Social Business for Intelligence

Combating Internal Amnesia & Increasing External Awareness

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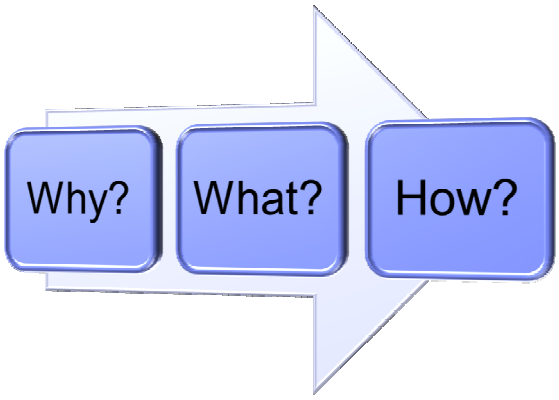
Agenda



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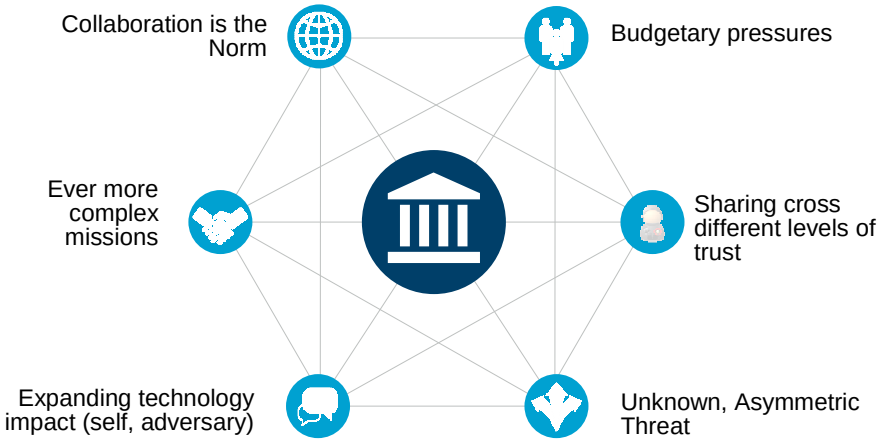
Why? Challenging Future



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Why? (Commercial) Technology Evolution

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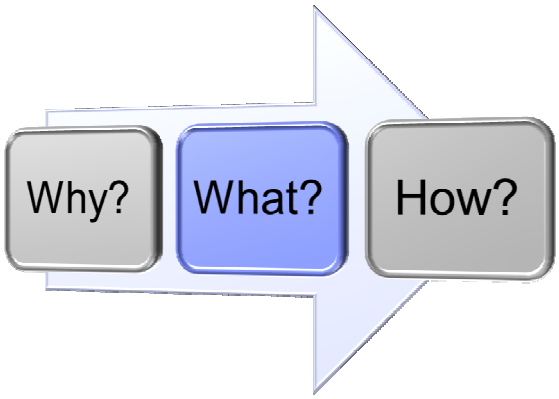

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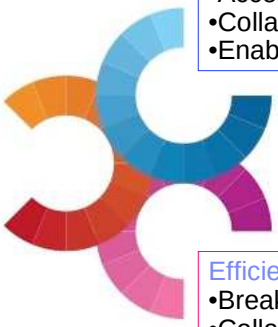
What?

Positive IMAGE
- Promotion / marketing
- Recruiting
- Citizen engagement

Leverage KNOWLEDGE
- Access to Experts, Content
- Collaborative Ventures
- Enables Innovation



Gather INTELLIGENCE
- Social Media as OSINT
- Individuals, Groups, Events
- Supplement traditional sources

Efficient WORKING
- Breaking down Silos
- Collaboration (Across & Within)
- "Self help" Culture

External ternal

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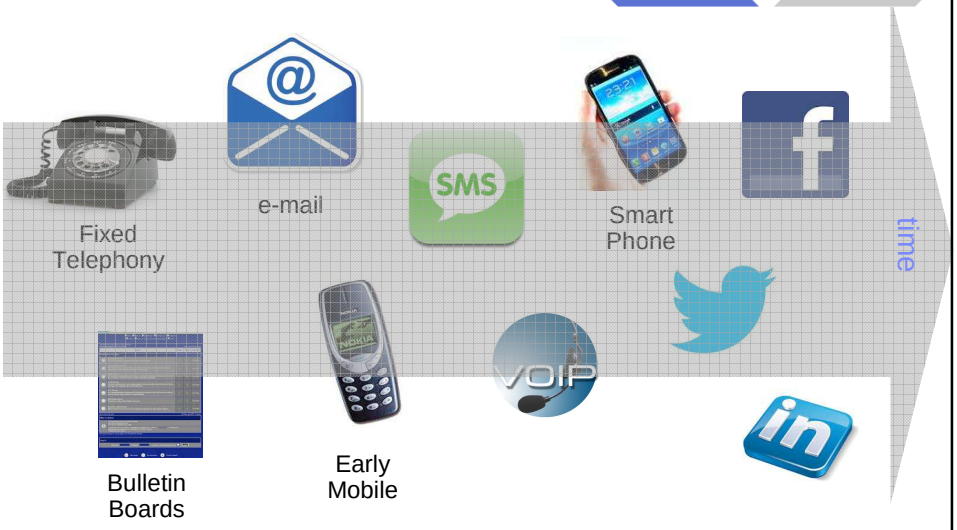
Gather INTELLIGENCE : Changing Threat

External | Internal



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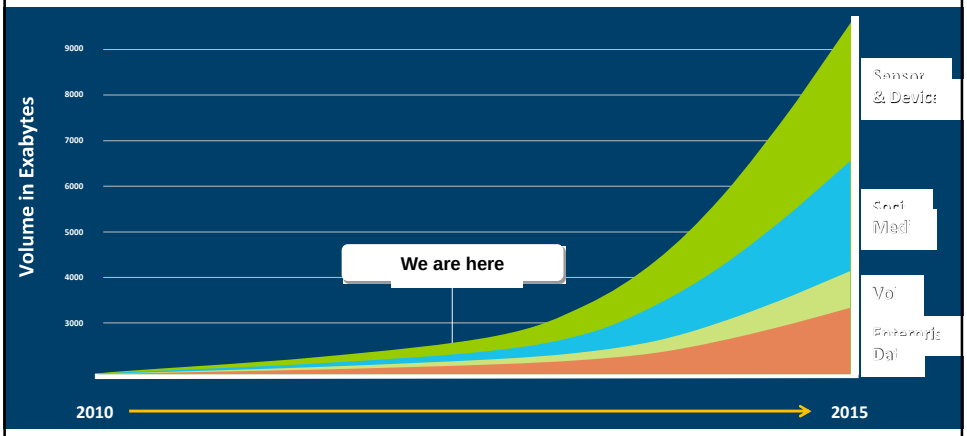
Data Explosion . . .

External | Internal



Growing Uncertainty & Complexity

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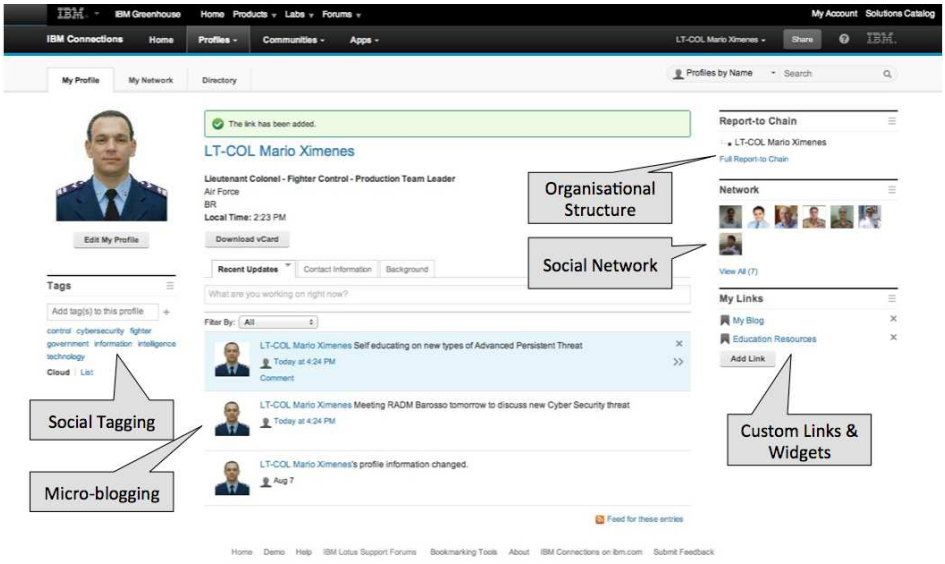
Leverage KNOWLEDGE

External | Internal



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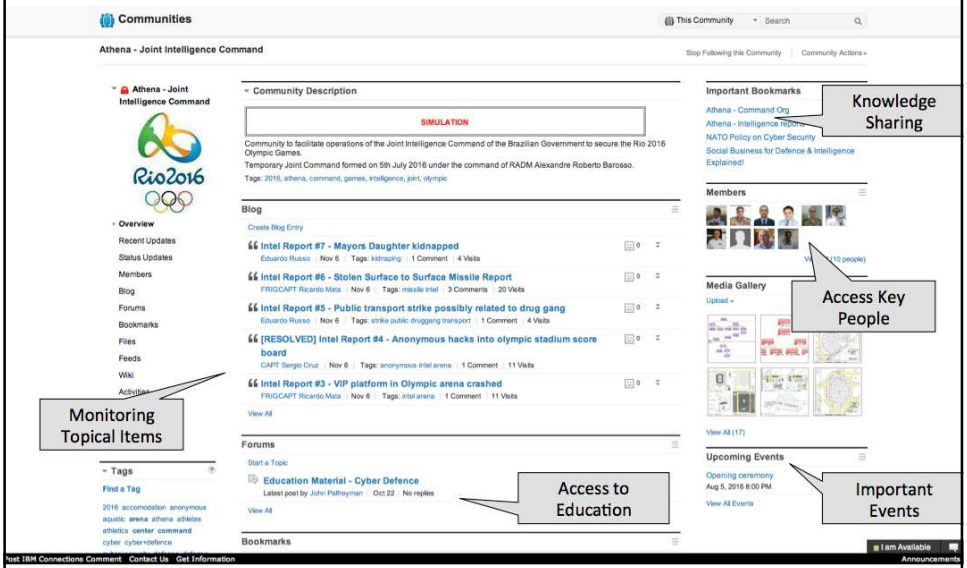
Efficient WORKING

External | Internal



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Integrated e-Collaboration

External | Internal

Profiles
Find the people you need

Communities
Work with people who share common roles and expertise

Files
Post, share, and discover documents, presentations, images, and more

Wikis
Create web content together

Activities
Organize your work and tap your professional network

Forums
Exchange ideas with, and benefit from the expertise of others

Home page
See what's happening across your social network

Social Analytics
Discover who and what you don't know via recommendations

Micro-blogging
Reach out for help or share news with your social network

Bookmarks
Save, share, and discover bookmarks

Blogs
Present your own ideas, and learn from others

Mobile
Access Connections anywhere, anytime with mobile & tablet access

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Collaboration . . Where it's Needed!

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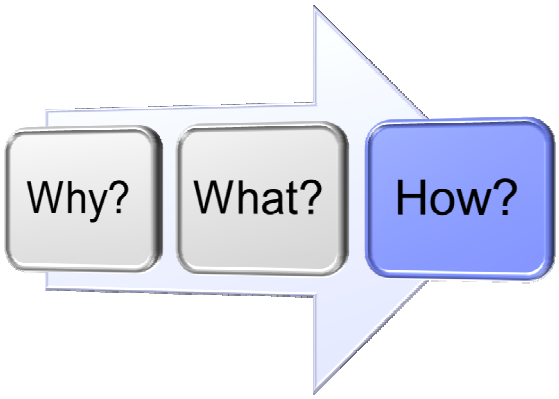

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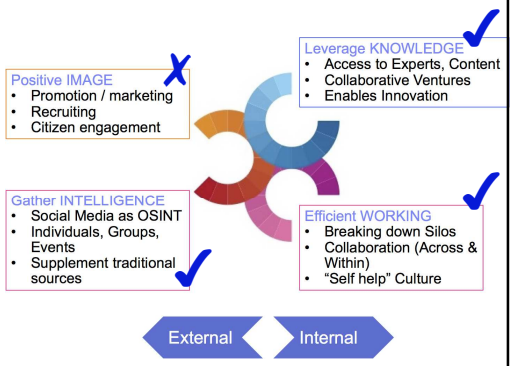
Military Intelligence Project - Context & Motivation

- Challenged by
  - Silo'd Organisation
  - Lack of Consistent Methodology
  - External Ignorance (especially to new threat types)
  - Internal Amnesia (revolving staff base)
- Monitor bad guy's use of Social Media
  - Early Warning of events / incidents
  - Information to Commander
- Provide alternatives to
  - Silo'd Organisation
  - Workflow Centric Analysis
  - Traditional Collection Sources
- Corporate Memory when Military Personnel Move



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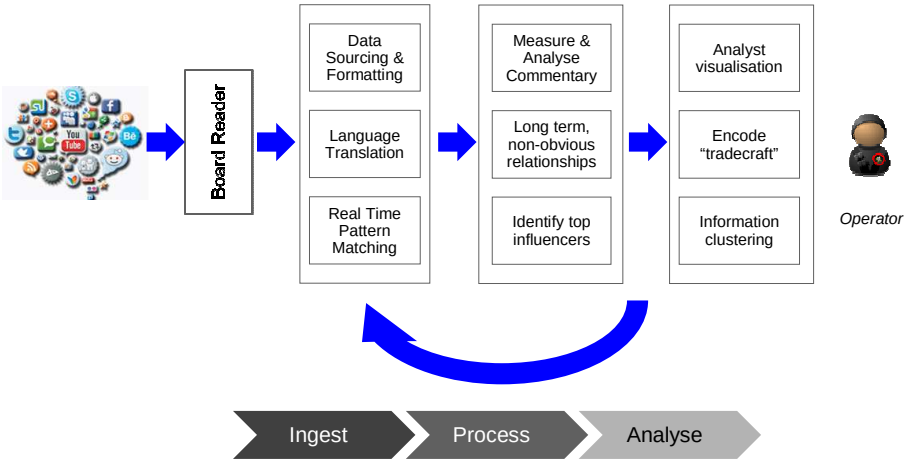
Analysis Solution Outline



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Use Cases

Use Case	Question	Response
Regional Threats	What threats exist in AP region prior to VIP visit?	10M records > 44K points of interest > 15K deep analysis > 14 credible threats
Trends & Sentiment	Predict trends, sentiments & future activities in Syria	Accurate prediction of trends (correlating with "other sources") BUT faster AND new threats found
Event Analysis	What is the status of missing warheads in Africa?	Warhead movement inferred and localised to Horn of Africa

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Benefits & Lessons

Benefits (to Customer):

1.Net new insights from Social Medial Analysis

2.Significantly faster than traditional sources

3.Community based / “scrum” method BETTER SUITED to analysis process than strict workflow

Lessons:

1.Start Small, Grow Fast

2.Be Bold!

3.Power of Commercial Technology + Domain Knowledge

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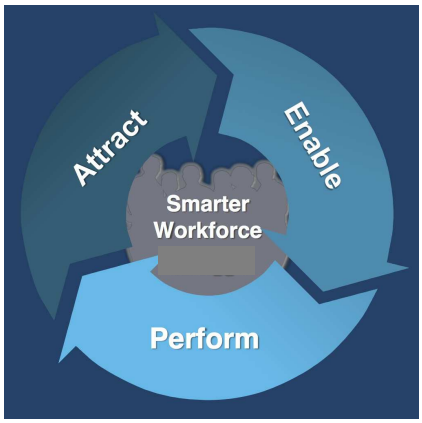
Towards a SMARTER Workforce : Story



- **Attract** and recruit top talent, source the best people for the culture and business (mission) needs
- **Enable** employees (soldiers) to hit the ground running with the right tools, connections and expertise
- **Engage** teams to collaborate and innovate, cultivate new leaders and perform with precision

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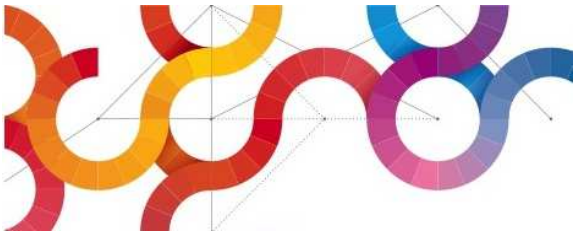
Social Business for Intelligence

Summary



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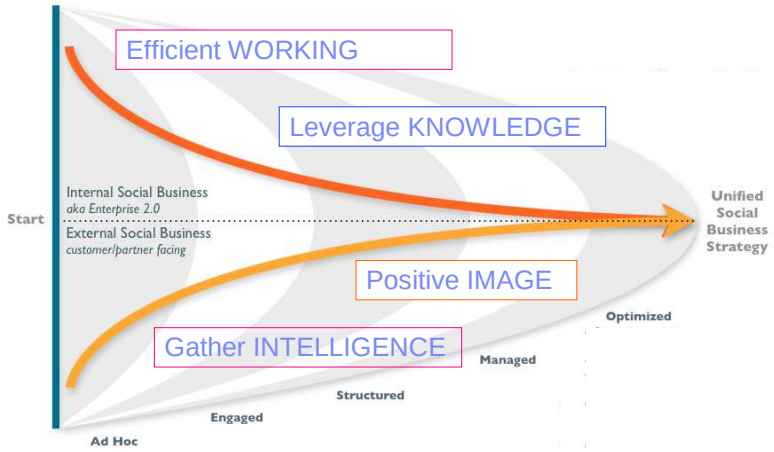
Addressing the CHALLENGES

Coalition operations are the norm	Find and connect with experts in other coalition members Demonstrate clear coalition value to Stakeholders through built in transparency and accountability
Budgetary pressures	Improved efficiencies through adopting a collaborative virtual environment Develop critical skills though virtual training within and across departments
Even more complex missions	Tap into mission expertise & lessons learnt from across all related organizations Use Jams, blogs and wikis to address challenges and solve problems
Expanding technology impact	Promote innovative use of new technologies - "crowd sourcing", blogs, jams etc Improved awareness of the mission value of new technology
Unknown, asymmetric threat	Supplement intelligence on threat by monitoring their social media usage. Collaborate with other parts of the organization monitoring threats using secure blogs.

Maturity = Convergence



http://bit.ly/XaybDp

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Summary

- Commercial & Government Clients are reaping benefit from the use of Social Media technologies NOW
- Technologies are mature enough; (Commercial) Investment & Innovation Driving Forward
- Where to start? Select (Internal, External or Combination) – Proof of Concept – Business Case

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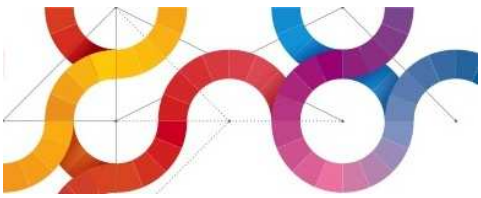

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