

# How Babel Street Helps Ensure Safety at Formula 1 Event

Formula 1 is known for attracting thousands of spectators and significant media attention, especially ahead of the Grand Prix debut in Las Vegas. The attention necessitated heightened security measures to ensure a safe and successful experience for all.

## The Challenge

Given Formula 1's high-profile and international nature, it was crucial to uncover and mitigate any risks posed by extremists, activist organizations, or individuals who might disrupt the event. Additionally, the event's logistical challenges, including managing mass crowds, navigating tight quarters on city streets, and ensuring reliable communication despite stressed mobile bandwidth, compounded the difficulty of ensuring proper security preparation.

## The Solution

Advanced threat intelligence solutions from Babel Street enabled a customer security firm to thoroughly investigate potential threats surrounding the event. Known for its robust data and analytics to deliver the most insights that matter, [Babel Street Insights](#) played a crucial role in identifying a group of individuals based in Las Vegas who were planning to disrupt the event, specifically:

- **Threat Identification** – Babel Street empowered the security firm to identify potential threats by uncovering hidden patterns and connections among individuals within massive datasets, which would have otherwise remained undetected.
- **Intelligence Sharing** – The identified intelligence was promptly shared with relevant parties, including event organizers and local authorities, through secure channels.
- **Coordination with Authorities** – Authorities were previously unaware of these individuals or the associated threat, highlighting Babel Street's advanced detection capabilities.



## The Impact

This proactive approach, enabled by Babel Street, ensured that the potential threat was neutralized, significantly enhancing the event's safety. Babel Street's ability to provide critical, actionable intelligence underscores its value in securing high-stakes events.

- **Enhanced Security** – Successfully identifying and mitigating the threat contributed to a secure environment at the inaugural Formula 1 Grand Prix Las Vegas.
- **Customer Confidence** – The security firm's use of Babel Street software reinforced its reputation for excellence in threat analysis and intelligence gathering, making it a trusted partner for high-stakes events.

- **Business Growth** – The significant win in handling the security for the Formula 1 Grand Prix positioned the security firm favorably for future engagements.

Babel Street's advanced threat and identity intelligence software was instrumental in ensuring the safety of the Formula 1 Grand Prix in Las Vegas. Uncovering and mitigating potential threats before they materialize highlights the importance of robust data and analytics working with proactive security measures in large-scale event planning. Babel Street plays an important role in providing unparalleled security solutions and safeguarding major events.

Babel Street is the trusted technology partner for the world's most advanced identity intelligence and risk operations. The Babel Street Insights platform delivers advanced AI and data analytics solutions to close the Risk-Confidence Gap.

Babel Street provides unmatched, analysis-ready data regardless of language, proactive risk identification, 360-degree insights, high-speed automation, and seamless integration into existing systems. We empower government and commercial organizations to transform high-stakes identity and risk operations into a strategic advantage.

Learn more at [babelstreet.com](https://babelstreet.com).