

A Proprietary Collaborative Enterprise of Telum Protection Corporation and IBM

The ability to rapidly ingest, identify, monitor and exploit relationships, trends and collective thought evolving out of Internet-based social networks will be the most critical analytical capability requirement of the next decade. The fact that these networks exist in plain sight, are vastly dense, and capable of near instant mobilization of populations represents their most exploitable feature and their greatest challenge. Revolutions that previously may have remained incipient for months or years, and may have potentially flickered out without gaining momentum, now can play out in a matter of hours or days. Traditional intelligence collection processes cannot anticipate, identify and enable a response, kinetic or otherwise, fast enough to be effective. Even in the most effective analysis processes in which humans set the collection priorities and conduct predictive analysis, the speed and volume of data evolving from social media will always exceed the capability of the human analyst. Predicting and responding to network-catalyzed events requires the people, collaborative processes and the technology that only exists with The Gist Mill® and IBM's discovery analytics powered by Watson's artificial intelligence capability.



Telum Protection Corporation and IBM offer a unique and powerful social media analysis capability -- The Gist Mill®. The Gist Mill® is unique among other social network and media analysis cells because it alone leverages the analytical power of IBM's Watson® to conduct discovery rather than to facilitate Boolean searches originated by human analysts. The result is both a physical and virtual environment, and the analysts and processes that link them, optimized to provide the fastest and most comprehensive analysis of social networks and open source media in the world. Watson component technology enables The Gist Mill® to reveal links, trends, and relationships instantly that previously were the result of a "right-of-bang" process. The Gist Mill® recognizes the fact that optimal implementation of discovery analytics requires a comprehensive, systems-oriented approach. The Gist Mill® outperforms other social network analytical paradigms by optimizing three operational systems: **The Technology Platform, The Human Analyst and The Collaborative Process.**

Core Principles of The Gist Mill®

- Analyst and mission are at the center
- Leverage technology that amplifies human analyst experience, insight
- Augment or replace those tasks better done by algorithms
- System as apprentice –learns from analyst actions, improves with time

Why The Gist Mill® is Essential as a Strategic Social Media Analytics Tool



The power of social network and media catalyzed neural networks is manifest. In the past twelve months, social networks have demonstrated that they provide a platform for nearly instant mobilization of people to tremendous effect. From generating violent flash mobs in Libya, Tunisia and



London, to providing a robust tool for the Arab Spring, social media are powerful platforms for catalyzing popular opinion and action. Particularly, when a population already possesses the propensity for collective action, whether motivated by real or perceived economic disparity or smoldering political sentiments, social networks instantly trigger widely disbursed reactions that can't be matched by other communications media. Events of the past two years have demonstrated their potential for rapidly generating a threat to US national or commercial interests. Clearly the will and desire for such action exists in abundance. **Without a significant advancement in the ability to anticipate and identify precursors to change, or a capacity to counter,**

mitigate or respond to such an event, the US is vulnerable to social network-catalyzed attack on its interests.

A Proprietary Collaborative Enterprise of Telum Protection Corporation and IBM

The Gist Mill® Offers a Left-of-Bang Capability

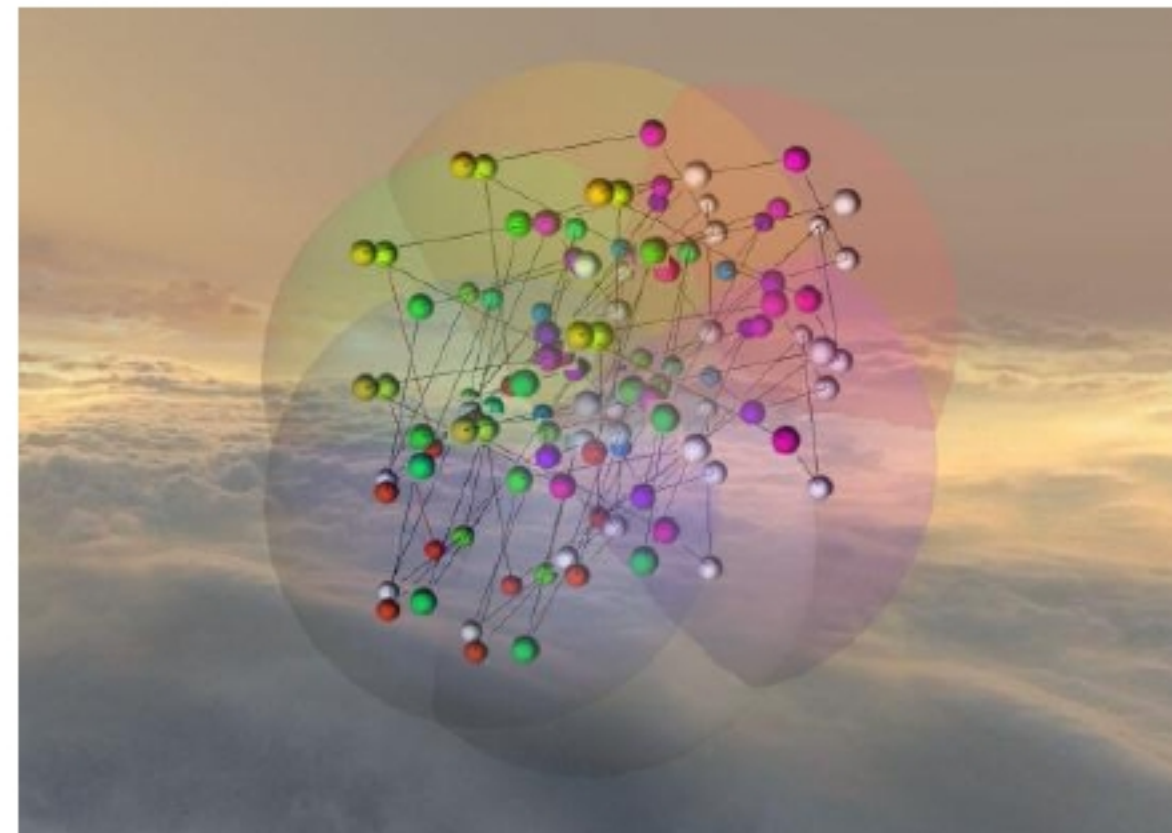
- An innovative sensory ability to better detect the precursors of political change, what the change indicates, and emerging threats evolving from the change
- A paradigm for converting sociocultural information into intelligence production
- The ability to identify emerging centers of gravity and key influencers in a given environment which could serve as catalysts for change, both violent and non-violent
- Identification of key themes derived from social media that allows a community to better organize virtually, communicate, and act
- A baseline assessment of population, cultures and social narratives that will then quickly recognize deviations to that baseline, providing decision makers with a strategic indications and warning capability
- The ability to avoid strategic surprise by understanding key sociocultural constructs of countries relevant to US national security by delving into critical questions, pathways and indicators
- User defined taxonomies that can be tailored to meet metric-specific requirements
- The ability to see relationships that were previously unknown, determine the strength of those relationships over time and as products are introduced to the audience
- The ability to assess the effectiveness of programs, policies and information campaigns through sentiment analysis

The Gist Mill® Operating Systems

Technology – IBM’s discovery analytics is evolving and tailor-able. DIA will require a range of applications, utilities and dashboard features that are consistent with its virtual environment and analytical processes. The Gist Mill® provides:

- A platform for optimizing these environments
- A controlled working fusion center environment
- A physical and virtual discovery analytics operations center environment

The Analysts – Discovery analytics delivers visualization of neural networks that are orders of magnitude more dense than other visualization tools, exist in three dimensions, and include a temporal plane. Optimizing analyst performance in this environment requires careful assessment and specialized training. Telum has developed, and continues to evolve, processes for selecting and training analysts to work in The Gist Mill® through analysis of a range of cognitive abilities and personal traits. We’ve established the baseline metrics for analyst performance and continue to develop a suite of cognitive characteristics of analysts with the best chance for success in this challenging new environment.



The Collaborative Processes – The Gist Mill® provides the platform for developing isolating, refining and codifying analytical processes associated with intelligence collaboration emanating from discovery analytics. It provides a controlled environment in which our analysts can eliminate or isolate confounding variables. It also allows us to model collaborative processes, both internally and in interactions with the intelligence community, and to explore ways to make collaboration more efficient and productive

The term “The Gist Mill,” The Gist Mill logo and the “networked sphere” are registered trademarks of Telum Protection Corporation and may be used only with Telum’s consent. Any use of the logos, or the term “The Gist Mill” may only be used in marketing or proposal materials when it is accompanied by a statement that they are the exclusive intellectual property of Telum Protection Corporation