



## Establishing the Ground Truth

Fake news. Alternate facts. Disinformation. Misinformation. There's a whole new lexicon reminding us we can't always take information at face value. You need an accurate understanding of risks that could impact your company and people, but it's no longer reasonable to trust the first available source.

In your world, reality is what matters, even if it doesn't match your expectations. Nearly everyone on the planet now has the means to broadcast what they see, hear and think. There's a lot to sift through to know what's real. The classic tale of multiple witnesses describing an event from their vantage point has become a parable for our times. Three different bystanders may interpret a fire through their own lenses: One will see a tragic accident. Another will wonder about arson. The third might think they're seeing the work of a terrorist.

Until recently, you may have been concerned about missing a critical fact or misinterpreting the scope of a situation. Now, with so many people weighing in, even reliable sources risk reporting biased information during a rapidly unfolding event.

## The Human Factor

Skilled security analysts are still unmatched in their ability to exercise intuition and judgment in response to a developing situation. But all humans have natural shortcomings when it comes to evaluating information.

**As data complexity and volume increase, three limitations can impact your response to critical events:**

**TIME PRESSURE:** Regardless of level of expertise, one person simply can't vet every data source when response time is critical. It's human to move from fact finding to decision making based on initial reporting. These timesaving strategies serve us well, but when safety and security is the price, "good enough" just isn't.

**BANDWIDTH:** The brain's capacity for processing data hasn't changed. Yet technology has increased information volume exponentially. In the face of this onslaught, it's natural to narrow the focus. But when you do, you risk losing opportunities for closer scrutiny and evaluation.

**INHERENT BIASES:** Social scientists have demonstrated the ways biases influence what people understand to be true. Even experts evaluate information through the lens of their own background and existing knowledge. People also tend to believe what they expect to be real, which can prevent them from investing time to discover what's actually true. These very human traits can make it difficult to question the accuracy of information that seems credible on the surface.

In the face of increasing data availability — and the knowledge that much of it is a distraction, biased or simply untrue — even a room full of experts will have a hard time discerning what's relevant and needs your attention. That's where OnSolve Risk Intelligence™ delivers the actionable intelligence you need to respond confidently.



## Accuracy from All Angles

In principle, having access to all the available information out there can correct for inaccurate or biased reports. But it's a double-edged sword. More data doesn't necessarily equal better information — or decisions. OnSolve AI gives your team a picture of local and global threats drawn from a vast array of data sources. The genius of the platform is not just how it ingests myriad data sources and interprets the stories, but how it systematically cross-references coverage to determine validity. The result is a subset of reliable reports that help you focus on what matters to your business.

AI-driven risk intelligence begins with virtually all the news that's available. It then uses the full volume of that data to validate the accuracy of what's being reported. Finally, it overlays critical event data with your company's unique footprint, allowing you to focus on just those events relevant to your facilities, people and operations. Comprehensive, validated, correlated, fast — each of these attributes is important, but without accuracy, you could be chasing phantoms.

Accuracy is essential for deploying resources during a critical event. It can also mean the difference between a miscalculated response and a successful outcome.

### Accuracy has several dimensions:

**WHAT'S TRUE?** An unfortunate reality of modern life is the need to be skeptical of just about everything. It's smart to ask questions, but doing so can take time away from other important tasks. Artificial intelligence can verify information accuracy with high levels of confidence.

**IS IT CORRECT?** Often when an event is unfolding, speculation from observers may skew reporting. But not all smoke means fire, and a loud noise isn't

necessarily the result of an explosion. OnSolve Risk Intelligence goes beyond surface reports to assess what's truly going on.

**WHAT'S THE SCOPE?** Critical event reporting will always focus on the people and places most impacted. We've seen how the aftermath of an earthquake, for example, can look like a city of rubble from a distance. In reality, the damage is often isolated to particular neighborhoods. OnSolve AI provides hyper-local mapping to sort trouble areas from safe zones.

**WHAT'S THE CONTEXT?** With a world of information at your fingertips, you'll need to focus on what's important to your operation. A situation in a region where you have no interest can become a costly distraction. Your OnSolve dashboard shows what's happening when and where you need to know it.

## Leveraging Multi-Source Verification

While data overload can paralyze humans, it only improves the accuracy of AI-driven risk intelligence. As the artificial intelligence ingests more data, it continues to learn. The difference comes from its ability to multitask. AI can simultaneously sift and verify information, categorize it for increased greater understanding, correlate it to what's important to you and your organization, and get smarter with each bit of inbound data.

News reporters have proven methods for checking the veracity of their sources, often weeks-long processes involving a stable of fact-checkers. OnSolve AI is trained to use the same validation techniques — comparing multiple sources, verifying dates, digging past headlines, and neutralizing biases — only at breathtaking speeds.

Finally, OnSolve AI follows rules that control the flow of information based on your needs.

The solution allows you to increase the volume and sensitivity ahead of an important event, for example, or maintain a steady level of alerts in a more predictable region.

## Accuracy Matters

When it's your job to know about and respond to events that could impact your people, supply chain and operations anywhere in the world, guessing isn't an option. A reliable level of accuracy confers many benefits and instills confidence in your ability to respond effectively.

Any critical event that impacts the people and things that matter to you, local or regional in scope, requires decisive action. Accurate understanding of the situation on the ground means you can deploy fast without overreacting. You'll know when and how much to communicate to avoid needless panic.


## Event Fingerprinting

Residents of Puerto Rico were recently jarred from their beds when an early morning earthquake violently shook the world around them. The center of 6.4-magnitude earthquake was just south of the island. Twitter exploded, and every news agency quickly reported on the event. If you Google "major earthquake Puerto Rico 2020," you'll receive over

20.3M results. Some of those reports focus on the initial earthquake and the resulting devastation, many on the myriad aftershocks that followed.

By successfully understanding the DNA of every critical event category, the OnSolve AI engine quickly identifies the unique event fingerprint and clusters subsequent reports within that single alert. For earthquakes, the DNA is a combination of magnitude, location, time and depth. The specific fingerprint of the Puerto Rican earthquake was a 6.4-magnitude quake occurring at 17.916°N, 66.813°W on 2020-01-07 08:24:26 (UTC) at a depth of 10.0km. It was a significant event that killed one person, injured at least eight others and caused financial losses estimated at \$3.1B US.

OnSolve Risk Intelligence meticulously deconstructs the DNA of every natural and man-made critical event type. With that data, it can deliver an alert almost immediately after identifying the event. When an event occurs, OnSolve Risk Intelligence creates a unique fingerprint by leveraging an innovative neural network to cluster relevant information from myriad data sources. It scours social media posts, news reports, IoT sensor networks and 911 feeds, synthesizing the data and generating a single accurate alert. This combination of speed, coverage and accuracy yields actionable intelligence that lets you take action confidently to influence a timely and positive outcome.



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## The OnSolve Difference

OnSolve Risk Intelligence merges coverage and speed to bring you the most accurate, actionable picture of your world.

**COVERAGE:** Our AI ingests myriad data sources — government bureaus, weather and geological services, local and international press, and social media — including sources security and intelligence professionals rely on for comprehensive global coverage. The AI makes sense of it all makes sense of it all by assigning each event to one of 53 critical event categories. Systematic cross-referencing of sources provides a high level of validation before you need to act on the information.

**SPEED:** The time between when an event happens and when it's picked up by your team is called "time to detect" (TTD). Rapid TTD can make the difference between prewarning personnel and reacting to an event in progress. In a comparison of TTD, OnSolve AI detected an event in just four minutes while it took a team of human analysts monitoring news sources nearly an hour. Social media has been shown to detect events faster, but noise and biases impact reliability.

**ACTIONABILITY:** OnSolve Risk Intelligence not only tracks critical events in real time, it maintains dynamic maps of your facilities, logistics and personnel movements. The result: Your team can warn of potential impacts, take proactive security measures, and re-route resources, assuring operational continuity and uninterrupted customer service.



## Leverage risk intelligence as part of the OnSolve Platform for Critical Event Management™

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### 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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