

GAIN REAL TIME INSIGHTS INTO DISRUPTIVE EVENTS

Natural disasters, geopolitical unrest, malicious attacks, equipment damage – many types of incidents, and their aftermath, can have a profound impact on a global enterprise. To stay resilient, companies need immediate visibility into situations as they unfold, along with salient details throughout the event lifecycle. But with today’s firehose of digital information, it’s nearly impossible to gather, filter, and analyze it all in real time.

Primer’s advanced natural language processing (NLP) platform enables global security analysts to seamlessly monitor the digital news-scape, quickly identify a situation, and surface the “who, what, and where,” so they can focus on the “why” and its implications for the business.

CHALLENGE

One global security ops team regularly monitors news and social media to stay vigilant around several key areas of concern. To keep employees and critical infrastructure safe, they want to be aware of any threats to company property, personnel, reputation, supply chain, and leadership teams.

The security analysts had been using a data mining tool for news alerts, along with disparate tools and manual tasks in a workflow that was too cumbersome for effective crisis management.

SOLUTION

With Primer Command, analysts finally have a holistic tool that enables them to develop a rich snapshot of unfolding events in real time. Primer helps them separate signal from noise by surfacing key insights. From one unified, intuitive dashboard, analysts can access a wide range of powerful capabilities:

- **Custom queries** monitor important topics in news and social media across 100 languages.
- **Custom alerts** flag when events break, such as a sudden increase in data volume, or when key terms are mentioned in social media or news.
- **Real-time feeds** surface key people, organizations, and media relevant to the situation.
- **An interactive map** plots key locations that are central to the story as it unfolds.
- Data volume trends indicate whether event coverage is heating up or cooling off.
- **Topic analysis** surfaces the most popular themes, hashtags, and links being shared, as well as disputed information.
- **Sentiment analysis** shows trends in public attitudes toward the situation.
- **Custom, human-quality situation reports** automatically generate summaries of key events within seconds.

Using Primer Command’s NLP-powered dashboard, analysts can learn about new events from the moment they happen, view breaking information, dig deeper into the details that matter most, and build timely, comprehensive intelligence to share with decision-makers.

RESULTS

With Primer, security analysts are no longer bogged down with fact-finding tasks. They now have more time for higher-order situation analysis, focusing on business impact and implications. To empower even more analysts, the company is rolling out Primer Command to its PR team to help them monitor for brand and reputation risk, as well as to the Customer Experience team to help them track and analyze product feedback across global markets.

Stay in front of fast breaking events with Primer Command.
[Request a demo of Primer today.](#)