intel Saffron™

ANTICIPATING RISK AND MANAGING THREATS

BACKGROUND

Philanthropic organizations receive an overwhelming amount of feedback and communications regarding their mission and operations. While a majority of the correspondence is supportive, these organizations also receive a surprising amount of threats from groups who might benefit from political, social, or economical unrest worldwide. Today's global environment presents a constantly evolving set of risk factors that can jeopardize the mission of philanthropic organizations.

CHALLENGE

Adopting its founders' philosophy of leveraging technology for the betterment of mankind, a global philanthropic foundation decided to leverage the power of Big Data in order to anticipate and minimize the impact of threats coming from third parties. The organization acquired the most advanced risk management tools available to ensure that its global mission is fulfilled safely and securely.

Today, the foundation's risk management group collects, processes, analyzes and disseminates data in an effort to help mitigate risk to the people, resources and reputation of the organization. The group monitors all correspondences with the organization and communicates threatening or "high risk" situations to key decision makers.

The organization asked the Intel® Saffron™ Cognitive Solutions Group to help manage and anticipate the most dangerous threats among the thousands received weekly. The goal was to help the risk assessment team identify the most significant risks in an agile approach, not using traditional models which are not easily adaptable.

SOLUTION

The risk management group collects, filters and archives all public correspondence to the organization including hard copy letters, voicemails, emails and any form of suspicious activity. The analysts then build risk profiles of persons and groups of interest using a manual classification process that scores the threats against a five-point risk assessment scale. Their analysis is based upon the tone, tenor, content and context of the written message.

The Saffron Cognitive Solution then acts as an automated threat scoring platform and classifies a person or group in their system as "high risk" or "low risk." The solution helps the organization rank communications incidents to differentiate real risk from noise, highlighting the most significant threatening activity for the organization to focus on.

THE SAFFRON SOLUTION ANTICIPATES "HIGH RISK" SCENARIOS BEFORE THEY HAPPEN

When the Saffron Cognitive Solution classifies correspondence—an incoming email, for example—as "high risk," the correspondence is automatically routed to the organization's analysts. The analysts utilize the solution to determine the root cause of the "threat" or suspicious activity and take appropriate action. The Intel® Saffron Memory Base™ not only predicts the relative risk of a person or organization behind every incoming correspondence in real time, it also provides the risk officer all of the evidence needed to understand the machine's reasoning during the analysis phase of their research.

RESULT

The Intel Saffron Team is able to help the philanthropic organization mitigate threats that can potentially harm their reputation and operations. The Saffron Memory Base™ predicts threats and anticipates "high risk" scenarios before they happen.

In the case of low threat scenarios, both the Saffron Solution and the analysts scored this consistently. However, the Saffron solution scored more scenarios as "high threat" than the human analysts alone, identifying more instances of malicious intent than previously known.

While the human analyst at the organization has the advantage of scoring correspondence against criminal history and other external factors, the Saffron Solution has the advantage of being able to "read" a large set of stored communications from the same threat senders in real-time. It has deeper insight into a larger body of written material, and therefore can often make more "informed" recommendations when assigning a risk ranking. The Saffron Cognitive solution is a "force multiplier" that augments the depth and reach of human analysts.

WHY SAFFRON COGNITIVE SOLUTIONS

Unprecedented Accuracy
Provides customers with the highest degree of data accuracy—the proof is in our results.

Full Transparency
Gives customers the explanation and reasoning behind the results of their data.

Learns on Sparse Data
Learns on sparse data so customers don't need volumes of data to get started.

Time-to-value
Customers can rapidly unlock value in their data (i.e., weeks rather than months).

Speed-to-insight
Provides customers faster speed-to-insight to quickly see the actionable knowledge in their data.

Model-free and rule-free
Dynamic and not constrained by rules and models—incrementally learns and adapts in real-time from incoming data and human

High ROI
Proven track record of high ROI for leading enterprises across industries and use cases.

LEARN MORE

To find more information about Intel Saffron Cognitive Solutions, go to www.saffrontech.com.