

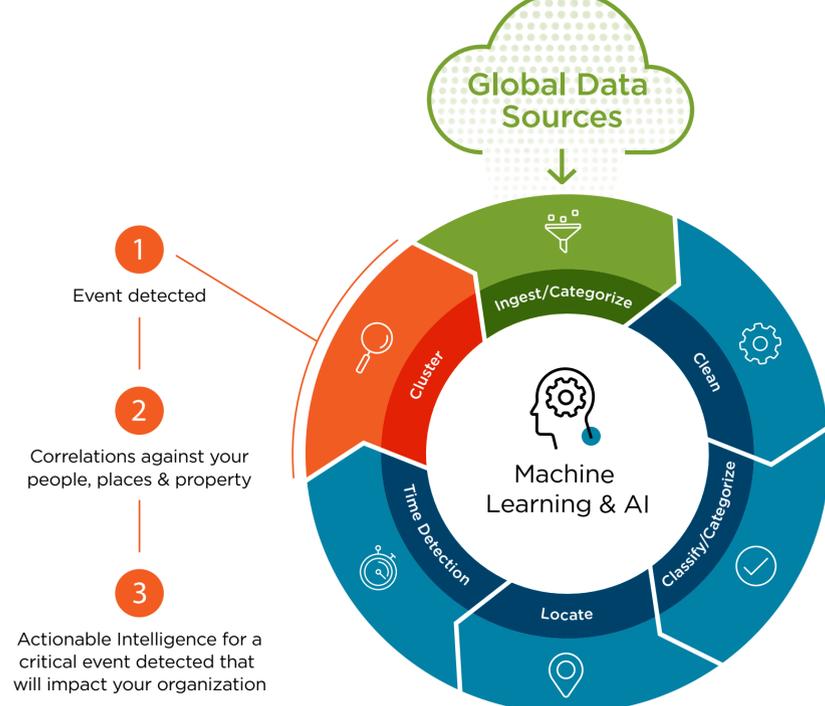


# Quieting the Noise: The Journey to Actionable Intelligence

Your ability to act to protect people, places and property during a critical event starts with awareness of the event itself and its potential impact on your organization.

Yet when analysts are consumed with gathering and processing vast amounts of data, there's little room for contextual interpretation. OnSolve® Risk Intelligence harnesses the power of machine learning to filter out the noise and empower your analysts to make faster, more accurate decisions.

**Here's how OnSolve helps your organization go from raw data to actionable intelligence.**



## 1 Ingest

Organizations have people and property scattered around the world — it's the new normal. That's why OnSolve Risk Intelligence scans **TENS OF THOUSANDS OF VETTED GLOBAL DATA SOURCES.**



- Coverage spans local and international press, weather/geological services, government bureaus, social media and more.
- Machine learning engine continuously adds sources — without adding headcount.

**AI engine ingests data, such as:**

- Web scraping (e.g., NIFC)
- RSS feeds (e.g., Reuters)
- Webservice APIs (e.g., Twitter)
- PDF, Word Doc, CSV file parsing (e.g., ASIAS)
- Images via OCR

## Clean

**AI validates data sources — no human involvement required.**

The result?



Relevant data without delay.

Data overload can be as paralyzing as not having any data at all. You need relevant, actionable intelligence.



**Machine learning models:**

- Filter the “noise” from raw feeds (like advertising or entertainment).
- Isolate data about critical events that put your organization at risk.

## 3 Classify

Train derailment, flash flood or a new pandemic cluster — the type of critical event determines the type of response.



- Classifications are based on categories from organizations like **FEMA and the FBI, plus our own expertise, to encompass over 50 types of threats.**
- Hundreds of thousands of training instances help our ML engine continually “learn” to identify patterns.

**Contextual clues speed labeling:**

Are a flood of people in the park?

OR

Is the park at risk because of a flood?

## Locate

**A news feed reports a hazardous spill**

“5 miles outside of Boston.”



Is that north, south, east or west of the city?

**AI algorithms dig deep to pinpoint location — so you know whether to act or simply be aware.**

Where did the event take place? How close is the potential threat to my people or property?

- AI entity detection goes beyond simple keyword searches.

**4-STEP GEOPARSING**



uses **natural language processing** (NLP) and machine learning to analyze text that identifies a place and resolves any ambiguity.

## 5 Detect Time

Every minute counts™ in critical event response. But isolating the time an event occurred can be tricky. Structured data is typically exact, while unstructured data may use non-specific descriptors.



**AI algorithms use the information's publish date to:**

- Focus in on a specific point in time (e.g., tomorrow afternoon).
- Propagate the correct context to more vague references.

- **Exact:** Tuesday at 4:30 p.m.
- **Non-specific:** Late-afternoon Tuesday
- **Non-specific:** Yesterday afternoon

**AI helps answer the questions:** Are these descriptions referencing a single event? Or 3 separate events?

**No two events are created equal.**

Event severity could be considered a subjective measure.

OnSolve Risk Intelligence turns severity into quantifiable metrics through damage modeling and event metadata extraction.

## Cluster

**The USGS and The New York Times report an earthquake.**



Should critical event alerts be clustered?

AI looks for similarities in location, time and event type to decide.

It's essential you know about supply chain hiccups. But 53 stories about a chemical spill on the interstate can create a lot of noise. A single event profile with 53 supporting stories is more useful.



- Clustering is a combination of knowing the **location** and **defined time period** of an event — and distinguishing it from other detected events.

- AI consolidates all information into a summary, massively reducing noise.

For a closer look at how AI refines raw data into actionable intelligence — and how OnSolve Risk Intelligence goes from first report to alert within 2 minutes — **download the ebook.**

### 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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