

Solution Innovation Case Study: Persistent Assessment and Monitoring of Online, Open-Source Information Delivers High Value Threat Mitigation with Situational Risk Intelligence

The SEC's Solution Innovation Partner (SIP) program evolved to help security practitioners expedite choosing a trustworthy risk mitigation vendor with confidence given the myriad of possible options in the marketplace. Proven Solution Innovation Practice Case Studies help evaluate performance claims and differentiate security solution providers for business outcomes including risk mitigation, return on investment, and security assurance.

This case study demonstrates Hetherington Group's (Hg) innovative capabilities to protect people, brands, and assets online. This was validated by the Security Executive Council and the client end-user.

Risk Issues and Mitigation Opportunities:

Protecting high-value COVID 19 vaccines worldwide was a daunting quality assurance and security challenge that required more than 100 firms and agencies to proactively collaborate on situational risk intelligence. Risk often extended to participating brand leaders. *"Operation Vax (OPVAX) was a monumentally successful global collaboration with the Hetherington Group and others, that ensured the safe and secure movement and delivery of COVID-19 vaccinations to millions of Americans and global nations."*

Collaborator Chuck Forsaith - VP, Healthcare Distribution Alliance

Reactive

- Home address is a Google search away.
- Personal information was doxed online.
- Received a concerning phone call on personal number.
- Received a concerning message through personal email.
- Concerning package sent to home address.
- Approached by a person of concern at an event or work campus.
- Victim of identity theft.
- Existing personal safety and reputational risk of a fired employee, stalker, or harasser.
- Information was compromised in a data breach.
- Victim to an online scam.

Proactive

- Need for improved safety and security resource intelligence as well as support before a significant, controversial announcement or event that will potentially result in backlash against the company's people, brand, or assets.
- Need to develop situational risk awareness for the company from a large volume of online posts per day for risks to life, property, or reputation.
- Need to quickly identify situational risk understanding about a concerning person or group to make informed business decisions.
- Desire to gain more awareness of online exposure and risks.
- Desire to improve online privacy.

Solution Requirements:

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- Assesses online personal company and supply chain route risk exposures.
- Removes online exposure of personal or sensitive information.
- Monitor for potential risks or threats to life, property, or reputation across the surface, deep, and dark web for a specific individual(s).
- Provides consulting and education on internet best practices as required to key stakeholders throughout the organization.
- Investigates background of persons or organizations that have exceptional interest in the company or a principal.
- Meets compliance expectations including SOC 2 and GDPR.

Delivered:

- *Risk Assessments:* Assessed clients' points of vulnerability through online and open sources and removed personal information that put the client, their business partners, and their family at risk.
- *Persistent Risk Monitoring:* Scanning social media platforms, surface, deep, and dark web mentions of personal identifiers, brand, and intellectual property to keep clients safe from online predators, protesters, and hackers.
- *Due Diligence, Background, and Cyber Investigations:* Researching the backgrounds and credentials of foreign and domestic organizations and individuals which empowered the client to make sound business decisions. Exposed potential financial risks, reputational issues, criminal activity, and legal actions detrimental to clients' personal and business stability. Cleared through jargon and uncovering answers buried deep in open sources, social media pages, and dark web sites to give the client actionable intelligence from which they took measures to better protect people, assets, information, and brand.

Outcome and Benefits of Service Including ROI: Since the 8 months of inception for 3.5M events

Qualitative

- Increased effectiveness and efficiency of the organization's security solutions that met budget, with implementation timeframes exceeding expectations.
- Contributed significantly to leadership and subject matter expert stakeholders' peace of mind.
- Improved confidence from the cross functional protection team from 3 out of 10 to 8 out of 10
- Constant global situational risk awareness.
- Enhanced people, product, supply chain, and brand protection.
- Delivered of information and intelligence effectively and efficiently to internal and external resources who were able to discover and mitigate a high volume of potential risk issues.
- Cross functional group of companies joined OPVAX following initial successes to improve nationwide and global impacts. Many adopted demonstrated proven practices for persons-at-risk protection.

Quantitative

- Reduced online exposure of residential addresses by over 90% within 3 months.
- Removed individuals and their families from hundreds of websites exposing their residences.
- Saved weeks that would have been spent trying to remove online exposures and concerning content.

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 October 2022.**

Note: The Security Executive Council's Solution Innovation case study represent 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

Client Service/Resource Attributes or Capabilities	Hg YES/NO	Company A YES/NO	Company B YES/NO	Company C YES/NO	Company D YES/NO
Have removed personal information from the internet since the 1990s	Yes	No	No	No	No
Remove personal information from the most websites (120+)	Yes	No	No	No	No
Perform online and open-source research utilizing over 100,000 foreign and domestic resources	Yes	No	No	No	No
Trained over 180,000 corporate security professionals, federal, state, and local agencies in Open Source Intelligence (OSINT) and Social Media Intelligence (SOCMINT)	Yes	No	No	No	No
Host a conference for OSINT and security professionals	Yes	No	No	No	No
Generally, most affordable	Yes	No	No	No	No
Team of analysts all capable of conducting background investigations, social media investigations, risk assessments, and risk monitoring	Yes	No	No	No	No
Surface, deep, and dark web coverage	Yes	Yes	Yes	Yes	Yes
Global coverage	Yes	Yes	Yes	Yes	Yes
Ability to monitor people, brand, location, or situational occurrence and receive immediate alerts	Yes	Yes	Yes	Yes	Yes
After hours support	Yes	Yes	Yes	Yes	Yes



SECURITY EXECUTIVE COUNCIL

A research and advisory firm

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

<https://www.securityexecutivecouncil.com/solutions/vendor-innovations>