Intelligence services
Delivering intelligence when it’s needed so you can make decisions and take action
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Intelligence is a discipline that uses information collection and analytical techniques to provide insight and direction to those making critical decisions. It's more than the synthesis of data or information as it uses tried and tested processes to draw out implications of relevant information helping answer the 'so what' and 'what next'.
We deliver intelligence when it’s needed to the people who need it

Data and open source information help organisations navigate and manage the complexity of today’s risky and interconnected world. However, the sheer volume of what’s out there is often overwhelming, making it difficult to distinguish crucial insights from noise.

Our intelligence services help to cut through this noise with the latest technology and smart human analysis. We start with the business critical questions that you need to answer, building out the right solution to provide the intelligence that’s needed to make decisions.

Many services in the market end at passing on data or delivering information solutions. With these, organisations are left to distil and interpret the findings on their own to reach useful insights. By delivering intelligence we’re doing the leg work, enabling your organisation to focus on what really matters: spending time making proactive decisions and taking informed action.

Whether you want to identify and map risks across your ecosystem of suppliers, track perspectives relating to your organisation’s brand and expertise, or understand the landscape of external events and forces in your operating environment, our team is here to help.

1. We gather open source data
2. We break this data down into information
3. We analyse this in accordance with a business need to provide intelligence
4. This enables your business to draw critical insights
We use intelligence to answer critical business questions

**Brand & reputation insights**
What can I understand about my brand and reputation from online data?

**Incident preparedness & response**
How can I better prepare for and respond to online coverage of an incident?

**Regulatory changes & compliance**
What regulatory changes are on the horizon and how could they impact my business activities?

**Location, safety & security**
What are the risks to my business operating in a new location?

**Market competition**
Who are my key competitors in the market?

**Third party implications**
Could my business be affected by the behaviour of third parties?

**Customer perception**
How is my company perceived online?

**Strategy & tactics**
What effect would a strategic decision have on my business?

**Operations & products**
What are the potential implications of changes to my products or operations?
We have a track record of working with businesses to deliver intelligence in their time of need

**Third party risk**

A global pharmaceutical company wanted to better understand the risks associated with their supply chain.

We delivered continuous monitoring coverage of our client’s extensive ecosystem of more than 165,000 third parties.

By uncovering obscure threat events we enabled our client to take immediate action to mitigate risks in their supply chain.

**Reputation campaign**

A global technology company wanted to understand the impact of a data privacy breach on their brand and reputation.

We identified and reviewed more than 250 data privacy influencers in 10 countries following negative media coverage regarding our client’s approach to data handling.

The client used this intelligence to validate their plans for an outreach campaign when launching a new data approach.

**Incident preparedness**

A global manufacturer wanted to ensure that they were prepared and in control of a significant organisational announcement.

We discovered a leak on social media about a sensitive operational decision weeks before our client’s official announcement.

This valuable insight enabled our client to make informed decisions about changing their announcement approach.
We bring together cutting edge technology and analytical expertise to deliver quality intelligence

Our intelligence services make intelligence accessible to the businesses we work with. Our team is equipped with the people, technology, data and approach required to provide organisations the intelligence support that they need, no matter the business challenge.

We build and deliver services which provide impactful and actionable intelligence to decision makers when it’s needed and for as long as it’s needed. This saves your business the hassle of managing multiple providers or building in-house intelligence capabilities.

We believe that quality intelligence requires the right blend of human and technological input. Our services are heavily enabled by technology, but driven by humans, bringing together the computational and cognitive power of the two.

Technology does the heavy lifting:

- we use a suite of technology platforms to exploit cutting edge functions such as natural language processing, machine learning and entity extraction
- source over 800,000 websites, including news, forums, social media and sanctions lists
- we use artificial intelligence to reduce the human burden of collecting, grouping and sifting findings.

Humans provide the nuance:

- over 60 years of combined experience in intelligence from military, law enforcement and security agencies
- a multilingual and multidisciplinary team who understand how findings relate to different industries and regions
- utilise proven intelligence methodologies to drill down into the data and identify the ‘so what’ and ‘what’s next’.
We tailor our intelligence services to meet business needs

Our intelligence services build services in a modular fashion to tailor our intelligence offerings to your business needs. We draw on a range of approaches to develop solutions to answer your businesses questions and improve decision making.

Clients can select from a broad suite of services covering different types of risk, with outputs ranging from alerts on time-sensitive developments, to in-depth investigative reports, inventories and profiles.

Capabilities

<table>
<thead>
<tr>
<th>Monitor</th>
<th>Investigate</th>
<th>Screen &amp; profile</th>
<th>Second &amp; advise</th>
<th>Check &amp; verify</th>
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</thead>
<tbody>
<tr>
<td>We continuously scan relevant sources to identify emerging trends and events</td>
<td>We provide investigations into key themes or topics of interest</td>
<td>We generate a consolidated view of key information from a fixed time period on an entity, person or topic</td>
<td>We inject intelligence expertise directly into a team by providing our expertise as a service</td>
<td>We review data subjects against key criteria to deliver findings on compliance and changes</td>
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Outputs

- Profiles
- Deep dives
- Trend analysis
- Reports
- Maps
- Alerts
- Inventories
We work with organisations to deliver intelligence solutions

**Engagement, iteration & improvement**
Throughout our process we work with your business and team to continuously learn from what works, improve what doesn’t and develop our services so they remain relevant and cutting edge.

**Scope**
We start by understanding your business needs to formulate the bounds of the exact service requirements. We establish an intelligence plan to guide the service or solution.

**Resource**
Based on these requirements we bring together the right combination of expertise, technology and data sources to deliver a tailored intelligence service.

**Collect**
We draw from diverse data sources, including an extensive open source data pool, to identify key information that is timely and relevant.

**Analyse**
Our multidisciplinary, multilingual intelligence experts dissect and interrogate the data, adding a key human cognitive layer of analysis to extract meaning and produce relevant and actionable insights.

**Distil**
We utilise a suite of technology platforms to synthesise vast amounts of data, leveraging machine learning, semantic cognition, natural language processing and artificial intelligence.

**Disseminate**
The results are summarised and delivered in a tailored format, fit for purpose.
Our approach generates real benefits

Businesses get access to a fully resourced intelligence team allowing them to reap a multitude of benefits.

Enable decision makers
The intelligence we deliver moves beyond data and information with the aim of helping your organisation make better informed decisions to plan ahead and take action.

Focus on what matters
We eliminate the noise and deliver exactly what’s needed so you can focus on managing your business rather than collecting intelligence.

Receive intelligence on demand
Our team provides a one-stop-shop for any intelligence needs. Whether it’s monitoring large volumes of third parties, mapping out reputational issues or deep diving into customer sentiment around a product, we work with your business to understand and deliver your intelligence needs.

Tap into a global network of experts
In addition to our intelligence capabilities, we bring the reach and specialist expertise of a global network. Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services. Our network of member firms in more than 150 countries and territories serves four out of five Fortune Global 500® companies.

Gain an outside-in-view
Our intelligence gives an impartial perspective on the opportunities and challenges arising in an organisation’s external environment to help them operate more confidently.

“Deloitte was able to provide high grade analysis on multiple data sources which directly fed and improved the risk management framework of the company. Products like this support the future of business decision making.”
Group Insurance & Risk Manager, Global B2B events company

“This service would be of great interest to anyone seeking a managed service to help them deal with a raft of challenges, from protecting their brand and reputation, to informing strategic decision making.”
Chief Security Officer FTSE 100 company

“Deloitte combines the reassurance of a highly trusted brand, delivering a polished product with bespoke responsiveness, allowing me to swiftly answer the challenging questions asked by my Board.”
Chief Security Officer FTSE 100 company

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