

Babel Street Insights Synthesis



PRODUCT BRIEF

@benjaminwittes

@joshrogin

@SenWarren

@NatashaBertrand

@costareports

BABEL STREET INSIGHTS

Rapidly Identify Social Network Influence and Map Relationships

In today's hyper-connected, rapidly expanding digital landscape, enterprises face a widening chasm in identity intelligence and risk operations known as the Risk-Confidence Gap. The Risk-Confidence Gap is the growing gulf between the increasing risk organizations face and the confidence in their analysis and decision-making systems to mitigate those risks. This Gap results in missed connections, overlooked relationships, and latent threats that are much more than mere setbacks. If left unchecked, every missed insight and uncharted relationship widens the risk landscape and jeopardizes security, reputation, and financial stability.

Babel Street recognizes that genuine insights are rooted in understanding the key players who have the utmost potential to influence organizations, senior leaders, and world events. As an integral part of Babel Street Insights, Synthesis delivers comprehensive, multi-dimensional intelligence for unstructured data and complex networks. Through AI-powered automated social network and relationship mapping, you can quickly uncover connections and discover critical influencers, regardless of their obscurity.

Babel Street delivers a multilingual, geo-enabled advanced AI and analytics platform for organizations navigating global threat intelligence, identity resolution, and risk mitigation. Babel Street Insights is a comprehensive solution that offers a wide range of integration options to meet your specific needs and requirements — cloud-based, on-premises, or API — to enhance your existing risk operations with ease.

Synthesis Lets You:

- Map the social network of relevant voices around a conversation or within a group, starting from a few known relevant accounts or keywords
- Identify the most influential authors — including those newly discovered by Synthesis
- Be alerted to emerging issues and events based on trending topics among influencers
- Analyze the motivations and dynamics of a group to understand what unites them

Enhanced Social Network Mapping

Synthesis is an AI-powered addition to Babel Street Insights, offering automated social network and relationship mapping. It's designed to rapidly visualize unstructured and relationship connections and unearth key influencers with the greatest impact on organizations, senior leaders, and world events.

Key Features

Automated Network Analytics: Discover the network of social media accounts belonging to a specific group or topic area. Given search keywords or "seed" accounts, Synthesis algorithms evaluate hundreds of thousands of connected accounts to identify key influencers in the network of interest — typically within minutes. Adjust the search parameters and rerun the mapping to iteratively refine the network.

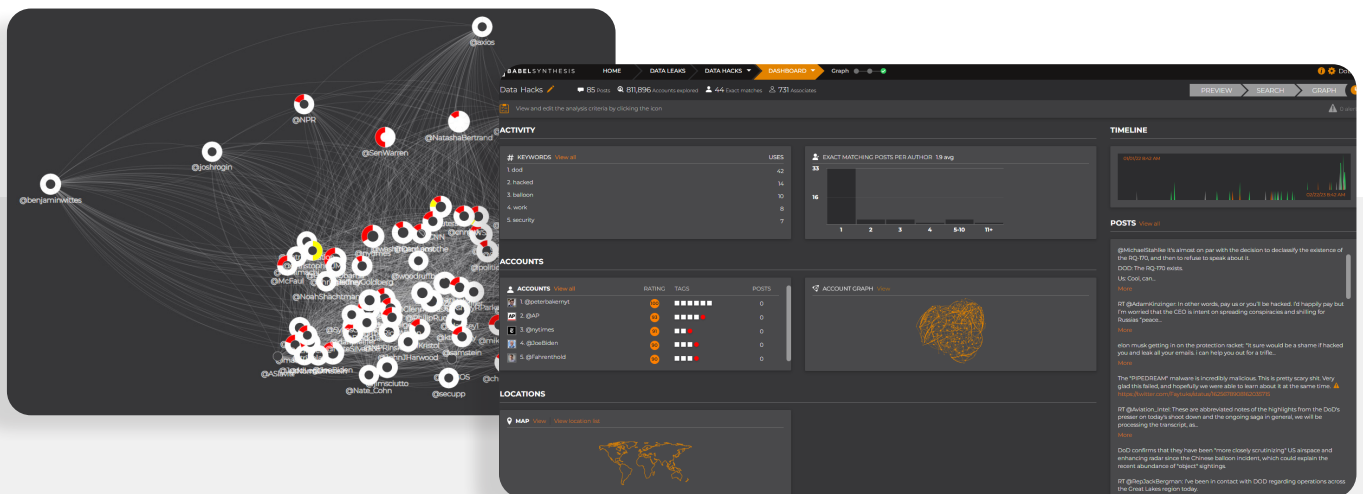
Visualizations: Examine the mapped network from multiple dimensions to understand the voices in the conversation, trending topics, posting patterns by time or day, and changes in activity volume.

Sophisticated Link Analysis: Understand the motivations and connections that bring disparate participants and groups into the conversation.

Influencer Carousel: Browse through the most influential accounts for deeper insights on what motivates them.

Account Attribute Tagging: Tag influencer accounts based on their occupation, activities, demographics, and group affiliations to reveal insights into network dynamics and motivations.

Attribute Graphs: Show overlaps between crucial tag groups.



Babel Street. Unlock the Most Insights that Matter.

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.