

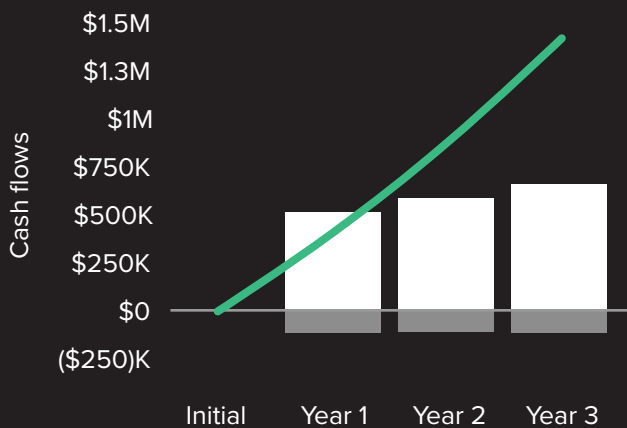
The Total Economic Impact Of Dataminr First Alert

After interviews with six representatives from five organizations, Forrester aggregated the data and concluded that Dataminr First Alert has the following three-year financial impact on a composite organization.

CASH FLOW CHART

Risk-adjusted

■ Total benefits ■ Total costs ▲ Cumulative net benefits



NPV

\$1.2M

ROI

414%

PAYBACK

<6 months

DATAMINR FIRST ALERT BY THE NUMBERS

50%

Reduction in time to respond to critical events

Up to 70%

Reduction in time spent collecting and sifting through publicly available information to identify potential risk

Over 10,000 hours

Time to collect and sift through publicly available information to identify potential risk avoided over three years

VOICE OF THE CUSTOMER

“Dataminr First Alert gives us everything we need, when we need it, in the form of easily digestible, actionable insights.”

DIRECTOR, SAFETY AND SECURITY, EDUCATION

“Before First Alert, we couldn’t react to [an incident] until it was happening. Now we can identify areas of interest from trends, allowing us to save a ton of lives.”

COMMANDER, DEFENSE

“We can react to risks hours, if not days, ahead of time with First Alert. When incidents happen, we can quickly share information with appropriate teams to take action sooner.”

DIRECTOR, OPERATIONS, LAW ENFORCEMENT

Commissioned by:



This document is an abridged version of a case study commissioned by Dataminr titled: The Total Economic Impact Of Dataminr First Alert, July 2025.