

## 24/7 Monitoring Seeing the forest and the trees



### Readiness

### Response

### Recovery

In a world where information is currency, the ebb and flow of mass communications and social media can have a direct impact on an organization's reputation and value. Data management and awareness plays a significant role in monitoring your environment and can provide your organization with a holistic view of key risk identifiers. But is technology alone enough and will any kind of automation do? Without experienced human guidance will you be able to see the forest for the trees?

#### Are you ready?

Technology is essential in handling massive data volumes across multiple sources in real time, but technology doesn't replace the human judgment it takes to distinguish mere events from actual threats and begin to implement a response. Missed signals can be costly; so can false alarms.

The value of sound threat intelligence and monitoring extends beyond the moment of crisis. The assets and operations you safeguard have tangible value and a loss or degradation of them may extract costs for years to come. The reputational and shareholder value that hangs in the balance during a crisis can determine the future of your enterprise. And because a crisis met in a timely way can often be a crisis foreshortened, effective monitoring can help reduce the time it takes to get back to business as usual.

#### How Deloitte can help

Deloitte's 24/7 Monitoring is a vital link in the larger challenge of anticipating, preparing for, and responding to crisis events that threaten business value.

- **Focus where it matters.** Because each client's monitoring profile is based on its own specific operating environment, 24/7 Monitoring lets them see further ahead, uncovering potential crisis triggers before they happen.
- **Command the situation.** When a crisis does erupt, 24/7 Monitoring continues to supply the right information to the right people in the critical moments when they need it most.
- **Avoid tying up capital.** An organization that builds its own system to serve this function would own a long-term financial commitment along with its hardware—and would likely still fall short of a more comprehensive solution
- **Inform your larger strategy.** Crisis management is a lifecycle that encompasses readiness, response, and recovery. Effective monitoring dovetails with efforts like scenario planning, simulation, real-time response, and communications as part of a comprehensive risk posture.

To know what's happening now and what is likely to happen tomorrow, you need the right antennae aimed in the right directions. Deloitte's 24/7 Monitoring uses proprietary tools and reliable data feeds to detect the risks that come from:

- Cyber activity;
- Social, PR, and media monitoring;
- Security, geopolitical, and disaster;
- Financial crime;
- Distressed entities.

In each area, we aggregate raw data and transform it into intelligent information our clients can use as the basis for action. The Deloitte team that serves each client uses a tailored dashboard to deliver real-time information on the relevant threat vectors. In some cases, that might be a map display, for others, it might be a news feed or a data visualization. One size does not fit all.

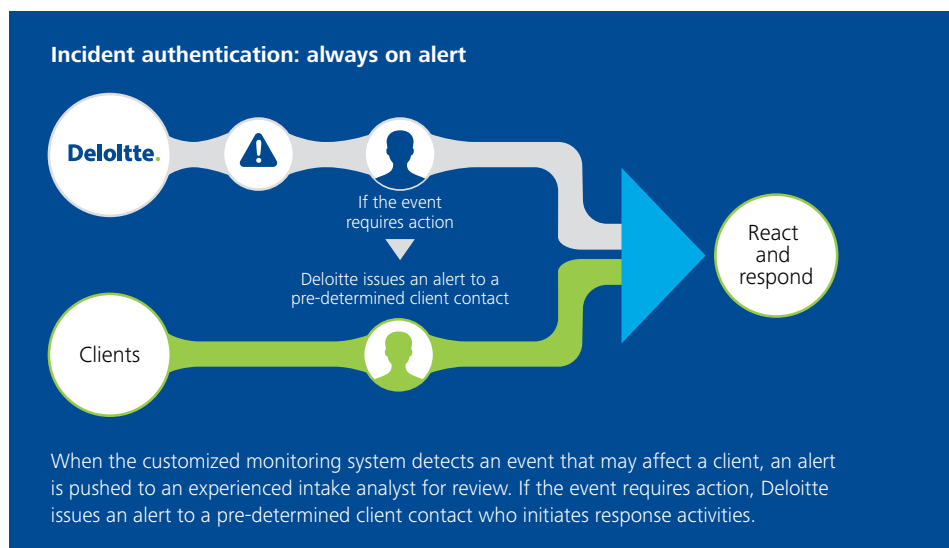
#### Bottom-line benefits

**Avoid surprises.** A typical online "news alert" can't duplicate the focus and sensitivity of a monitoring system custom-configured to keep abreast of the things that matter to you.

**Avoid false alarms.** Analytics helps authenticate initial findings before they escalate and demand attention.

**Bits plus brains.** Automated monitoring can find events and detect trends better than people can, but people use sense and judgment to react to the data presented. Our process uses both to provide a higher degree of risk intelligence to our clients.

While the 24/7 Monitoring solution is available as a standalone service, it is designed as one component of a larger crisis management approach that draws upon the global resources and experience of The Deloitte Center for Crisis Management.



In one form or another, crisis eventually strikes every organization. Of all the measures that can help mitigate the impact, there's no substitute for receiving advanced warning. With a customized, experienced 24/7 Monitoring solution, you can improve the timing and quality of the reactions that will shape your post-crisis future.

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For additional information please visit [www.deloitte.com/crisismanagement](http://www.deloitte.com/crisismanagement).

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