



Addressing the impact of COVID-19 Cognitive risk sensing amid a global pandemic

Organizations face emerging and strategic risks from operational disruptions, the threat of misinformation/disinformation, financial distress, and longer-term reputational damage from how they respond to the COVID-19 crisis. Cognitive sensing analytics can help companies enhance resiliency to crisis events by providing data-driven, location-based risk intelligence.

Operational disruption sensing

Three critical operational areas can be affected during a crisis:

- Government-initiated trade (import/export) controls
- Degradation of production capabilities in the ecosystem
- Disruptions to third parties, logistics and distribution networks

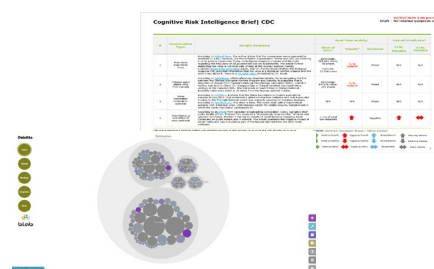
A cognitively-enabled, digital enterprise will be better positioned to:

- Identify products impacted by supply chain disruptions
- Assess the criticality of impacts geographically
- Monitor locations in vulnerable communities to evaluate risks, inform crisis decisions, and prioritize response efforts



Misinformation/disinformation sensing

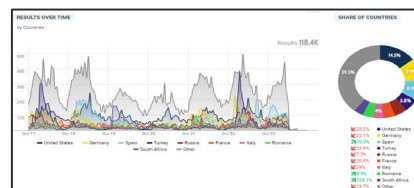
Companies can utilize digital technologies for social listening (traditional, digital, and social media) and employ cognitive sensing analytics to detect mis/disinformation and evaluate impacts to brand & reputation, both in the near-term during a crisis and strategical during the recovery phase.



Scenario impact sensing

Scenario analyses can be enriched with open source intelligence to evaluate COVID-19 impacts due to:

- Financial, investor, and market risk
- Operational disruptions to supply and demand forces
- Extended enterprise exposures (suppliers, partners, etc.)



Contact:

For more information on how to respond, recover and thrive:

- Connect to Deloitte leaders www.deloitte.com/COVID-19-leaders
- Visit www.deloitte.com/COVID-19

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