



Combining human and machine intelligence to anticipate social and economic disruption



Local conditions in fragile/emerging economies are volatile and can quickly lead to social and economic disruption. Businesses and aid organizations operating in these countries are highly sensitive to geopolitical, infrastructure, environmental and regulatory risks. Current risk monitoring solutions are neither actionable nor sensitive to constantly changing local conditions – shortcomings that carry costs for both human life and business.

Presenting groundTruth

groundTruth is a SaaS solution providing early warning of business disruption due to volatility in fragile states by leveraging deep expertise in conflict reduction with the artificial intelligence capabilities of **IBM Watson**. groundTruth combines multilingual processing, deep learning, and predictive analytics with a range of “big” and local data sources to provide insights into dynamic local conditions. The platform features:

- Real-time alerts and visibility into local conditions
- Continuous updates of groundTruth indicators based on local and “big” data analysis
- Expert commentary and trend analysis
- Coverage of 25 countries in 2017, 50 countries in 2018



Operations

A 2015 study found that 74% of companies reported disruptions in their supply chain from conflict and natural disasters, resulting in an average loss of 7% profit. groundTruth can reduce revenue losses by providing early warning of potential supply chain, distribution or manufacturing disruptions.

Safety and Security

In insecure environments, businesses face risks to their operations as well as their employees, facilities, and reputation. Aid organizations work in highly sensitive environments and often face risks to the safety and security of their staff and partners. groundTruth provides early warning of potential safety risks and facilitates better resource allocation resulting in safer environments.



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TargetUsers

groundTruth can be used by multinational corporations, financial services, government organizations, and economic and humanitarian aid organizations. Within these organizations, the target beneficiaries of groundTruth are the following:

Chief Risk Officers and Head of ERM	<ul style="list-style-type: none">• Early warning of potential supply chain disruptions• Ongoing risk assessment for critical assets and operations
Head of Global Security	<ul style="list-style-type: none">• Early warning on potential safety risks to employees• Early warning on risk to facilities
Head of Global Operations, Country Managers	<ul style="list-style-type: none">• Daily visibility into local ground conditions in cities where company has operations

MemberBenefits

groundTruth is available as an annual membership. Membership benefits include:

ANALYTICS	Interactive Dashboard Custom reports, alerts
DATA & MODELS	Disruption models tuned to your organization's operations Access to "audit trail" data underlying alerts
COVERAGE	Global coverage, including Africa, the Middle East, Latin America, Eastern Europe, South Asia and Southeast Asia
EXPERT INSIGHT	Weekly commentary from local networks providing context around alerts USIP expert insight into conflict and stability challenges
COMMUNITY	Annual PeaceTech Lab Summit in Washington, D.C. Leadership Round Tables
SERVICE	Dedicated Account Manager Customization and onsite support

groundTruth grew out of PeaceTech Lab's core mission: to inspire a peacetechnology industry by bringing together engineers and activists, MBAs and conflict experts, social scientists and data scientists to develop new solutions to counter the drivers of violent conflict.

Take action with **groundTruth.**

www.groundTruthglobal.com