

Expanding Client Protection for a Major Security Firm

We spoke with a leading intelligence manager at a major security firm about how it uses [Dataminr Pulse](#) to keep high-profile clients safe while operating and traveling in areas deemed volatile or high risk.

The firm has been a Dataminr customer for almost four and half years and has nearly 80 analysts who use Pulse on a daily basis.

The challenge

To safeguard its clients, in what are often high-pressure situations, the firm needs to identify potential threats as soon as possible. This called for having an in-depth and up-to-date view of what's happening all over the world at all times, from major cities to rural towns.

As such, the firm requires tools that are able to bring reliable information from a wide array of sources, on myriad topics, all across the world, and to do so in as close to real time as possible. Moreover, it needs those tools to be user-friendly and easy to learn so analysts are able to swiftly shift their focus from acquiring the information to serving the clients on the ground.

The solution

By integrating Dataminr Pulse, the team is able to enhance the critical real-time information it receives—from the global down to the hyperlocal level—to protect its clients and keep them operational, no matter where they are located.

The firm's analysts are able to increasingly tailor alerts to the specific needs and location of clients, allowing analysts to streamline workflows and identify the most relevant, emerging risks.

The result

Dataminr Pulse and its more than 250,000 public information sources—including social media content, internet-connected sensors, news sites, audio feeds, and the deep and dark web—have made a real and significant difference for the firm.

“When you're covering Africa, the Middle East, South America, and Southeast Asia, it gets tricky. With Dataminr, we started to find that, in a lot of countries we have been able to significantly improve our coverage,” said the intelligence manager.

For example, on the morning of February 1, 2021, Myanmar's military declared a state of emergency and took over the country's government. Dataminr was the first platform to alert the security firm of the situation, and in turn, they were able to inform its clients in Myanmar of the events, immediately giving on-ground visibility as the chaotic situation unfolded.

The firm's analysts then used the real-time alerts to compile data for a long-form plan aimed at helping clients predict and forecast other such events for better planning and continuity of operations.

“Myanmar isn't a country that necessarily uses all social media platforms. So Dataminr's wide-ranging coverage of social media channels and the alerts on the public content that they produce were very helpful for us. The alerts allowed us to understand the volatile and rapidly evolving situation more quickly and better determine when things could escalate, all in a way we have been looking to improve in places like Myanmar,” said the intelligence manager.

Learn More

Dataminr Pulse is a crucial tool used by organizations around the world, across multiple industries. [Learn more about Pulse](#) and how it can detect the earliest indications of high-impact events, threats, and other business critical information so you can respond with speed and confidence.