

Cyber Monitoring & Sentiment Analysis

Service Line Presentation

Intelligence Department

NSSG[®]
an AVANTE company

Introduction

In early 2023, NSSG's Intelligence Department developed a new service line to supplement its Intelligence, Investigations, Due Diligence, and Forensics practices.

Cyber Monitoring (CM) is the latest addition to NSSG's mission to provide unmatched business support services to its clients.

Cyber monitoring practice draws on:

- OSINT + compliance databases research; and
- An AI-empowered tool that monitors and analyses public sources of information (such as social and mainstream media), resulting in sentiment analysis displayed as graphics, statistics and charts.

NSSG is a risk management company providing strategic and customer-focused advisory and support services to businesses operating globally. All of our services are bespoke and flexible to meet our clients' unique requirements.



How could businesses benefit from our Cyber Monitoring services?

1

Enhance their Due Diligence processes by improving the research on reputational risks associated with third parties.

2

Monitor the perception of the public opinion on services / products / operations.

3

Monitor the public profile of competitors.

4

Analyse how people interact with products in comparison to products of competitors.

5

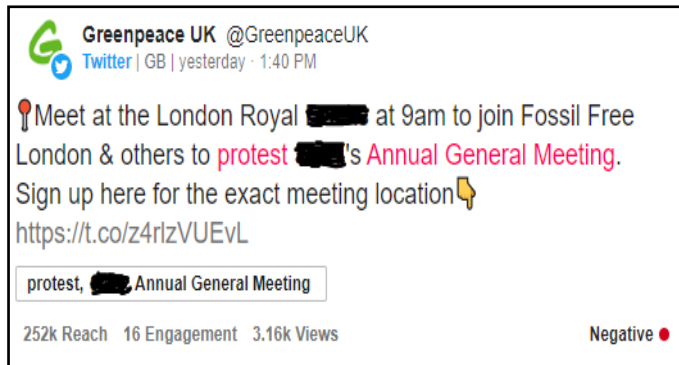
Predict disruptive incidents that could arise before corporate events: protests, boycotts, or negative campaigns of competitors.

6

Identify politically-based threats in jurisdictions where they activate.

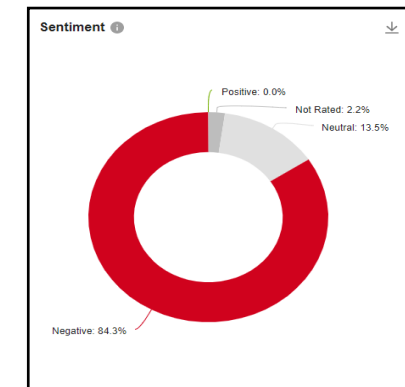
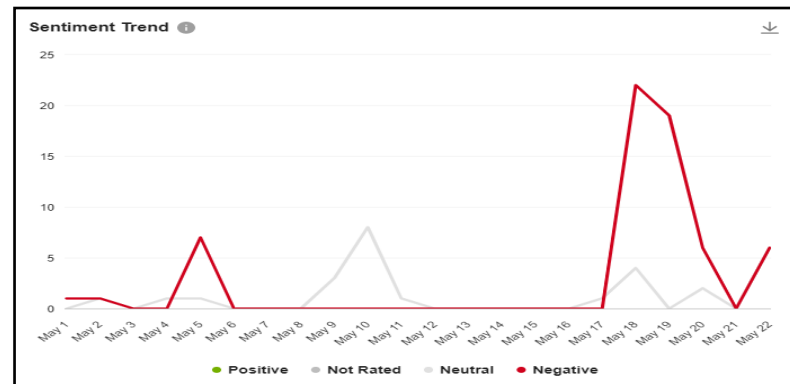
CM Case Study I (1): Mobilisation of environmental activists ahead of an oil company's 2023 AGM

- On 23 May 2023, a leading oil and gas company organised its Annual General Meeting (AGM) in London. The event was interrupted for more than one hour by environmental activists who stormed the building where the meeting was held.
- The lack of reaction from the company's security team was surprising, as a fairly routine cyber monitoring task in the run-up to the AGM would have shown the exact location where the protesters had planned to meet ahead of the AGM and their clear intention to stage a protest at the event.



Sample of posts circulating on Twitter one day before the AGM meeting.

Sentiment trend of social media posts/media articles published about the oil company during the month in which the AGM was held.

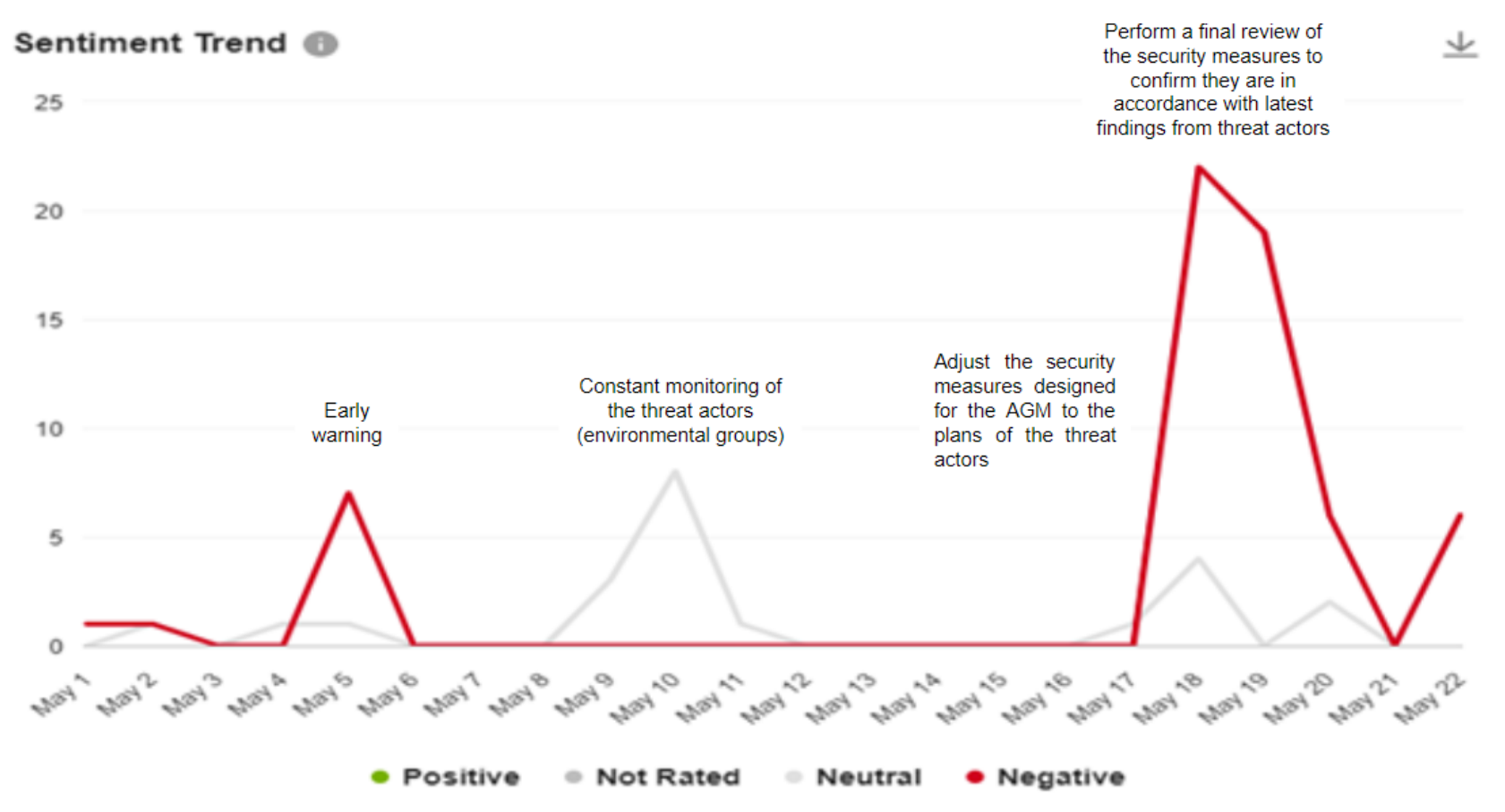


Sentiment analysis on posts published about the oil company during the month in which the AGM was held.

CM Case Study I (2):

Measures that could have been implemented ahead of the oil company's 2023 AGM

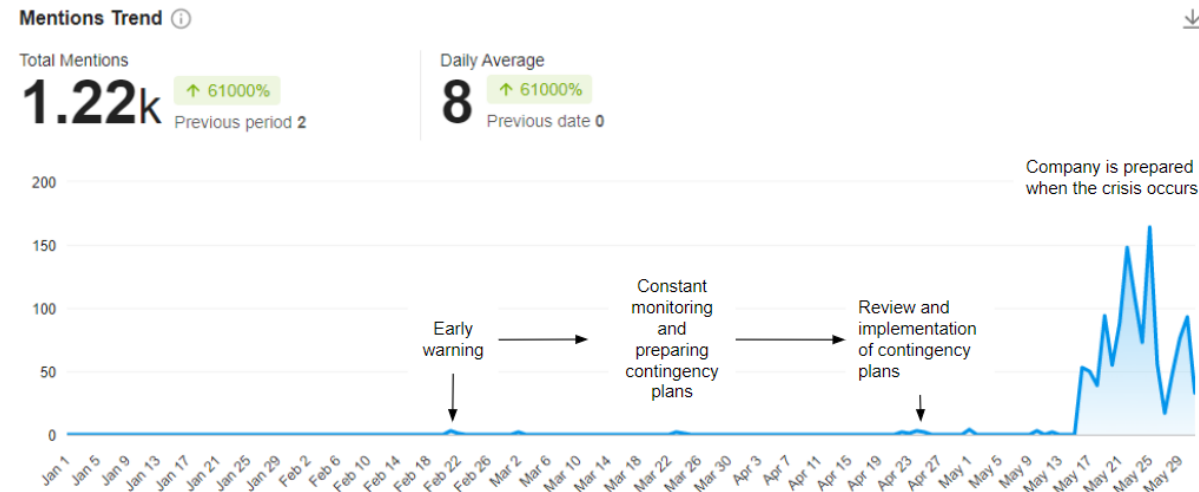
- Using NSSG's CM & SA service line, the oil company's security provider could have implemented the following approach to improve security measures at the oil company's AGM held on 23 May 2023:



CM Case Study II:

Strike of professors and other employees in the public education system in Romania

- An IT company receives NSSG weekly intelligence reports on geopolitical, economic, political, cyber and environmental developments in Romania in order to identify and prepare for any risks that could jeopardise the company's operations.
- Starting with February 2023, NSSG has started to report on the intention of the employees in the public education sector to organise massive protests and a general strike in May/June 2023. Between February and May:
 - NSSG provided constant monitoring and sentiment analysis on the possibility of professors organising a general strike; and
 - NSSG helped the client prepare and implement contingency plans for employees with children enrolled in the public education system so they could work from home while children could not attend school.
- On 22 May, when the strike of the professors started, the company already had in place the contingency plans needed to assure that its activity will not be affected by employees who want to work from home during the strike.

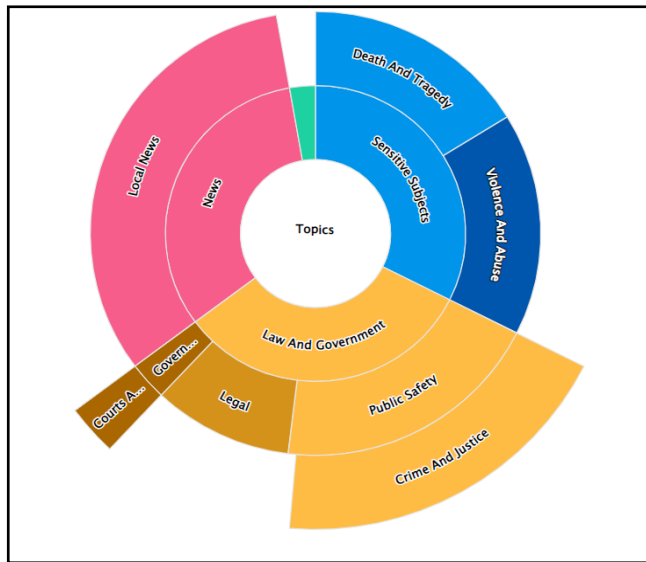


Breakdown of the early warning and action plan preparation

CM Case Study III:

A medical services provider which collaborated in the past with a controversial doctor

- A renowned Canadian provider of medical services requested cyber monitoring and sentiment analysis on a doctor with whom it had collaborated with in the past.
- Research revealed that the public image of this doctor suffered significant damage years after he ended collaboration with the Canadian entity. According to reports, he has been accused of four cases of malpractice which led to the deaths of four of his patients. The infographics below typify these accusations.
- NSSG presented detailed analysis to the Client on the public profile of the doctor. Following this, we presented a three-stage plan to be followed to mitigate any possible reputational risks which could arise from the Client's past collaboration with the doctor.



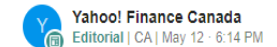
Topics used in social media posts/media articles about the doctor.

Top keywords used in posts about the doctor.



...) The case of an eastern Ontario doctor charged with killing four people will go to trial. Dr. [redacted] was initially charged with ...

200k Reach 0 Engagement



Eastern Ontario doctor to stand trial on 4 murder charges

... [redacted] was first accused of murder in March 2021 and then faced three more charges in August 2022. (Professional Association of ...)

[redacted] Ontario, doctor

2.44M Reach 7 Duplicates



Negative

Samples of posts about the doctor.

Conclusion: Reputation Matters and NSSG's Cyber Monitoring Services Can Help Organisations Protect It

- In a world where reputation often makes the difference between success and failure, constant monitoring of how a company and its products are perceived by the public is of paramount importance.
- Equally important, monitoring the public image of business associates, partners in the supply and value chains and other stakeholders is also crucial in mitigating any potential reputational risk exposure.
- Not least, as the 21st century is characterised by mass communication, constant monitoring of media and social media can reveal threats to companies and individuals in real time. Once these threats are properly identified, risk mitigation measures are considerably easier to be implemented and have bigger successful rates.
- Contact us at support@nssg.global to learn more about how we can support you with our **cyber monitoring & sentiment analysis** service line.

Why choose NSSG?



Trust

Advisors with in-depth knowledge and lengthy experience in security risk management.



Professional

Accredited and compliant with industry recognized international standards.



Protection

Trusted with protecting client's brand, reputation, assets and people.



Quality & Assurance

Continuously ensure solutions meet client expectations and standards.



Enabling

Reduce risks & improve controls so clients can operate safely and securely.



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