





# Babel Street Insights


AI-assisted, timely insights from massive, publicly available information (PAI)


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# Babel Street Insights

AI-assisted, timely insights from massive, publicly available information (PAI)

## PRODUCT BRIEF

Complex investigations — criminal, financial, and intelligence gathering, among others — can be helped and hindered by the astronomical amount of data available today. While more data yields potentially more investigative avenues, modern day teams must gather and sift through petabytes in multiple languages and from multiple sources to find what really matters. A Risk–Confidence Gap arises between the sheer volume of data and the inability to leverage it fully to make sound decisions.

Babel Street Insights helps investigators and analysts across government and business access worldwide sources of publicly available information (PAI). But beyond simple access, Insights provides AI-enabled advanced search tools to quickly and efficiently find what matters most across multiple languages. Babel Street Insights brings together the data and intuitive analysis tools in a confidential environment to help close the Risk–Confidence Gap.

### Massive data with incisive search and linking

Through an intuitive interface or APIs, Babel Street Insights **Document Search** delivers access to billions of files in many languages, including blogs, forums, social media, news, images, and deep/dark web sources not available through common internet engines. Its multilingual capabilities

## Insights delivers

### Document Search


- Intuitive refinement tools to slice through petabytes of PAI
- Multilingual search expansion in 200+ languages with on-demand machine translation
- AI-generated summaries of search results with citations to focus next steps
- Access to curated topic and location feeds from hyper-local news to refine search

### People Search

- Identity resolution to link a name and email address to larger digital and physical presence
- Data provenance citations for every link
- Batch people search launched from lists of names and online IDs

### Business, image, and IP/domain search

relevantly expand keyword searches while advanced search refinement and AI algorithms add precision by detecting expressions of violent intent and negative sentiment. Insights GPT, an AI-powered, large language model (LLM), helps orient an analyst's next steps by summarizing search results — complete with citations.



From one name and email address, Insights **People Search** uses identity resolution algorithms to find linked IDs and numerous types of identifiers. These identifiers come from publicly available databases, including professional certifications, watchlists, residential ownership, and more. Users can reject erroneously linked IDs and launch a Document Search or another People Search from the accepted links to increase efficiency and reduce context switching.

### From alerting to actionable intelligence

Persistent Document Searches can tirelessly monitor for online threats against a high-profile event, organization, or individual. From receiving a credible threat alert — one with detected violent intent — a user can launch a more targeted search and scan public records to swiftly connect the author to a real individual and their contact information.

### Trusted by professionals

Our customers rely on Babel Street Insights to perform mission-critical work. We deliver on that trust by safeguarding customer identities and providing continuous, unfiltered, massive PAI with robust search and analytics to close the Risk-Confidence Gap.

## Add-on modules and premium data

### Social media influencer detection

For a topic or group of interest, who are the key online influencers in a social media network? **Synthesis** can tell you in minutes through its patented social network data analytics that map relationships and identify influencers and audiences. The Synthesis module may be purchased and activated through Insights at the system level.

### Commercially available data

Regulated-use, commercially available information sourced from credit reporting provides details such as SSN, driver's license numbers, credit/financial history, and criminal history, resulting in fewer false positives in the profiles generated by People Search. *NOTE: This data is only available to U.S. government, law enforcement and those supporting a use case allowed by the Driver's Privacy Protection Act (DPPA) or the Gramm-Leach-Bliley Act (GLBA).*

Babel Street is the trusted technology partner for the world's most advanced identity intelligence and risk operations. The Babel Street Insights platform delivers advanced AI and data analytics solutions to close the Risk-Confidence Gap.

Babel Street provides unmatched, analysis-ready data regardless of language, proactive risk identification, 360-degree insights, high-speed automation, and seamless integration into existing systems. We empower government and commercial organizations to transform high-stakes identity and risk operations into a strategic advantage.

Learn more at [babelstreet.com](https://babelstreet.com).

