



TADAWEB

Zeroing in on the content that matters

Unclassified information can speed the time to insight, but avoiding data overload requires the ability to focus on what's relevant

Erik Noren | Tadaweb



The collection, analysis and dissemination of publicly available information are not new activities. But there have been moments, such as the advent of radio and then television, when the scale of PAI and OSINT expanded. The internet has also had a gigantic impact, and it is the core driver for OSINT becoming an increasingly valuable discipline for government agencies.

The wars in Ukraine and Iran have further raised the profile of OSINT to the point that it is achieving equal footing with other intelligence disciplines. That's because an increasing amount of information previously held at high classification levels is now becoming available at lower levels. For example, governments used to be the only entities with satellite constellations that could be focused on a particular part of the world. Now many companies do the same thing, and anyone can pay to get access to that information.

Unclassified environments often outperform classified environments in terms of speed to insight and decision. Unclassified information has the added benefit of being shareable by default. Agencies can share the information with the country's allies, with the media and with operational teams that might not have the clearance to view classified data.

A very precise snapshot of information

Tadaweb's technology is purpose-built for PAI and OSINT. It helps analysts zero in on the information that is most relevant by providing a very precise snapshot of the information they ask for at the point when they ask for it. Our OSINT experts have embedded tradecraft into our solution so we can also help analysts refine their questions to direct them down an appropriate path.

An analyst doesn't need to look at all the social media posts or all the conversations on a particular messaging channel to understand when bad guys are

going to do something bad, for example. But even a subset of that information can be a lot for people to review and analyze manually. That's where the application of artificial intelligence becomes important.

AI gives analysts the ability to transform information into easy-to-consume units so they can focus on the most important points. The analyst, not AI, is ultimately making the decisions, so it's important to provide the provenance of the information. For example, if 75 data points were synthesized from 15 sources, the technology must make it clear how that synthesis was performed.

Keeping the focus on human analysts

At Tadaweb, we provide that level of transparency, and because we believe it's critically important for analysts to make a well-informed decision, we also address other elements that complicate the process. For example, disinformation is becoming increasingly sophisticated as AI extends the scale and reach of people



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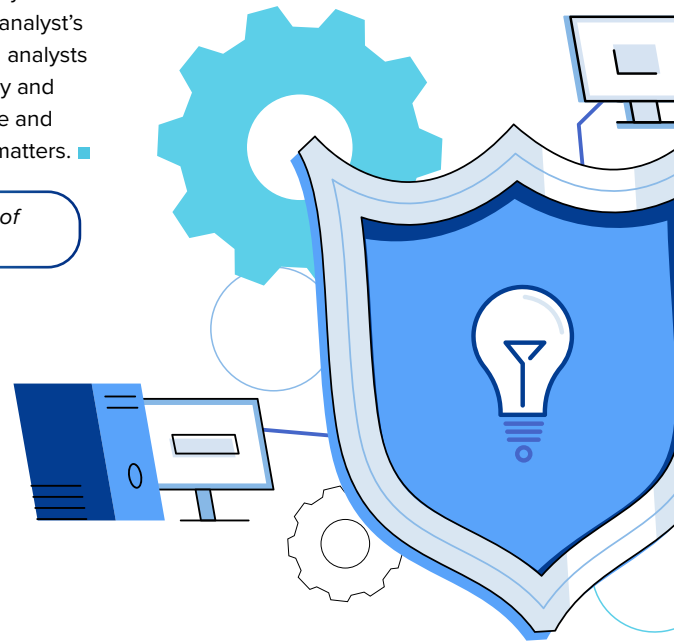
and organizations that want to spread their own narratives online.

By polluting the information sphere, disinformation influences search engine results and the training of large language models that tap into the entirety of the web. Those tools are starting to pick up more manufactured content because it's designed to be picked up. It's an indication of the kind of compounding problem that analysts face today, but Tadaweb can help users understand which information is likely to have been generated by humans versus AI.

Everything Tadaweb does is focused on providing human analysts with reliable information so they can make the right decisions. Although AI is a

valuable tool, it's not about the system making those decisions on the analyst's behalf. Instead, it's about giving analysts what they need to quickly, easily and accurately cut through the noise and find the information that really matters. ■

***Erik Noren** is vice president of product at Tadaweb.*



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THE OPERATING SYSTEM FOR PAI AND OSINT

SINGLE PANE OF GLASS

- Reduce/remove "tool hopping"
- 3rd Party app integration
- Auditing capabilities built in

DATA AND ACCESS

- Live Data - No proprietary cloud
- Direct access to rich/key sources
- Access to Advanced Proxies

EASE OF USE

- Intuitive UI/UX
- Right Click and Pivot
- 4-hour training (or less)

TIME AND COST SAVINGS

- Accelerated Analyst Capability
- Cost Effective/High ROI

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