

# Realize the ROI of Real-time Information



## Overview

Dataminr commissioned Forrester Consulting to conduct a Total Economic Impact™ study to examine the potential return on investment (ROI) organizations may realize by deploying Dataminr Pulse—Dataminr’s real-time alerting solution. Read on to learn more about the quantifiable business benefits and value of Pulse.

## Common Challenges for Security Teams and Organizations

- 1 The need for earlier, real-time visibility of emerging risks, high-impact events and potential crises
- 2 Lack of 24/7 coverage
- 3 Gaps in breadth of data, both locally and globally
- 4 Expensive analyst services and software
- 5 The need to build trust and credibility with senior leadership

## Expenses Organizations Saved by Deploying Dataminr



- \$80,000** in duplicative or unnecessary efforts in a critical moment
- \$120,000** in labor cost to provide risk visibility unavailable in other solutions
- \$200,000** in reputation damage due to crisis and associated recovery costs
- \$390,000** in unnecessary corporate security labor and software costs
- \$400,000** in facility closures and mobile/field employee disruptions

### CUSTOMER QUOTE:

“I have sought to be the trusted advisor for five CEOs in my career; by enabling me to provide information that can’t be found anywhere else, Dataminr has made it easier to get that trust.”

– CSO, Data Analytics and Technology

## Potential ROI of Dataminr Pulse

The study revealed the quantifiable benefits and value of Dataminr Pulse, including cost savings and reducing or avoiding business disruption, reputational damage and duplicative or unnecessary efforts.

- Realize a ROI of more than **400%** and a payback period of less than six months
- Avoid or reduce the magnitude of reputational damage and associated recovery costs **by 25%**
- Increase corporate security teams’ total capacity **by 20%**
- Avoid or reduce **25% of all disruptions** to mobile and field workers and **5% of all disruptions** to physical assets

### CUSTOMER QUOTE:

“Over 90% of our critical events are identified with Dataminr first. Dataminr is identifying crises and greater-impact incidents that affect the marketplace. We are protecting employees and our brand with Dataminr.”

— Global Security Center Manager, Technology

Download the full report, **Forrester Study: The Total Economic Impact™ of Dataminr**, to learn more.

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### ABOUT THE STUDY

The data from this study is derived from interviews with key decision makers at global, multibillion-dollar businesses—those that have significant experience using the Dataminr Pulse real-time alerting solution.