

## Social Business for Intelligence

Combating Internal Amnesia &  
Increasing External Awareness

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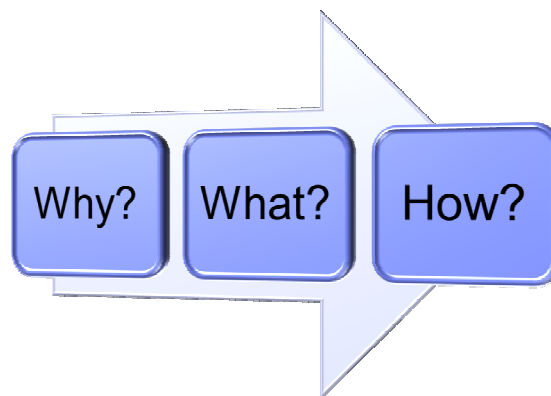


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V5, 25 Nov 13

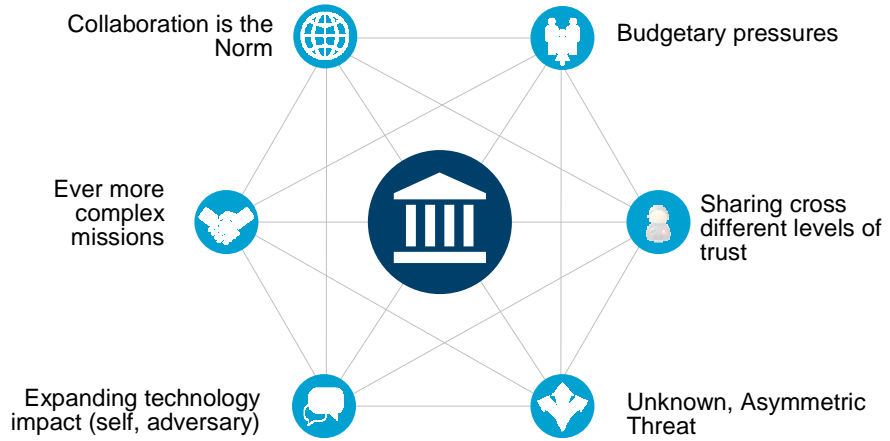
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### Agenda



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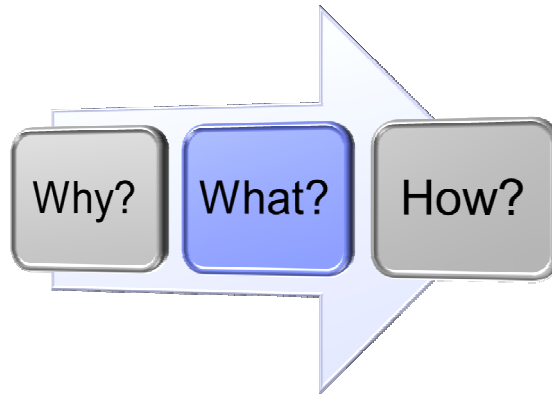
### Why? Challenging Future



### Why? (Commercial) Technology Evolution



Agenda



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What?

Positive IMAGE

- Promotion / marketing
- Recruiting
- Citizen engagement

Gather INTELLIGENCE

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

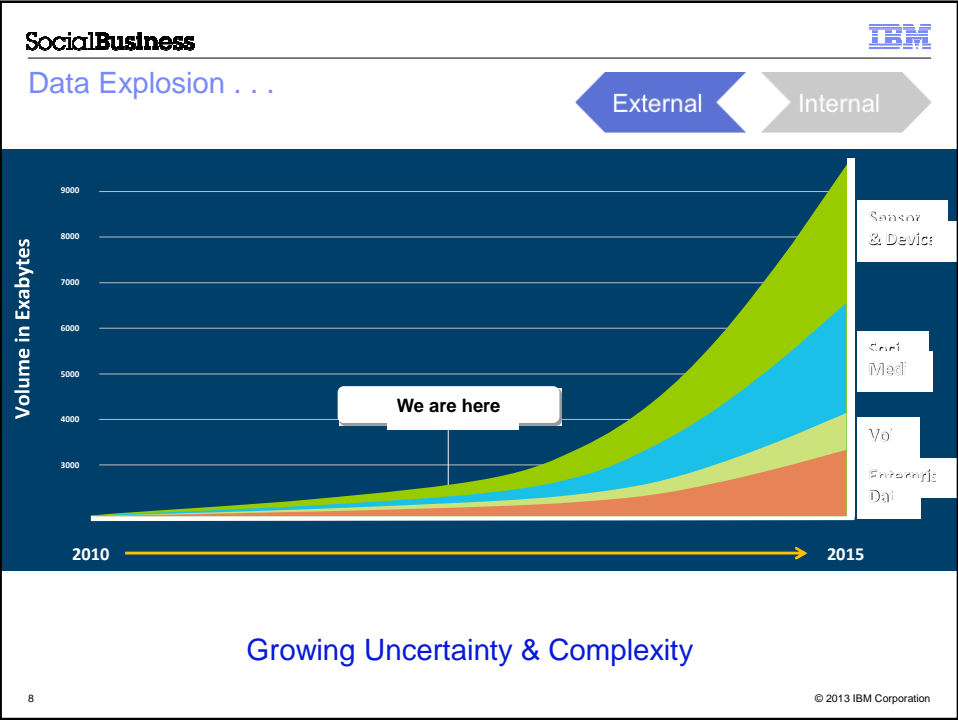
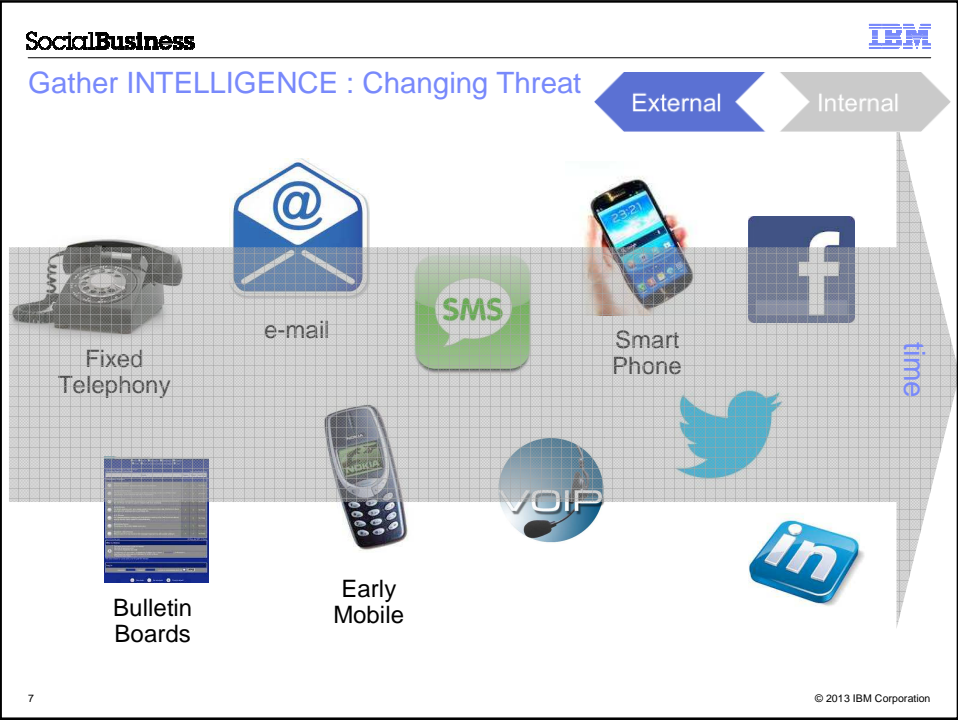
Leverage KNOWLEDGE

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

Efficient WORKING

- Breaking down Silos
- Collaboration (Across & Within)
- “Self help” Culture





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Leverage KNOWLEDGE


External Internal

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IBM Greenhouse Home Products Labs Forums My Account Solutions Catalog

IBM Connections Home Profiles Communities Apps LT-COL Mario Ximenes Share IBM

My Profile My Network Directory Profiles by Name Search



**LT-COL Mario Ximenes**  
Lieutenant Colonel - Fighter Control - Production Team Leader  
Air Force  
BR  
Local Time: 2:23 PM

Tags: control, cybersecurity, fighter, government, information, intelligence, technology, Cloud, List

Recent Updates

- LT-COL Mario Ximenes Self educating on new types of Advanced Persistent Threat Today at 4:24 PM
- LT-COL Mario Ximenes Meeting RADM Barosso tomorrow to discuss new Cyber Security threat Today at 4:24 PM
- LT-COL Mario Ximenes's profile information changed. Aug 7

Report-to Chain

Network

My Links

Organisational Structure

Social Network

Social Tagging

Micro-blogging

Custom Links & Widgets

Home Demo Help IBM Lotus Support Forums Bookmarking Tools About IBM Connections on ibm.com Submit Feedback

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Efficient WORKING


External Internal

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Communities This Community Search

Athena - Joint Intelligence Command Stop Following this Community Community Actions

Athena - Joint Intelligence Command



Overview

- Recent Updates
- Status Updates
- Members
- Blog
- Forums
- Bookmarks
- Files
- Feeds
- Wiki
- Activities

Tags

2016 accommodation anonymous aquatic arena athena athletes athletics center command cyber cyber-defence

Community Description

**SIMULATION**

Community to facilitate operations of the Joint Intelligence Command of the Brazilian Government to secure the Rio 2016 Olympic Games.  
Temporary Joint Command formed on 5th July 2016 under the command of RADM Alexandre Roberto Barosso.  
Tags: 2016, athena, command, games, intelligence, jikt, olympic

Blog

- Intel Report #7 - Mayors Daughter kidnapped
- Intel Report #6 - Stolen Surface to Surface Missile Report
- Intel Report #5 - Public transport strike possibly related to drug gang
- (RESOLVED) Intel Report #4 - Anonymous hacks into olympic stadium score board
- Intel Report #3 - VIP platform in Olympic arena crashed

Forums

- Education Material - Cyber Defence

Bookmarks

Important Bookmarks

- Athena - Command (by)
- Athena - Intelligence (by)
- NATO Policy on Cyber Security
- Social Business for Defence & Intelligence Explained!

Members

Media Gallery

Upcoming Events

- Opening ceremony Aug 5, 2016 8:00 PM

Monitoring Topical Items

Access to Education

Access Key People

Knowledge Sharing

Important Events

IBM Connections Comment Contact Us Get Information

10

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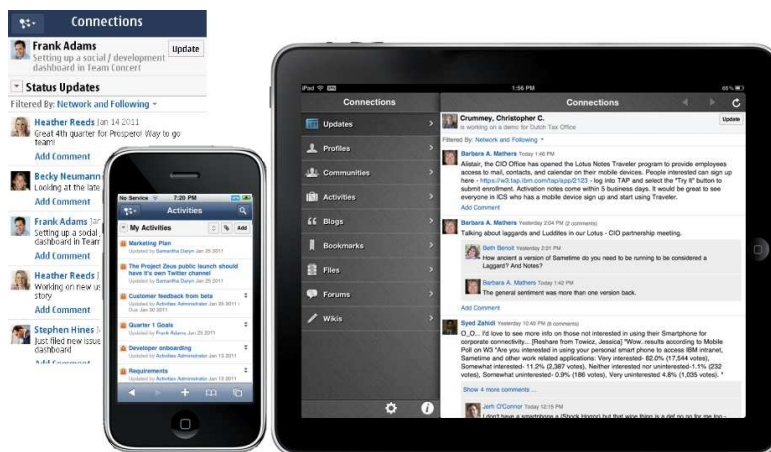
## Integrated e-Collaboration



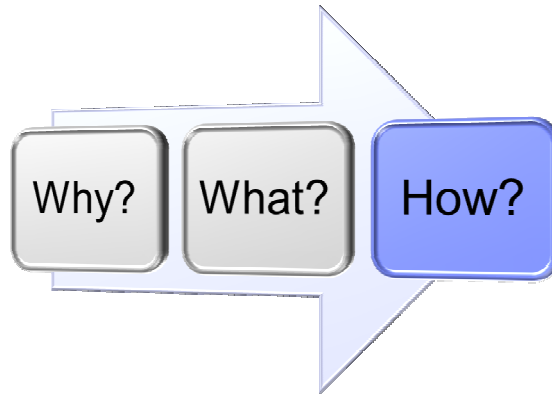
- Profiles**  
Find the people you need
- Communities**  
Work with people who share common roles and expertise
- Files**  
Post, share, and discover documents, presentations, images, and more
- Wikis**  
Create web content together
- Activities**  
Organize your work and tap your professional network
- 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

## Collaboration . . . Where it's Needed!



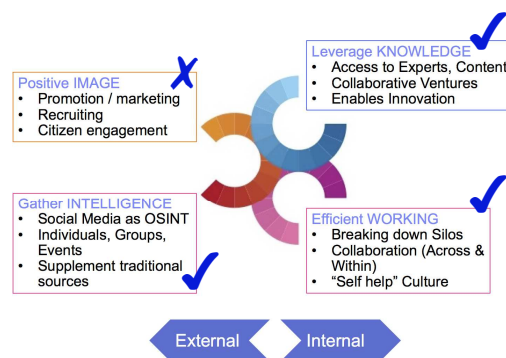
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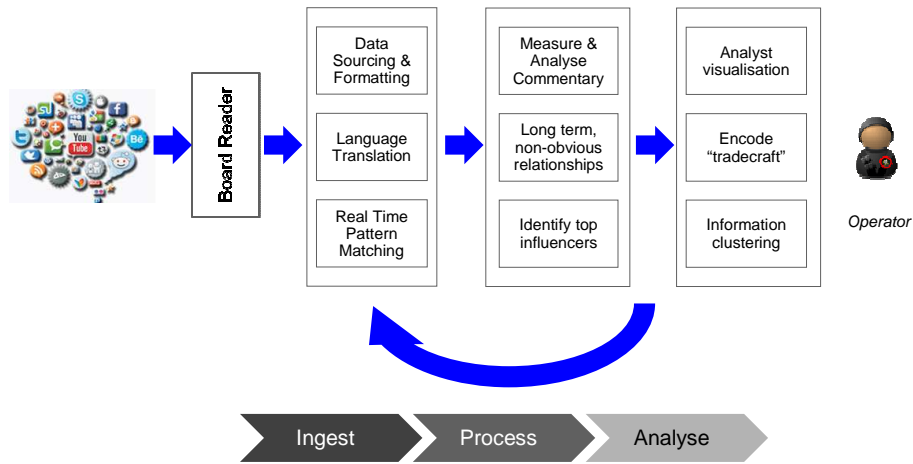
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Military Intelligence Project - Context & Motivation

- 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



### Analysis Solution Outline



### 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



### Benefits & Lessons

Benefits (to Customer):

1. Net new insights from Social Media Analysis
2. Significantly faster than traditional sources
3. Community based / "scrum" method BETTER SUITED to analysis process than strict workflow

Lessons:

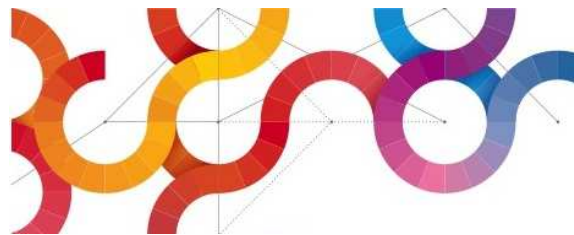
1. Start Small, Grow Fast
2. Be Bold!
3. Power of Commercial Technology + Domain Knowledge

### 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

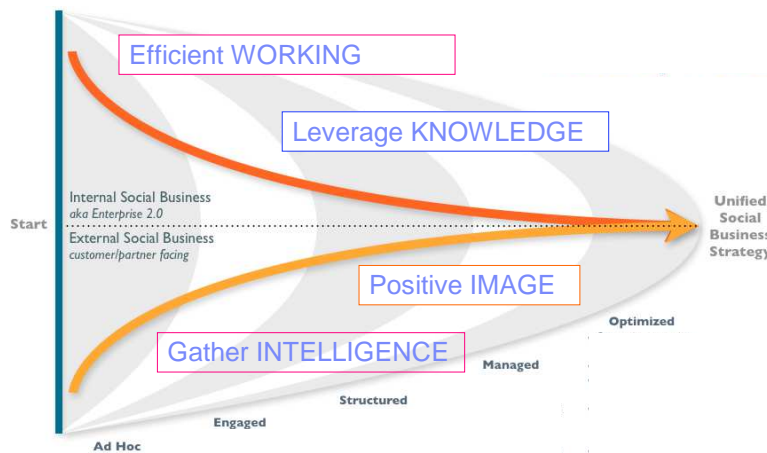
# Summary



## 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>

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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