SWIMLANE   **Dataminr**®

Protect Employees and Company Assets

Swimlane and Dataminr partner to provide autonomous response for real-time physical risks

The Challenge

Large enterprises today face many challenges in keeping employees and corporate assets, like work trucks or equipment, safe. This challenge continues to grow in complexity and volatility as we increasingly see inclement weather events, social unrest, and other instabilities that could affect workplaces. When these events occur, it's critical for companies to keep employees apprised of potentially hazardous situations in their area. This communication becomes increasingly complicated when dealing with employees who are traveling, or work from remote locations such as police officers or field technicians.

The Solution

A leading organization in the energy industry has paved the way for an innovative solution that automates real-time communication with employees who may be impacted by natural disasters, road closures, or other risks. They use AI based event and risk detection technologies with low-code security automation in order to identify events, locate any employees in that area, and to get warning to them in a timely manner. This integrated solution enabled the energy company to better protect their employees and assets by leveraging critical capabilities like:

Customer Benefits

► Gain insight into physical risks faster

► Protect hard-to-reach employees and assets

► Ensure consistent and timely communication in critical situations
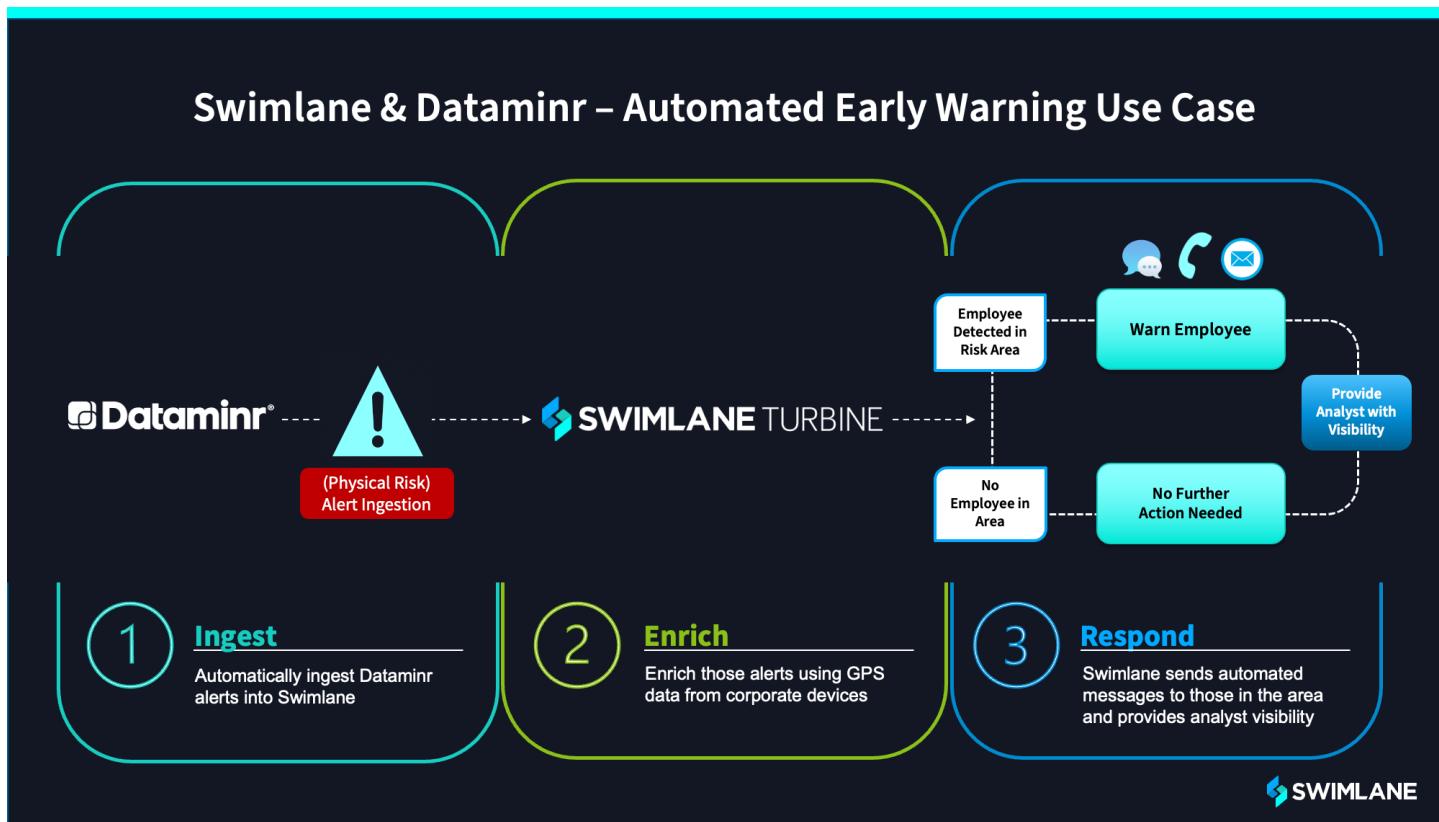
Real-time Risk Detection

Geo-location tracking of remote employees and assets

Automated communication for safety procedures

How It Works

Dataminr delivers real-time AI alerting to provide organizations with the earliest indications of high-impact events. Leveraging 400,000+ multi-modal public data sources from social media, deep dark web, sensor data, audio transmission and more to generate alerts on events happening across the world 45 minutes faster than other sources[1]. These alerts are complete with context like images, videos, and links to sources. Swimlane Turbine ingests these alerts so that analysts can quickly determine the severity of the situation. Next, this data is visualized in Turbine dashboards using Google Maps widgets that provide analysts with a company-wide view of real-time risk factors and their proximity to employees and corporate assets. In critical situations, Turbine's low-code playbooks are used to accelerate response processes to protect those at-risk.

Swimlane & Dataminr – Automated Early Warning Use Case

Dataminr ┄┄ ⚠ ┄┄➤ **SWIMLANE** TURBINE

(Physical Risk) Alert Ingestion

Employee Detected in Risk Area → Warn Employee

No Employee in Area → No Further Action Needed

Provide Analyst with Visibility

1 Ingest — Automatically ingest Dataminr alerts into Swimlane

2 Enrich — Enrich those alerts using GPS data from corporate devices

3 Respond — Swimlane sends automated messages to those in the area and provides analyst visibility

SWIMLANE

Featured Use Case

- **Step 1:** Dataminr alerts detect risk of flash flooding in Boulder, Colorado.
- **Step 2:** Swimlane Turbine ingests alerts and correlates with mobile device GPS locations to determine if any employees or high-value corporate assets are within a 5-mile radius.
- **Step 3:** Security analysts are notified if critical Dataminr alerts match employee or asset locations.
- **Step 4:** When matches occur, Turbine playbooks leverage messaging tools like Slack, Gmail, or even Twitter to send approved communications to at-risk employees.
- **Outcome:** Ensure that employees and corporate assets are safely evacuated from remote areas before flash floods occur.

[1]The Total Economic Impact of DataMinr, Forrester, January 2022

Integration Features

Alerts
Dataminr alerts monitor publicly available data sources like social media, IoT sensors, code repositories, news media, deep and dark web and audio transmissions to detect potential risks such as natural disasters, public safety, social unrest, or suspicious activity.

Webhooks
Turbine webhooks are used to pull-in Dataminr telemetry in real time, shaving crucial minutes off of detection and response processes.

Dashboards
Turbine dashboards use Google Maps widgets to visualize company-wide risk factors.

Playbooks
Turbine low-code playbooks are easily customized to trigger unique response processes when risk occurs.

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Better Together

About Swimlane
Swimlane is the leader in cloud-scale, low-code security automation. Swimlane unifies security operations in-and-beyond the SOC into a single system of record that helps overcome process and data fatigue, chronic staffing shortages, and quantifying business value. The Swimlane Turbine platform combines human and machine data into actionable intelligence for security leaders.

About Dataminr
Dataminr puts real-time AI and public data to work for our clients, generating relevant and actionable alerts for global corporations, public sector agencies, newsrooms, and NGOs. Our leading AI platform detects the earliest signals of high-impact events and emerging risks from hundreds of thousands of public data sources. Our real-time alerts enable tens of thousands of users at hundreds of public and private sector organizations across the globe to learn first of breaking events around the world, develop effective risk mitigation strategies, and respond with confidence as crises unfold.