

# Use Case: Supply Chain Management

Understand vulnerabilities to be better prepared

## The situation

The interconnectedness of the world economy today makes the global supply chain vulnerable to disruption at any time. Vulnerability associated with known risks can be anticipated while other risks are completely unexpected. Whether it is a trade war, act of terrorism, regulatory change, weather event, large-scale protest, supplier bankruptcy or a “black swan” event like a pandemic, global teams must be better informed and prepared to ensure business continuity.

Now, more than ever, trade has global implications. The ripple effect through your Tier-N suppliers can be staggering and put your business at risk. Unexpected shutdowns lead to lost productivity and lost revenues – and depending on the type of event, even reputational damage.

## Our PAI solution

Publicly available information (PAI) presents critical insights for organizations when supply chains are impacted and business is disrupted or halted. These insights are derived from authoritative, credible sources as well as individuals confirmed as local to the affected region.

Babel Street’s analytics platform offers an AI-enabled cross-lingual, persistent search of thousands of

### Are any of our suppliers or locations at risk of near-term disruption?

Babel Street empowers teams with actionable insights to understand vulnerabilities to be better prepared for an agile response in case of supply chain disruption.

global and regional PAI sources in 200+ languages to rapidly discover and decipher insights for situational awareness in advance of and during a crisis. Machine learning algorithms constantly monitor hyper-local information where key suppliers conduct business and translates that information into your native language in seconds. Expertly curated collections or custom collections including breaking news, damage assessments, dashboards, heat maps, and sentiment/volume trends can be shared for easy collaboration and decision making between leadership and the field. These collections can be accessed on mobile devices for teams on the move.

## Business impact

Understanding the impact to suppliers, locations, products, and components as soon as a shutdown occurs allows businesses to move first to secure inventory from non-impacted areas of the world and resume normal business operations quickly.

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/consumer review sites</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>• 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>• Named areas of interest (NAIs)</li><li>• Supply chain impact</li><li>• Loss prevention</li><li>• Images/videos of interest</li><li>• Damage assessments</li><li>• Rescue assistance</li><li>• Subsequent looting</li><li>• Price gouging</li></ul>