysts for the most critical element of CEM: risk intelligence. At a basic level, risk intelligence provides timely, relevant and comprehensive actionable intelligence, helping you and your organization save time, money and lives.

But the reams of data that security analysts have to sift through to achieve even a basic level of awareness are only getting longer.

REASON 1

Because you need to cut through the noise of **massive volumes** of critical event data

2,000,000

200,000

Today   2025

Security analysts face a nearly impossible task thanks to the massive amounts of data they need to review — a daily volume projected to grow to **2 million words** by 2025, **10 times the 200,000 words** they read today.

Enter Risk Intelligence.

Powered by artificial intelligence (AI), risk intelligence is intelligent situational awareness that takes things up a notch by aggregating complex data on any given situation, tracking feeds from thousands of sources, sorting through the noise and then synthesizing and distributing the data so you can act on it — in real time.

AI-powered risk intelligence gives crisis management teams a vital edge over conventional manual analysis. It provides the most reliable and relevant incident data from every source — government, weather and geological services, local and international press and social media. It also identifies multiple classes of adverse events and unique incidents with pinpoint accuracy, calculating the risks significantly faster than traditional one-dimensional monitoring and helping you save time, money and lives.

In situations where every second counts, AI makes a critical difference in turning chaos to control.

Learn More about OnSolve Risk Intelligence™.

AI depends on machine learning, which uses algorithms to find patterns in large amounts of data. With machine learning, digital systems learn and improve from experience. Advanced CEM platforms use algorithms to scan the **news, social media** and **other sources** for signs of **critical events**.
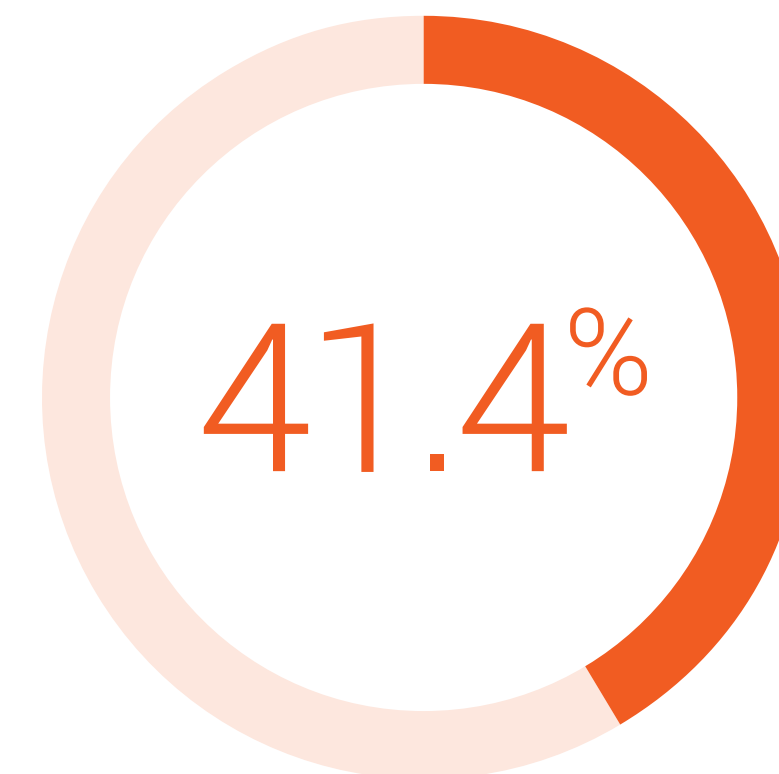
REASON 2

Because you want to empower analysts to **work smarter**

Let's start with one of the biggest pain points from crisis management teams: the impossible task of tracking critical events across time zones, sorting through the noise and tying events to the location of every employee, supplier and asset.

Now think about how social media and publicly available government data compound the problem by only adding to the sheer volume of data to review and interpret.

Facing this growing influx of data — and knowing much of it is a distraction, biased or simply untrue — even a room full of experts would be hard-pressed to determine what's relevant. What's more, most organizations simply can't afford to add enough people to get the job done right.

41.4% of corporate executives believe **"reacting quickly"** is the most difficult aspect of crisis response for their organization.

— CS&A/PR NEWS 2019 Crisis Management Survey

Augmented Intelligence

Augmented intelligence uses AI to bolster the increasingly complex job of security analysts, freeing them up to work smarter and respond better to critical events.

As computers learn to scan and interpret large sets of structured and unstructured data, they can identify and monitor critical events in ways that radically outpace what traditional, human-only teams can do.

Now Add to Speed Another Important Feature: Accuracy.

OnSolve AI uses the same validation techniques that news reporters use to check the reliability of their sources. Only instead of the weeks it might take a stable of fact-checkers, **our process cuts the job down to minutes**, comparing multiple sources, verifying dates, digging past the headlines and neutralizing biases in the process.

OnSolve augmented intelligence gives your team a picture of local and global threats drawn from a global network of validated data sources that provides timely, relevant and comprehensive event notifications for what's happening everywhere in the world, then systematically cross-references coverage to determine validity. As the platform receives additional data, we provide intelligence based on more than 50 classes of critical events, so you can anticipate any downstream disruptions and respond accordingly.

Coupled with AI-powered Risk Intelligence, augmented intelligence brings **greater clarity** and **even more control.**
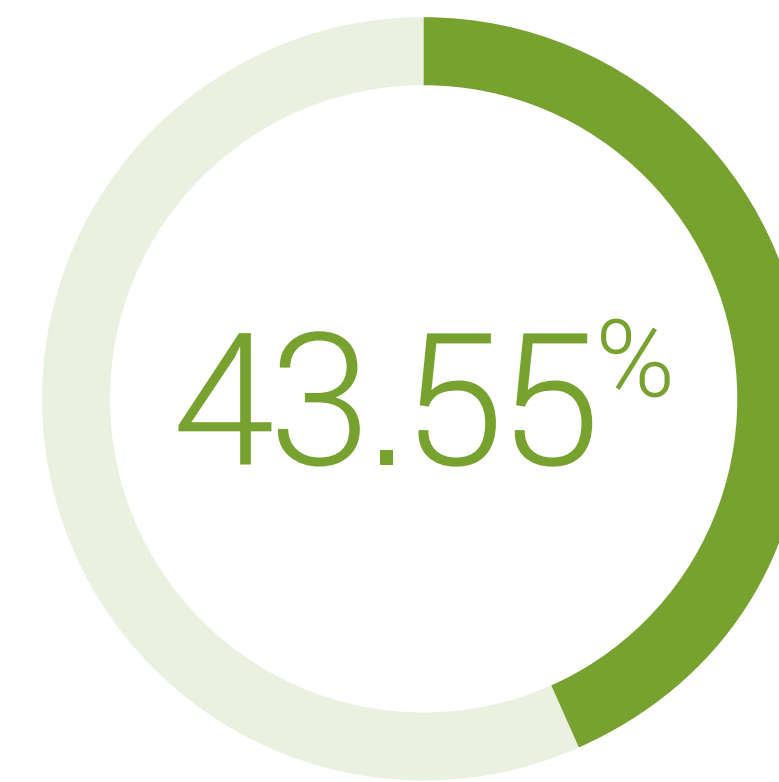
Data is only as good as its timing, accuracy and relevance.

Actionable intelligence provides the fastest, most accurate and most relevant picture of critical events around the world. It's "actionable," because response teams can use it to react confidently when it matters most.

By relying on the super-computing power of AI to sift through massive amounts of event data, actionable intelligence can pinpoint only those critical events relevant to your organization.

REASON 3

Because you want to **take action** with clarity, confidence and control

43.55%

of companies still operate in silos, making it a challenge to **communicate issues** between departments
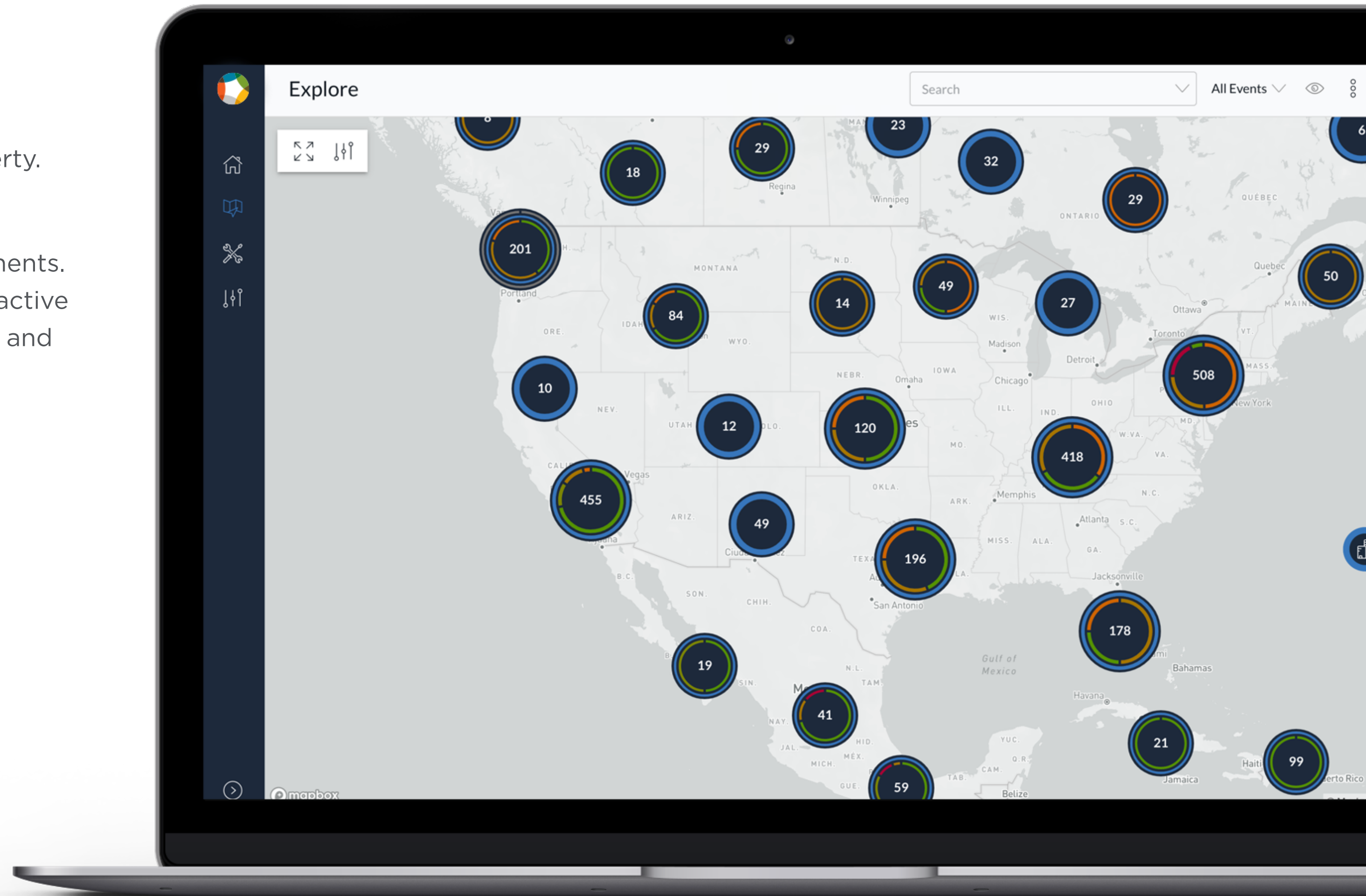
— CS&A/PR NEWS 2019 Crisis Management Survey

Actionable Intelligence.

That means you know what's happening when it's happening. You also understand how critical events will impact your people, places and property.

OnSolve's risk intelligence not only tracks critical events in real time, it maintains dynamic maps of your facilities, logistics and personnel movements. That makes it easier for your team to warn of potential impacts, take proactive security measures and reroute resources, ensuring operational continuity and uninterrupted customer service.

Actionable intelligence lets response teams take action with greater **clarity, confidence** and **control.**
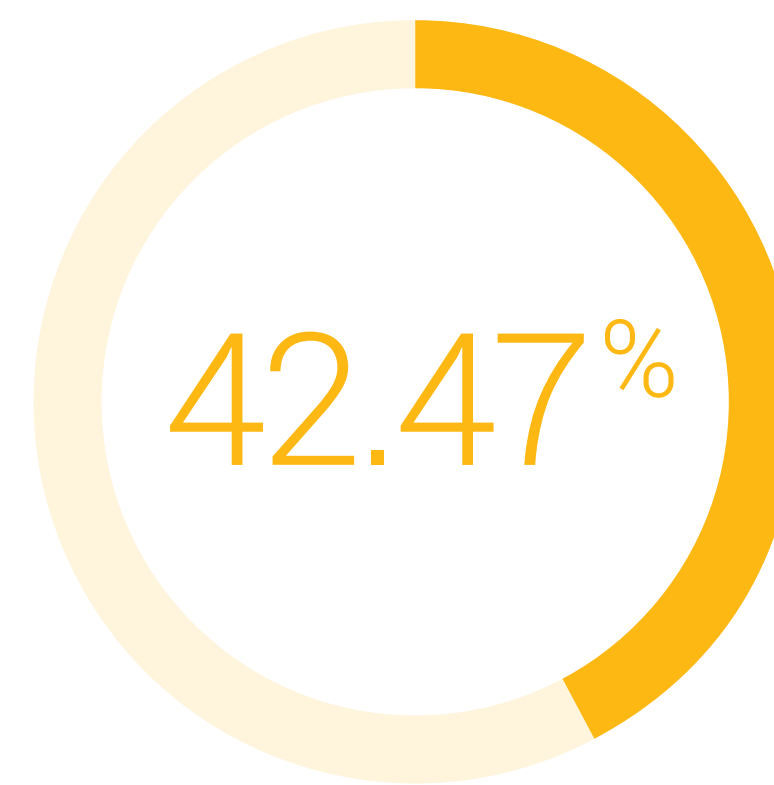
Because you want to build your crisis management strategies on **established expertise**

The OnSolve Platform brings together expertise in business continuity, disaster recovery and emergency management, including actionable intelligence and proven virtual command and control for response teams.

The result: An end-to-end AI-powered CEM platform that gives your organization more control every step of the way.

As the daily volume of critical events intensifies, it will only continue to diminish the ability of organizations to keep up. The question isn't why your organization should adopt an AI-powered CEM platform like OnSolve. It's when.

42.47% of corporate employees have been part of their company's crisis management team, but **only 32%** of companies have systems in place to manage critical events.

— CS&A/PR NEWS 2019 Crisis Management Survey

About OnSolve

OnSolve delivers critical event management solutions designed to help enterprises, organizations and agencies of all sizes create the most successful outcomes when critical events occur. The OnSolve Platform for Critical Event Management™ combines leading risk intelligence, critical communications and incident management into one SaaS-based global portfolio. Our AI-powered platform is purpose-built to deliver fast, relevant and actionable intelligence, enable vital communications and allow response teams to react calmly and confidently.

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