

Hitachi Social Intelligence Analyzer allows public safety and corporate organizations to analyze social media and web pages to identify potential threats – in real time.

DATASHEET

Maximize Situational Awareness With Targeted Social and Open Source Data

Leverage Social Media Intelligence for Smarter Security and Operations

From fraudulent activities to disgruntled employees, the widespread use of social media creates new security challenges for organizations everywhere. With more than two billion people using social media worldwide, information about security incidents, data leaks, corporate espionage, fraudulent activities and safety issues at corporate events can be damaging. But simply scanning the web for potential threats can't provide the intelligence required to protect employees and corporate assets. To prevent risks, organizations need an intelligence solution that gathers and analyzes real-time data from social media sources.

Hitachi Social Intelligence Analyzer* evaluates data from a diverse range of social media and web sources in real time, so businesses can proactively address any threat or concern to corporate security. The solution is a cloud-based intelligence platform that gathers and filters real-time open source data to identify issues that might affect a company's workers or assets.

Social Intelligence Analyzer replaces the time-consuming and costly manual process of searching social media content. Using specific, user-defined filters and keywords, the solution helps companies understand the context and nature of social posts related to their organization. These filters also eliminate the noisy commercial content that makes up the majority of social media feeds so businesses can respond faster, prevent dangerous events and guide future strategies.

Cloud-Based Intelligence Enables Rapid Response

Social Intelligence Analyzer processes millions of posts daily, allowing corporate security teams to leverage social content to quickly identify and address issues such as fraud, data leaks, executive protection and more.

Prevent On-Site Operational Risk

Online threats can target an organization's headquarters, data centers, production



*Facebook, Instagram and Twitter are not available for US Law Enforcement.

facilities, delivery fleets and employees. Social Intelligence Analyzer assembles content from social media sites, chat rooms, blogs and deep-web sources, inferring location information and assessing risks. When a potential threat is identified, tailored alerts inform security staff so they can take immediate measures to mitigate risks.

Detect Fraud Before It Becomes a Headline

Criminals use blogs, images, videos, social media sites and the deep-web to sell counterfeit products and stolen information to the masses. To identify fraudulent activities, Social Intelligence Analyzer automatically collects online posts in over 100 languages and user-defined queries filter unwanted content to provide only actionable intelligence to detect and prevent fraud.

Ensure Safe Events

Events, such as corporate conferences, are complex to manage, and safety risks can be unpredictable. Using Social Intelligence Analyzer to detect threatening online content, security teams can mitigate incidents. In addition to monitoring social media and deep web sources to identify, collect and track threats, Social Intelligence Analyzer can also digitally recreate past events, which helps determine which social trends may repeat themselves, so security teams can be prepared and proactive.

Protect Fleets and Transport Centers

Freight companies, airports, ports and rail-ways require dynamic security and action plans to stay ahead of threats and potential safety concerns. With Social Intelligence Analyzer, security teams can use real-time information to prepare for, prevent or respond to a crisis effectively. To provide a more complete view of factors that impact fleet and transport centers, weather and traffic indicators are integrated directly into an organization's queries.

POWERFUL FEATURES FOR PROACTIVE PROTECTION

Hitachi Social Intelligence Analyzer only provides the data that can be immediately acted upon, enabling security teams to quickly determine a threat's credibility and proactively address issues.

Automated Alerts

Push notifications send real-time alerts to immediately notify of potential threats or situations, allowing staff and security to act on them instantly and effectively.

Location Services

Identify posts that are relevant based on location through geo-enabled posts or inferred location from post content.

Complex Link Analysis

Visualize open source content and online communities in a usable format that's easy to organize and assists in understanding relationships.

Event Reenactment

Develop historical queries to recreate an event from a social perspective to find critical information and insights.

Smart Data Mining

Gather, sort and filter millions of posts daily, specifically targeting and identifying only the posts relevant to an organization's scope of interest.

Keep Business Leaders Safe

Business executives face unique risks, and they often receive considerable attention on social media. Social Intelligence Analyzer helps protect business leaders by assessing potential threats. When a credible threat is identified, proactive alerts are sent directly to mobile devices, informing security teams of threatening posts.

Social Media Intelligence Means Smarter Security

Social media offers real-time intelligence that organizations can use to increase awareness of impending issues and incidents. But scanning and manually monitoring social media sites is no longer

adequate to provide insights that can prevent incidents. With Hitachi Social Intelligence Analyzer, companies can transform social media data into actionable intelligence that enables proactive safety and security.

Take the Next Step

To learn more about Hitachi Social Intelligence Analyzer, visit our [website](#) or send us an [email](#). We'd be happy to discuss its benefits for your organization.

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