



TRAC

TERRORISM RESEARCH & ANALYSIS CONSORTIUM

Your Strategic Partner



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The strategic partner in helping a global social media company navigate a complex world of security risks!

The Organization

A global social media company found itself in a unique position, as a promoter of free speech and users' privacy rights. Their app, unwittingly, became widely used by bad actors, while simultaneously being a target of their bad actions. As companies grow, their exposure to security risk increases. Some risks may be from cyber criminals, which is a known risk and one with a well-defined solution – implement cyber security. However, what does one do when their organization is open to risk from other non-cyber threats? This is precisely the situation that the Chief Security Officer (CSO) was tasked to address.

Their Challenge

The organization struggled to find the right sources that could provide comprehensive intelligence narrow in on critical security threats. Important to their safety efforts, gain deeper understanding, information, and intelligence by threat, by regions around the world and by groups which were growing exponentially around the world.

What they needed-Global research and analysts reports on:

- **groups spreading misinformation**
- **threats of escalating risks of violence** by various individuals and organized groups
- and ***differentiate between credible and incredible threats,***

The CSO recognized the need for outside eyes, ears and feet on the street. The CSO engaged TRAC: Terrorism Research & Analysis Consortium.



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TRAC Solutions

The company put their trust in TRAC, because for over 12 years, TRAC remains an industry leader in providing curated Open-Source Intelligence (OSINT). TRAC's analysts follow the bad actors from the social media networks they chat in, to the file-sharing networks on which they store content. Using the insights gained from being "in the box" with the bad actors, TRAC analysts derive just-in-time intelligence for our clients.

TRAC customized a set of solutions that would provide the depth of information critical to their needs. Our solution included:

- **Dedicated analysts for their account-** Providing in-the-moment research, reports and analysis of their priority, critical threat vector areas by their targeted geo regions.
- **Round-up reports from TRAC's global analyst team-** Experts in their regions and on respective organized groups.
- **In-depth analysis of organized groups-** To aid understanding of trends, raising concerns, and regional expansion and targets.
- **Comprehensive reports on global concerns-** To give a 360-degree view of threat vectors individually and cooperatively, including mounting alerts of events such as death threats to key executives and employees.



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Results

Initially, the CSO saw the value in TRAC and opted for TRAC's standard five-seat license, which offered a seat at the table to research over **4,500 in-depth group profiles and countless daily chatter updates from around the world. TRAC's user-friendly search features allowed the five-person team to drill down the content to a specific event, target, region, or tactic.**

As the adoption rate of the social media company grew, so did their risk exposure. The CSO added team members and reached out to increase the seat license and upgraded their level of service with the TRACFusion® solution to enhance their team's need for deeper intelligence after TRAC's CEO, Veryan Khan stepped in to inform the CSO about TRAC's concierge service, TRACFusion®.

With TRACFusion®, the CSO identifies the company's particular threat vectors such as Islamic State supporters using their platform to spread propaganda, bomb manuals and instructional advice for attacks being passed around the platform, as well as racist and anti-Semitic content being shared. TRAC's team curates up-to-the-minute content that speaks directly to these needs. With TRACFusion®, the global social media company also gains 24/7 access to a dedicated TRAC Analyst so that the CSO's team can be free to do the critical work of planning around any identified risk.

TRAC: your trusted partner in navigating a complex world.