



Reduce Noise, Improve Outcomes

If it's your job to protect your company's people, assets and operations, what's the most valuable thing you can have at your fingertips? Experienced managers tend to boil it down to *actionable intelligence* — confidence in the facts on the ground. But to be actionable, that intelligence must be not only comprehensive, accurate and timely. It must be relevant to your situation.



With so much at stake, managers err on the side of collecting as much data as possible: No head of security wants to miss something important. They typically have some combination of human analysts and technology providing a steady stream of reports. The consequence of this approach is that global operations centers get peppered with alerts, many of them irrelevant. Data overload can be as paralyzing as not knowing. Your ability to anticipate and respond requires that you isolate those events that affect your world — and filter out the rest.

The sheer volume of information available today makes this job of filtering data especially tough. Tracking the proliferation of news about critical events that could impact your company has grown beyond the capacity of humans to analyze. Even if you had the resources, throwing more people at the problem won't result in a clearer picture. To be actionable, every critical event needs to be understood in the context of your company footprint — the whereabouts of your people and the movement of your products and materials.

Know Which Critical Events Demand Your Attention

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.



OnSolve recognizes the importance of critical event coverage. Our purpose-built artificial intelligence (AI) platform ingests a vast array of global data sources, both structured and unstructured. But consolidating that data is just the first step.

To refine data into actionable intelligence, our AI-powered solution follows a seven-step process:

- 01 USEFULNESS.** Not all news stories mean what they say. A story about Tom Brady throwing a long bomb is different from a bomb scare in downtown Boston. We've trained our AI engine to tell the difference.
- 02 GEOPARSING.** If an event is deemed useful, the next step is to pinpoint it on a map, and that's not as simple as it sounds. A story may simply reference Greenville, a place name found in every state in America. OnSolve AI outperforms the industry in geoparsing.
- 03 CATEGORIZATION.** Once the latitude and longitude of an event is known, the next step is to assess category. If it's a fire, is it a building fire, explosion, chemical fire, controlled burn or forest fire? To mount an effective response, you need to know if the blaze is contained or burning out of control. OnSolve AI recognizes 53 distinct event types in its ontology.
- 04 TIME NORMALIZATION.** When did this event occur? Is it still unfolding? Depending on where you are in the world, the same event may have happened on October 15 or October 16. OnSolve AI normalizes the time signature based on context.
- 05 SEVERITY.** Three elements comprise the unique fingerprint of a given event: type, timing and location. But no two events are created equal. An aircraft incident may be deemed moderate or critical based on the number of passengers and where it took place. After synthesizing information from multiple sources, OnSolve AI can assign a severity score.
- 06 ENTITY DETECTION.** Once an event has been fingerprinted, the next step is to isolate the people and places mentioned in the coverage. This process of entity detection begins to inform who and what is affected.
- 07 CLUSTERING AND SUMMARIZATION.** By establishing a unique event fingerprint, OnSolve AI allows for the clustering of articles around that event. Instead of getting 638 disparate articles on a hurricane, you get a single event profile with 638 supporting stories — a summary with useful structure and a massive reduction in noise.

This seven-step process turns raw data into a consumable event profile. But because that event profile may not be relevant to your unique footprint of people and assets, we go one step further. To address that last requirement, OnSolve AI overlays the latitude and longitude of events with the location of your employees, travelers, facilities and designated vehicles. We call this correlation, the linchpin of actionable intelligence.

To bring that concept to life, let's look at a typical map of events around the world.



This first view shows the universe of critical events happening at a given moment in time. But your job is not to save the world. It's to protect your people, assets and operations. This unfiltered view doesn't help.

[Usefulness](#) • [Geoparsing](#)
[Categorization](#) • [Time Normalization](#)



This next view shows all critical events with a severity of high or critical. Noise is reduced, but not all of these events apply to you. Actionability is still a step away.

[Severity](#)



This final view takes that subset of severe events and correlates them with your assets uploaded into the OnSolve platform. Finally, you have actionable intelligence. You know precisely what's happening where as well as who and what is affected.

[Entity Detection](#)
[Clustering and Summarization](#)

OnSolve fuses broad coverage with unparalleled speed to bring you the most accurate, actionable picture of your world. Through the OnSolve Platform for Critical Event Management, you can provide instructions to your response team and issue alerts to affected people on the ground.

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 outperformed human-only teams by 90%.

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 by categorizing 53 critical event types. Systematic cross-referencing of sources provides a high level of validation by allowing for input from your people on the ground.

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 the OnSolve critical event management platform

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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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