Solution Innovation Case Study:
Developing and Verifying Situational Risk Intelligence At The Speed of The Internet

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

This case study demonstrates Factal's innovative capabilities to supply verified, real-time risk and threat intelligence to a Fortune 150 enterprise software firm with a mature GSOC.

Risk Issues and Mitigation Opportunities:

Salesforce's GO Center operates 24/7/365, forming the first line of detection, recognition and response to all incidents that directly impact or potentially impact employees, assets, and brand.

The team deployed multiple employees on each shift to verify reports before escalating them. This involved searching for sourcing in different news environments across the 40+ countries Salesforce operates in, slowing response time and making information validation a significant challenge. The hours required also kept the team from pursuing more high-value projects.

Solution Requirements:

Salesforce needed:
- Improved speed when publishing advisories for the crisis management teams and Salesforce employees.
- Global, 24/7 situational risk awareness coverage
- Geolocation of incidents in proximity to points of key brand interest.
- Accounts for individual and shared use
- Collaboration tools for benchmarking response with other large companies
- Customizable notifications to support multiple workflows.
- OSINT (open-source intelligence) pre-vetted, to filter out information that is not valuable.

Factal Delivered:

- Unlimited user accounts for both web and app
- Automated AI-powered incident and threat detection from social media
- Real-time verification, sourcing and context provided by experienced journalists.
- Live 24/7 chat with editors and anonymous security peers at other Fortune 500 companies
- Unlimited location uploads, with customized radiuses per asset and alerts per user

- True Impact, an exclusive Factal feature that estimates the area of impact for each incident.
- Highly customizable notifications for topic combinations, like "Los Angeles+weather"
- Flexible, customized alerting for individuals and groups across email, browser, App, and chat
- "News Near Me" on Factal's phone app, which alerts users of nearby incidents.

"Factal makes it possible to meet and exceed our SLAs. At this point, we consider Factal business critical. It is as important as our phone system… Factal's Editors give our team increased confidence of the validity of the information we send to Leadership." **- Ellen McFadden, GSOC Program Manager at Salesforce**

Outcome and Benefits of Service Including ROI:

- Revised service-level agreements (SLAs) to shorten time gaps from when an incident is first spotted to when the GO Center sends a notification to key stakeholders globally.
- The GO Center expanded support to include Salesforce's intelligence team in addition to directly supporting employees and the crisis management team.
- With Factal, the GO Center has been able to hire tactically, with contractors spending less time monitoring OSINT and more time proactively responding to incidents.
- In internal polling regarding four subscription OSINT tools, Factal was named the favorite by 65% of respondents within the GO Center
- The use of Factal improved the GO Center's situational risk understanding from a 7 out of 10 to a 9 out of 10.

"Without Factal, we would not be as large as we are now. It would be a giant struggle to figure out how incidents are affecting different regions we care about. Using Factal has really allowed our team to expand." **- Dustin Tabangcura, GO Center Shift Lead at Salesforce**

SIP Case Study Authentication Process

This process was overseen by a Security Executive Council subject matter expert with 20+ years of experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. Client end-user authenticated **November 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.*

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A General Comparison of Competition

Client Service/Resource Attributes or Capabilities	Factal YES/NO	Company A YES/NO	Company B YES/NO
Live chat with editors and	YES	NO	NO
Estimated impact of incidents (with True Impact)	YES	NO	NO
"News near me" alerts on mobile app	YES	NO	NO
Alerts via email, mobile, and web	YES	YES	NO
Unverified signals	YES	YES	NO
News verified by journalists	YES	NO	NO
Collaborative risk intelligence (with Incident Chat)	YES	NO	NO
Proximity alerts	YES	YES	YES
Unlimited locations	YES	YES	NO
Unlimited user accounts	YES	NO	NO
Integration with Visual Command Center	YES	YES	YES
Integration with Esri ArcGIS	YES	YES	NO
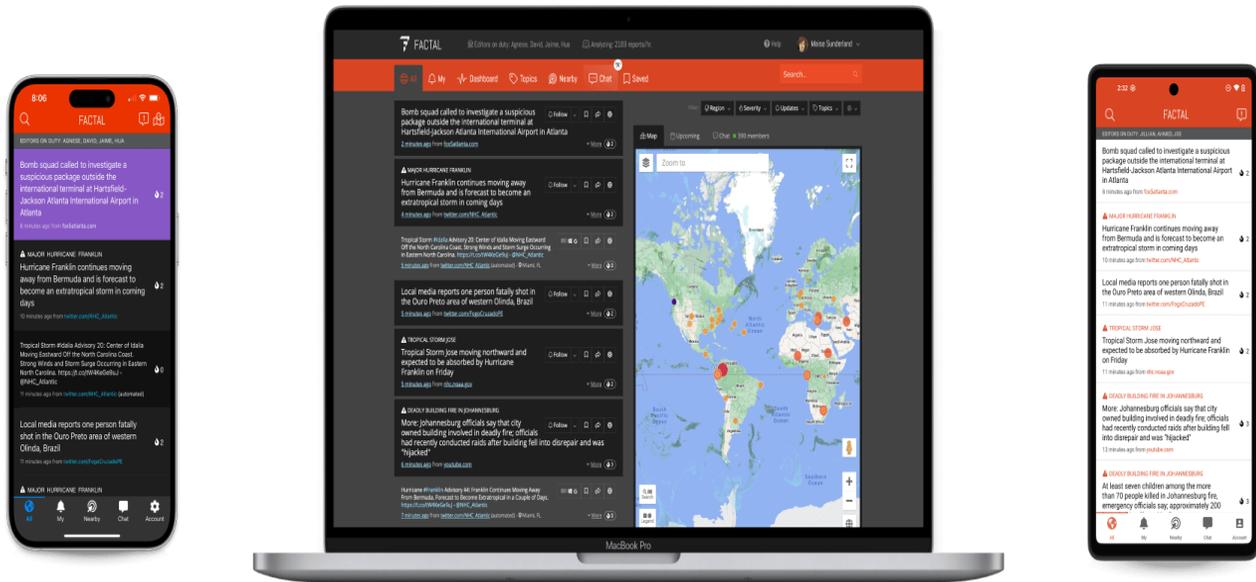
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