

The Security Executive Council (SEC) Solution Innovation Partner (SIP) program evolved as a means for practitioners to choose a trustworthy risk mitigation provider with confidence when there is a myriad of options in the marketplace. Proven Solution Innovation Practice Case Studies help to evaluate performance claims and differentiate security solution providers for business outcomes including risk mitigation, return on investment, and security assurance.

The following case study is a demonstration of a global Pharmaceutical Company utilizing the LifeRaft solution as part of its strategy to protect its people, brand, and proprietary information. This Solution Innovation Case Study offers a proven process approach for mitigating risk(s) online that could result in injury or impairment of people, assets, critical processes, products, and/or brand reputation. This proof point examines representative risk issues, mitigations, and result outcomes as validated by the Security Executive Council and the end-user.

### **Risk Issues and Mitigation Opportunities:**

1. The biotech company confronted the risk of online threats, such as stalking, harassment, and physical safety concerns, which had the potential to harm or tarnish the executive's reputation. Furthermore, the possibility of doxing and identity theft not only for the executive but also for their family and close associates was a significant concern.
2. Deliver timely alerts about tangible or implied dangers related to individuals, products, reputation, or revenue stemming from the dissemination of content on open source and dark web platforms.

### **Solution Requirements:**

- Provide the capability to gather physical and digital threat intelligence related to executives, their families, or associates.
- Include features for performing comprehensive travel and location research and analysis to identify potential risks associated with executive movements.
- Enable the identification of personally identifiable information (PII) and doxing instances on the Deep and Dark Web.
- Be alerted promptly of potential risks, enabling quick and effective responses.
- User-friendly platform with an intuitive interface
- Provide dedicated and easily accessible training support that aligns with the needs and culture of the business, ensuring analysts can use the platform effectively.
- SaaS Based platform with several user log-ins.

### **Delivered:**

- ✓ Intuitive user-friendly interface resulting in clear situational risk awareness.
- ✓ Ability to monitor several open source and dark web channels in real time.



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## Solution Innovation Case Study: Real-Time Open-Source Intelligence Gathering to Protect People, Assets, Information, and Brand

- ✓ A highly trained, customer success support team
- ✓ Daily, weekly, quarterly, annual reporting capabilities with high-value, actionable, situational risk mitigation understanding.

| Client Available Capability  | Pre - Prior Year | Phase One - Year(s) |
|--|------------------|---------------------|
| Automated collection of data from online open sources                                  | NO               | YES                 |
| Assessment and validation of threat posed from online content                          | NO               | YES                 |
| Monitoring for narratives and trends generated in the online domain                    | NO               | YES                 |
| Validation of threats and narratives detected in the online domain                     | NO               | YES                 |
| Ongoing monitoring of potential threat actor's online activity                         | NO               | YES                 |
| Investigation and resolution of an online persona                                      | NO               | YES                 |
| Centralized case management of threat discovered within the online domain              | NO               | YES                 |
| Detection of global events that may impact safety of personnel and business continuity | NO               | YES                 |
| Safety assessments of locations that personnel are travelling to                       | NO               | YES                 |
| Interoperability of tech-stack elements enabling sharing across an enterprise          | NO               | YES                 |

### Outcome and Benefits of Service Including ROI:

- ❖ Identified a threatening Tweet that raised concerns about the Executives safety.
- ❖ Navigator's ability to capture the tweet before deletion prevented data loss and ensured that the company had the necessary evidence and information to respond effectively.
- ❖ The platform's identity resolution tool facilitated the assembly of a basic profile of the threat actor, including factors like age, location, and previous mentions related to the company on social media.
- ❖ Through careful analysis, the company determined the threat actor did not reside locally but identified that the original post was near the executive's current location. This location analysis helped assess the potential risk.
- ❖ The information gathered through Navigator allowed the company to make informed decisions promptly. They shared crucial intelligence with both the Executive Protection team and the Physical Security team, enabling them to decide whether to implement heightened security measures.
- ❖ The company identifies about 8 - 10 threats per month that require additional review and mitigation. With the way LifeRaft does exclusionary terms, we have been able to craft terms to help reduce the noise and helped significantly in saving us time.
- ❖ Before LifeRaft, confidence in finding a threat has moved 5/10 to 8/10 now.
- ❖ Working with LifeRaft to integrate with a partner's Case Management system, the team has saved 15 - 20% of the time.

**End user testimonial** - *“We went back to our Queries and found Navigator had an image of the Tweet, so it was collected before the person had the opportunity to delete it... If Navigator had not captured it, we would not have been able to do anything. That was a big win for us! Without a tool, we would not be able to do what this tool provides. Even if I had a full-time analyst, we would be unable to fully cover social listening - we would miss things and threats if we did not have this tool.”*

**SIP Case Study Authentication Process**

This process was overseen by a Council Faculty member with 20+ years of experience in developing and leading people and asset protection programs as trusted security advisor for global, multinational organizations. Client end-user authenticated in October 2023.

*Note: The Security Executive Council's Solution Innovation case study represents a snapshot in time to demonstrate a solution to a specific organization's issue. End-user diligence, trial and measurement are strongly recommended for any contemplated risk mitigation activity.*

**A General Comparison of Competition**

| <b>Client Service/Resource Attributes or Capabilities</b> | <b>LifeRaft<br/>YES/NO</b> | <b>Company A<br/>YES/NO</b> | <b>Company B<br/>YES/NO</b> | <b>Company C<br/>YES/NO</b> |
|---|----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Aggregation of social data                                | Yes                        | Yes                         | Yes                         | Yes                         |
| Monitoring & alerting of keywords                         | Yes                        | Yes                         | Yes                         | Yes                         |
| Global event monitoring map                               | Yes                        | Yes                         | Yes                         | Yes                         |
| Proximity based alerting                                  | Yes                        | Yes                         | Yes                         | No                          |
| AI derived safety scores                                  | Yes                        | No                          | No                          | No                          |
| Tracking & alerting of social accounts                    | Yes                        | No                          | No                          | No                          |
| Entity based queries                                      | Yes                        | Yes                         | Yes                         | No                          |
| Topic based queries                                       | Yes                        | No                          | No                          | No                          |
| Location based queries                                    | Yes                        | No                          | Yes                         | Yes                         |
| Deep Web searching and filtering                          | Yes                        | No                          | No                          | No                          |
| Deep Web tracking   | Yes                        | Yes                         | Yes                         | Yes                         |
| Dark Web tracking, searching, and filtering               | Yes                        | No                          | No                          | Yes                         |
| Dark Web tracking   | Yes                        | Yes                         | Yes                         | Yes                         |
| Relevance scoring and filtering                           | Yes                        | No                          | No                          | No                          |
| Reporting capabilities                                    | Yes                        | Yes                         | No                          | No                          |
| Identity resolution tools                                 | Yes                        | Yes                         | No                          | No                          |
| Case Management   | Yes                        | Yes                         | No                          | No                          |
| Exporting to PDF  | Yes                        | Yes                         | No                          | No                          |
| Exporting to CSV  | Yes                        | Yes                         | No                          | No                          |
| Content summarization and deduplication                   | Yes                        | No                          | Yes                         | No                          |
| Integrations with Case Management Products                | Yes                        | No                          | No                          | No                          |



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| Integrations with Crisis Event Management Products  | Yes | No  | Yes | No  |
|---|-----|-----|-----|-----|
| Alerts via SMS                                      | Yes | No  | No  | No  |
| Alert via app                                       | Yes | No  | Yes | No  |
| Alerts via email                                    | Yes | No  | Yes | Yes |
| Alert Integration into 3rd Party Apps such as Slack | Yes | No  | Yes | No  |
| Dashboard view of aggregated content                | Yes | Yes | No  | Yes |
| Content visualization: maps                         | Yes | Yes | Yes | Yes |
| Content visualization: word clouds                  | Yes | Yes | No  | No  |

See other case studies and learn more about the SIP Program here:

[https://www.SecurityExecutiveCouncil.com/about/solution\\_innovations.html](https://www.SecurityExecutiveCouncil.com/about/solution_innovations.html)