OUR CLIENT

Our client is a Big 4 Canadian Bank trying to achieve clarity and understanding of the threat landscape in real time. Financial firms today are overwhelmed with data from diverse sources, facing the constant threat of disinformation and artificial threats. Manual processing of this data not only slows down decision-making but also increases the risk of missing critical threats.

THE CHALLENGE

Simplify the way data and intelligence is gathered and threats reported on. Implement an alert system that reduces analyst time requirements and provides a 360 degree view of all threats from social media and news media to the brand and their C-suite with real time granular metric and alerts.

THE KOAT.AI SOLUTION

Koat.ai addresses these challenges with sophisticated AI intelligence feeds and powerful AI models that offer real-time monitoring and alerts. Here's how we do it:

- **Data Collection:** We aggregate global news and social media content, providing a comprehensive view of the information landscape.
- **Filtering**: Our AI ensures data cleanliness and reliability while uncovering fake account activities, which is crucial for maintaining data integrity.
- **Analysis:** We generate clear, actionable insights tailored to your decision-making needs, reducing the manual workload and increasing efficiency.
- **Detailed, Automated Smart Reporting:** Koat.ai delivers daily automated reports on Key Topics, brand sentiment and threats from social media posts and traditional media.
- **Real-Time Abnormality Detection:** Our Smart Alerts provide real-time abnormality detection and reporting with summarization and key metrics of the events and narratives detected through deviations in machine learning forecasted sentiment, emotion, and engagement patterns.
- **Trend Analysis:** on ongoing relevant conversations to the bank and executives.

THE RESULTS

- **Metric #1 - Time Saved**
  - **75% decrease** in time spent analyzing dashboards and manual aggregation of data points from web sources.
  - **Average 10 Minutes** for the analysts to understand their entire threat profile for their reports to C-suite and Stakeholders. **90% faster than the industry average.**
- **Metric #2 - Efficacy**
  - Effectiveness of koat solutions received high scoring from client - with high daily engagement with software, anomoly alerts and daily reports via email.
- **Metric #3 - Net Promoter Score**
  - **8/10** for version one of the Koat.ai product.
- **Metric #4 - Increased Touchpoints with C-Suite**
  - Enabled an increase in communication and vital touch points with c-suite and other business units.

"KOAT.AI has assisted in illuminating the chatter surrounding potential repetitional risk in a timely manner to appraise our stakeholders and leadership through our teams reporting."

Senior Information Security Analyst,
Open Source Intelligence & Analysis at Big 4 Bank in Canada

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