Use Case: Business Continuity
Stay informed when every minute counts

The situation

Disasters can strike at any time, anywhere in the world. Disasters come in many forms — natural disasters like floods, wildfires, hurricanes, tornadoes, and earthquakes; health hazards such as pandemics or food contaminations; human-created hazards such as major accidents or terrorist acts; and technology hazards like power or communications outages.

When the unthinkable has happened, lives, communities, and business are all impacted. People are injured, displaced, or worse. Businesses are rendered inoperable. Local and state economies are stalled. Leaders must work with urgency to confirm the safety of employees, secure critical infrastructure, and ensure business continuity.

Our PAI solution

At times of crisis, information emanates across the public sphere in seconds, not hours. Publicly available information (PAI) presents an ever-increasing wealth of valuable insights for impacted organizations, first responders, emergency management operators, and others involved in disaster response operations. These insights are derived from authoritative, credible sources and individuals who are confirmed as local to the affected region.

Babel Street's analytics platform offers an AI-enabled cross-lingual, persistent search of thousands of global and regional PAI sources in over 200 languages to

Who or what is in imminent danger — and where do we need to deploy resources?

Babel Street empowers teams with actionable insights to stay informed in real time for a more streamlined and balanced response and recovery.

rapidly discover and decipher insights on hyper-local information for Named Areas of Interest (NAIs) — for both early warning and disaster response. When every minute counts, sustained awareness is critical for watch operations. Machine learning algorithms constantly monitor for insights on search, rescue and evacuations, critical infrastructure damage and closures, and safety alerts such as hazmat incidents, power outages, and communications failures. Custom collections can also be created by analysts. Responders and analysts can also view these expertly curated or custom collections on their mobile devices.

Business impact

Situational awareness and transparency across all stakeholders facilitate preparedness, rapid response, and recovery. Preparedness to better understand the potential impact and increase resilience. Response to stabilize the situation and save lives and property. Recovery to normalize business operations and return to steady-state prosperity.

PAI DATA SOURCES	DATA STREAMS	FILTERS	KNOWLEDGE
• 50,000+ hyper local & global news sites • Billions of blogs & message boards • 50+ social media/ consumer review sites	• Entity and brand name variants • Products • Domains • Geolocation • Relevant user handles • Phones • Addresses • Emails	• Temporal • Keywords • Exclusions • Intent • Geo vernacular • Language • Regular expressions	• Breaking news • NAIs • Spot situation reports • Loss prevention • Images/videos of interest • Rescue assistance • Damage assessments • Supply chain impact

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