



MSA
SECURITY®
Intelligence

STRATEGIC INTELLIGENCE AND SOCIAL MEDIA MONITORING



Leading the Industry in High Consequence Threat Protection Since 1987

MSA's 24/7 Strategic Intelligence Team provides near-real-time alerts on qualified threats to inform your security plans.

New York, NY
(212) 509-1336

Arlington, VA
(703) 657-4095

San Diego, CA
(858) 609-1541

Tsuen Wan, Hong Kong
+852-3690-8886

INTELLIGENCE PROGRAM DISTINCTIONS

The MSA Security® Intelligence Program provides detailed information on the current threat environment with timely analytical support. Analysts identify and evaluate all-hazard threats to clients' immediate and ongoing operations through near-real-time monitoring. The team utilizes a host of information sources spanning in-house tools to first-hand accounts from local contacts. The program provides an additional layer of support for maximum situational awareness, better protecting the client's locations and assets. MSA's Intelligence Program provides:

- Targeted Social Media Monitoring 24/7/365
- Professionally Trained Intelligence Analysts
- Ground Truth through an Extensive Source Network

ANALYST TEAM

Headquartered in New York City, MSA's Intelligence Program includes a team of analysts strategically located worldwide. Analysts emanate from the military, law enforcement, journalism and academia. They apply subject matter expertise from deployed intelligence operations, law enforcement experience and post-graduate research. The team is supported by MSA's executive suite, comprised of personnel with decades of experience countering the threat spectrum. Collectively, the team members offer a complete perspective, ensuring a client's security team is informed and ready to meet threats to operations or personnel.

TECHNOLOGY PLATFORM



MSA collaborates with a technology provider for social media data collection. Using customized search parameters, this cloud-based platform continuously gathers information from more than 25 social media sites and millions of URLs in the index web. Cross-lingual searches and instant translations enable analysts to access data in more than 200 languages and instantly translate documents in every major world language. The platform also provides a geo-fencing capability, as well as a comprehensive solution for emojis associated with explicit threats.

SOCIAL MEDIA MONITORING DELIVERABLES

MSA's Intelligence Program is a subscription-based package focused on social media monitoring and analysis. Intelligence analysts draw significant mentions from a comprehensive source pool. All intelligence reporting is customized according to threat requirements and key words/search terms. Deliverables include:

- 24/7 social media monitoring, reporting, alerting and analysis, distributed in near-real-time via email, phone calls or texts
- Evaluation of current mentions and threats on social networking sites
- Identification of potential threats and analysis of these threats in larger context
- Modification of key words and search terms as needed
- 24/7 access to analyst team for additional support
- A weekly, customized social media monitoring report highlighting trending topics, mentions of interest and any items that may affect operations

STRATEGIC INTELLIGENCE DELIVERABLES



In addition to social media monitoring deliverables, MSA will provide the following generalized strategic intelligence products as a value-added service:

Worldview Morning Headlines: A summary of the day's top threats or geo-political stories likely to impact business operations worldwide

Worldview Global Threat Daily: Daily reporting on global threats, highlighting issues most likely to impact business operations or personnel for that day

Worldview Global Threat Weekly: Weekly reporting based on clients' global threat requirements, with in-depth coverage of potential threats to human and physical assets, as well as strategic and operational implications, identifying a larger scope of physical threats to broader business interests

Intelligence Briefs & Special Analysis: Event-driven products providing special reporting and analysis on global and all-hazard emerging threats, taking the form of short emails, one-page briefings with implications, or more in-depth analytical documents

COMPANY OVERVIEW



MSA Security® is the premier provider of **explosive detection services and high consequence threat protection**. MSA has divisions in Security and Investigations and is able to provide comprehensive security solutions tailored to our clients' needs. **With over 1,300 employees**, our team is comprised of active and retired members of specialized law enforcement units across the nation (e.g., SWAT, Bomb Squad, Tactical, and Counterterrorism Units), as well as elite military organizations. As a result, our clients have immediate access to individuals with extensive and unrivaled experience in the areas of:

Explosive Threats

Executive Protection

Threat Intelligence Analysis

Threat Assessment and Planning

Special Event Security

Investigations

MSA has been **Leading the Industry in High Consequence Threat Protection Since 1987**. MSA's pioneering range of best-in-class security services enables us to execute situation-specific plans that protect the flow of business and keep things moving.