Footprint

Automatically find digital footprints and kick start an investigation with ease

Footprint allows you to automatically find digital footprints in the matter of seconds. Our solution automates the process to search, collect, and view comprehensive digital footprint summaries created from surface, online, and deep web data. These summaries are saved in an easy-to-use interface, which will help streamline daily operations, increase team communication, and help kick start an investigation with ease.

Why Footprint?

Seamless workflow
Our user interface is straightforward and easily guides your queries across multiple online channels. With powerful search and filter capabilities, you will be able to define and drill down to get discrete results of interest.

Instant visibility
Our solution gathers data across online and deep web channels all in one spot. Our technology is cloud-based which means no hardware or software installation so you can access your data whenever and wherever.

Visualized data
Machine learning and natural language processing power meaningful visual summaries, mapping, and analytics to help provide you with insights from either streamed or historical data.
Key Benefits

**Access comprehensive results without compromising reliability**
Gather data from over 300 sources across surface, social and deep web channels. Example of data sources include: LinkedIn, Wikipedia, Facebook, Twitter, Youtube, Amazon.com.

**Enhance profiles in an easy-to-use application**
You have the ability to add information to retrieved data results to enhance and build a more robust profile to kick start an investigation with ease.

**Automatically gather information**
Our solution automates the process of collecting profile data across a broad reach of data sources within a single application. Easily retrieve information from hard-to-find data sources to save you time and streamline your daily workflow process.

**Share profiles across organizations**
Share profiles and add notes across the organization to eliminate duplicate records, increase communication with team members, and cross-reference other information sources to build a strong case.

For more details on how Media Sonar can help deliver big data insights contact sales@mediasonor.com for a demonstration.
Proposal for
Los Angeles Police Department

Prepared for:

Prepared by:

Jennifer Smith
Senior Sales Executive
jennifer.smith@mediasonar.com
855-898-4044

Investigator
213-486-6850
Introduction

Hi [Name]

It’s been a pleasure working with you building this solution for the Los Angeles Police Department.

During our conversation we discussed the following key points that are most important to the Los Angeles Police Department:

- Online threat detection for VIPs and for events
- Online intelligence for investigations - homicides, robberies and violent crimes
- Open-source searching on individuals

Based on these needs, I’ve built the following package that outlines how Media Sonar can help you with these needs and which subscription would best fit your requirements.
What is Media Sonar?

Given the expanding digital universe and its growing impact on the physical world, public and private sector security professionals will encounter new threats and risk blind spots, as well as have access to previously hidden intel like never before.

Media Sonar is an Online Investigation Software that enables users to quickly detect threats and broaden their cases by safely gathering intel from over 100,000 sources across the Surface, Deep and Dark Web.

Detect potential threats, find new leads, locate witnesses, and improve your crisis management by making online investigation, and Media Sonar, a key component for your investigation toolkit.
There’s so much more than search engine results

You only access 4% of the Internet when you rely on search engines.

Media Sonar enables you to conduct online investigations on the Surface Web, the Deep Web and the Dark Web.

Don’t limit your intel. Access more data, and do it safely and anonymously, with Media Sonar.
Criminal Activity Intelligence

Quickly conduct extensive searches
For combating crimes including human trafficking, illicit drugs & weapons and identity theft, you need access to unique intelligence only available online.

- Learn relevant slang and names
- Track criminal networks and their methods of communication
- Gain insight into past events and future threats through posts, pics & videos

With Media Sonar

Broaden cases by tracking communications to identify criminal networks and new leads.

Stay on-top of gang/drug/weapon slang keywords and hashtags.

Create Digital Footprints of key people in your investigation and find new online profiles and connections.

Safely and anonymously monitor Dark Web forums and markets for mentions of keywords and players.

Media Sonar in action

A law enforcement agency could not locate witnesses to a fatal shooting at a party, despite the hundreds of people in attendance that night. They worked with Media Sonar to monitor social media posts made before and after the shooting.

The investigation revealed hashtags used to discuss the event online. This led to the discovery of a number of witnesses that could assist their officers in locating and prosecuting the alleged shooter.
Key Person Identification

Expand the breadth of your intel

Online intel can reveal new witnesses to criminal events, new connections to your cases’ relevant people and new leads to help you locate them.

- Videos and images of the event and nearby witnesses
- Posts and comments about a situation that may provide new insight and witness leads

With Media Sonar

Search and create custom alerts from 100,000+ sources.

Create a Digital Footprints for key people in your investigation and find previously unknown online profiles and connections.

Safely and anonymously monitor Dark Web forums and markets for mentions of your key players and their activity online.

Media Sonar in action

A law enforcement agency in California was having difficulty tracking down the person robbing cell phone stores and selling the phones online. They could identify a car used in the robberies but they couldn’t connect the car to the suspect.

Using Media Sonar’s Digital Footprint function they found a connection to the suspect’s mother who drove a car of the same color, make and model as the one used in the robberies. This led to the arrest of the suspect.
Crisis Management

Respond quickly in a crisis

Media Sonar helps you maintain situational awareness and see early warning signs of issues such as:

- Natural disasters including hurricanes and floods
- Extreme situations such as an active shooter
- Terrorist alerts, threats or attacks
- Violence, looting and lack of critical supplies

With Media Sonar

Quickly search blogs, forums and social media for crisis specific hashtags to find customers, employees or neighbors in need or distress.

Stay current by monitoring social media posts of multiple responding aid agencies.

Set alerts for important keywords (your brand and location with ‘active shooter’ ‘shooter’ ‘hurricane’ ‘terrorist’ ‘attack’ etc.)

Media Sonar in action

Our software helped to support law enforcement during the Hurricane Irma and Hurricane Maria disasters in Puerto Rico. Understanding online sentiment or the nature of posts through online network was extremely important for troopers on the ground.

Media Sonar software allowed officers to anticipate the needs of the citizens, validate information and gain visibility into public morale including any looting or violent events.
Event & Venue Security

Be on top of things before, during and after an event

Media Sonar helps you maintain situational awareness and see early warning signs of issues such as:

- Growing negative comments about an event or venue
- Safety concerns during an event
- Potential threats against performers or speakers

With Media Sonar

Search and create custom alerts from 100,000+ sources to stay on-top of event relevant keywords, influencers and hashtags.

Create Digital Footprints of any key people related to your event.

Safely and anonymously monitor Dark Web forums for any mentions of the event or venue or the selling of counterfeit material.

Media Sonar in action

Local law enforcement use Media Sonar to be situationally aware of what was happening at a major sports venue and the surrounding area during “big game” days.

This allows their team to get in front of potential challenges and monitor off-site tailgating parties, weather, traffic and other trends that may become an issue during these large public gatherings.
VIP Protection

Protect your VIP in the digital world

It is no longer enough to ensure your VIPs physical protection. Now, great harm can also come to your VIP in the digital world.

You need to be aware of issues such as:

- Impersonations of your VIP online
- Negative comments or threats
- Social posts revealing sensitive information

With Media Sonar

Build custom searches and alerts to ensure sensitive information, such as travel itineraries, are not available to the public.

Generate a comprehensive Digital Footprint of your VIP or other persons of interest. Learn unexpected handles and profiles. Stop digital impersonations.

Safely search the Dark Web to learn of any malicious activities targeting your executives and VIPs.

Media Sonar in action

An international manufacturing company used Media Sonar to monitor global trends, keywords and brand sentiment to ensure the safety of their executive team after receiving a bomb threat to their CEOs house.

As part of the operations team’s routine, they now do daily searches for keywords and public sentiment to proactively stay ahead of any risks or mitigate potential threats.
Media Sonar Platform
Case Management & Reporting

You will gain access to:

Social Insight Reporting:
- Social activity over time
- Top tags, posters and mentioned users
- Sentiment Distribution
- Positive Influencers
- Negative Influencers

Case Management:
- Save important posts with a single click
- Organize content into a familiar case structure
- Case items are stored permanently, even if they are deleted at the source.

You will be able to:

Social Insights Reporting
View high-level analytics of your social results in an easy to read visual format.

Case Sharing
Share relevant cases with other Media Sonar users within your team to allow for collaboration in your investigations.
Threat Models

You will gain access to:

An automated threat detection system that detects when threats appear online and automatically signals to security that a new potential threat has been found. Threat Models allows a straight path forward to investigation once a threat has been identified. It comes with pre-built keyword groups to help jumpstart implementation.

You will be able to:

Detect threats to your protected assets

Automatically detect online threats to protected assets. Be the first to know if your facility, executives, or organization are being targeted.

Keyword groups

Threats don’t always follow the same pattern. Cast a wide net with regularly updated Global Keyword Groups that account for the inconsistent language and different attack types that might appear online.
Dark Web

You will gain access to:

- TOR, i2p, Openbazaar, zeronet, public Telegram channels
- Broad search capabilities
- Scheduled alerts
- Site categorization
- Access beyond password walls

You will be able to:

Safely and anonymously access the Dark Web
Media Sonar acts as a shield to keep your system secure and your personal data safe when searching the Dark Web.

Broaden your intelligence
Include Dark Web data in your investigations to discover previously unidentified risks and broaden your case intel.
Digital Footprint

You will gain access to:

- A full digital snapshot of an individual’s online presence including all related personas and connections
- 300+ data sources with 2 billion records compiled from:
  - Public records
  - Business listings
  - Marketing lists
  - Phone directories
  - Crowd-sourced data

You will be able to:

Easily gather a full digital view
Using the Digital Footprint function, develop and save a full picture of a threat’s digital identity and presence.

Gain unexpected leads
Learn associated user names, emails and additional key information.
Pathfinder

You will gain access to:

A step-driven investigation support tool that captures the connections between pieces of evidence in a visual map. Pathfinder more closely resembles the way an investigation really works and automatically extracts avenues for investigation and potential leads.

You will be able to:

Automatically extract key entities
Instantly identify key pieces of information within a post to reveal leads or avenues for further investigation.

See connections and think analytically
Investigations are not linear. Pathfinder resembles the way an investigation really works and helps promote analytical thinking.

Due diligence
Conduct due diligence on your investigations.
Blogs, Forums and News

You will gain access to:

Online discussions, blogs, forums, and news articles are important and growing sources of investigative data.

**Media Sonar includes over 100,000 sources including** Reddit, Yahoo Answers, 4chan, 8chan, pastebins and niche blogs and forums as well as access to over 3,000 news sources.

You will be able to:

**Enrich your data**
Expand the depth of your intelligence gathering using unique data found in the Deep Web blogs and forums and benefit from the investigative work already completed by journalists.

**Speed up your search**
Unlike time consuming and manual searching online, using Media Sonar software you can follow proven processes to gather relevant online data all in one place.
Social Platforms

You will gain access to:

- Posts, reposts and quoted posts
- Saved content can, in most cases, be pulled back later even if it has been deleted from the original source
- Verified profiles are marked
- Results for multiple languages

You will be able to:

Find lost data
Include leads in your investigations that are unavailable with standard search methods and tools.

Sort quality from quantity
With verified profiles clearly marked, focus your investigations in the right places.

Gain unexpected leads
Using the tags in the page, pick-up unexpected names and connections.