

DATAMINR:

Partnering with Energy Firms in Times of Crisis



The Challenge

In this case study, we follow a global energy firm as they were faced with one of the most challenging business environments in several decades. In 2020, global and regional competition, persistent and new cyber threats and resurgent ecoactivism challenged the operational conditions in which the company operated regionally and globally. The situation became more complicated with the disruption generated by the COVID-19 global pandemic.

Market conditions for the energy sector in general will not get better for the foreseeable future as companies battle on several fronts:

- **Geostrategic conflict** is heightening tensions in operational areas, including the Middle East, North Africa and Eastern Asia. In 2019, the energy industry was directly attacked on land and at sea, particularly as part of increasingly acute tensions in the Persian Gulf region. The new year started with US-Iranian tensions, which carried physical security implications for land-based oil and gas facilities and maritime operations throughout the Middle East, resulting in commercial and geopolitical impacts globally.
- **Cyber** space is increasingly hostile as technology and connectivity become even more indispensable. Reliance on the “Internet of Things” embed vulnerabilities in information systems. New challenges are emerging from artificial intelligence, from the ability of hostile entities to use “deepfakes” enabled by artificial intelligence to commit fraud, and from the growing threat posed by malicious use of drones.
- **Eco-activism** poses reputational and physical security threats, as established and new groups seek to leverage climate-change concerns for their own agendas. Extinction Rebellion emerged in 2019 and is a harbinger of surging activism against fossil fuels. The Yellow Vests movement in France similarly portends social tensions across the developed world.
- The confluence of the **COVID-19 pandemic and market shock**, driven in part by global oil production volumes, continues to place pressure on world governments to maintain social order. Civil unrest is a specific threat category linked to the COVID-19 pandemic that will need to be continued to be monitored as the world strives to maintain balance in the new normal.

The news, however, is not entirely gloomy from a security perspective. The Global Terrorism Index shows that terrorism and militancy continue to recede on a worldwide basis, although they do persist and even grow in some weakly-governed areas, especially in Africa.

Like any major energy company, what was needed was dynamic security processes at local and business levels that were integrated and reinforced at an enterprise level. Finding new ways of information-sharing and intra-business collaboration was essential to navigating the company through another year of security challenges without harm to people and operations.

The Solution

Any time there is an event of significance—security, natural disaster or cyber—The central security team within this energy giant assesses the impact of disruptions on its people and facilities. They will make all functions across the businesses aware, so that all personnel can be accounted for and assistance can be provided to any facilities under threat. One of the tools they use to assist with risk assessment is Dataminr.

Dataminr is an artificial intelligence platform that processes 4 billion units of public data per day, from more than 500K data sources and in every major language, looking for emerging risks in real-time. The platform delivers short, actionable alerts into this company's central security team, which makes decisions based on the information received.

DATAMINR IN ACTION

Major Benefits of Dataminr

Public Data

Dataminr's public data sources include social media posts, local blogs and news sites, public sensors and the deep/dark web.

Advanced Information Processing

Dataminr's AI platform algorithmically detects, clusters and evaluates hundreds of millions of new data points every hour, searching for the earliest signals of relevant, high-impact events and critical breaking news.

Tailored Alerting

Dataminr transforms these early signals into real-time alerts, directly integrated in user workflows, and aligned with user priorities and geographical interests.

Use Case: Soleimani Assassination

The risk profile in the Middle East shifted in early January 2020, after the U.S. conducted a targeted airstrike that killed Islamic Revolutionary Guard Corps Major General Qasem Soleimani. Iran launched retaliatory rocket attacks on U.S. military bases in Iraq, and shot down a commercial jet shortly after takeoff in Tehran, killing all 176 people aboard.

Dataminr alerted clients to the initial airstrike within seconds, in advance of other alerting mediums. Those early alerts triggered business decisions at many corporations operating in the Middle East, who altered shipments in transit and canceled employee and executive travel to portions of the region.

Geopolitical events like the Soleimani assassination can have immediate impacts on the risk profile at energy organizations. Real-time alerts gives more time to gather information, and make decisions to protect the company's employees, partners, brand reputation, executives and property.

To learn more about how you could be using Dataminr or to book a demo, please contact info@dataminr.com