

# Use Case: Humanitarian Assistance and Disaster Relief

Stay apprised of unfolding situations where large communities are affected

## The situation

Natural disasters like floods, wildfires, hurricanes, tornadoes, and earthquakes, and man-made disasters such as terrorist acts can happen at any time, anywhere in the world. While disasters vary in type and impact, the need for humanitarian assistance and disaster relief operations in the U.S. and abroad is the same. Responding quickly and effectively requires sustained situational awareness and information sharing to save lives and understand the extent of the damage as a disaster unfolds.

Disasters are dynamic — infrastructure can be destroyed and normal transportation and commerce can be disrupted immediately or over time. Government agencies must work urgently and in collaboration with other organizations and nations to save lives, alleviate suffering, build goodwill, and minimize the economic costs of disasters.

## Our PAI solution

When disaster strikes, every minute counts. Information flows across the public sphere in seconds, not hours. Publicly available information (PAI) offers a wealth of valuable insights for government agencies, allied resources, deployed troops, first responders, and local emergency services involved in response operations. These insights are derived from credible, authoritative sources as well as those confirmed as local.

### What is the extent of the damage and where do we need to deploy resources first?

Babel Street empowers teams with actionable insights to stay apprised of unfolding situations to better inform and coordinate responses across agencies and allied nations.

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 rapidly discover and decipher insights on multilingual, hyper-local information for Named Areas of Interest (NAIs) to facilitate humanitarian assistance and disaster response. Machine learning algorithms monitor for search, rescue and evacuations, damage to critical infrastructure, safety alerts, transportation failures, and power outages. Mobile telemetry aids in urgent search and rescue efforts. All these insights are translated into your native language in seconds and organized in a single pane of glass for analysis during response operations. Curated collections or custom collections are accessible on mobile devices.

## Mission impact

Situational awareness and transparency facilitate cooperation across agencies to aid in humanitarian assistance and disaster relief missions, resulting in lives saved, a more resilient community, and goodwill — here and abroad.

PAI DATA SOURCES	DATA STREAMS	FILTERS	KNOWLEDGE
<ul style="list-style-type: none"><li>• 50,000+ hyper local &amp; global news sites</li><li>• Billions of blogs &amp; message boards</li><li>• 50+ social media/ geographic specific sites</li><li>• Commercial telemetry data (restrictions apply)</li></ul>	<ul style="list-style-type: none"><li>• Entity and brand name variants</li><li>• Products</li><li>• Domains</li><li>• Geolocation</li><li>• Relevant user handles</li><li>• Phones</li><li>• Addresses</li><li>• Emails</li></ul>	<ul style="list-style-type: none"><li>• Temporal</li><li>• Keywords</li><li>• Exclusions</li><li>• Intent</li><li>• Geo vernacular</li><li>• Language</li><li>• Regular expressions</li></ul>	<ul style="list-style-type: none"><li>• Breaking news</li><li>• NAIs</li><li>• Spot situation reports</li><li>• Loss prevention</li><li>• Images/videos of areas of interest</li><li>• Rescue assistance</li><li>• Damage assessments</li><li>• Supply chain impact</li></ul>