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To: carolyn.montagna@dc.gov; [REDACTED]@dc.gov
Subject: Dataminr Literature
Date: Friday, May 29, 2020 2:31:48 PM
Attachments: [First Alert Public Safety OnePager \(1\).pdf](#)
[Two Pager CoronaVirus FirstAlert \(2\).pdf](#)
[First Alert Special Event OnePager \(1\).pdf](#)

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Good Afternoon Carolyn and [REDACTED]

It was great getting to connect with you both today. Per our conversation I have attached some Dataminr literature.

- **First Alert Public Safety one-pager**- This provides a high level overview of what First Alert is, how your accounts are customized to receive public safety alerts and case studies.
- **COVID-19 two-pager**- As COVID-19 is top of mind, Dataminr surfaced the first initial warnings concerning coronavirus back in December 2019. We have continued to provide ongoing situational awareness and critical alerts to organizations as the pandemic unfolds. This document covers the support that we have provided during this time.
- **First Alert Special Events two-pager**- Dataminr provides support for special events, most recently the SuperBowl in Miami. This 1 pager provides in detail the level of support that is offered.

Barney Krucoff is our contact at OCTO that we worked with through procurement. I will go ahead and put together the pricing documentation for 50 users.

Please let me know if you have any additional questions and we will wait on our end to get the demo date.

Thanks!

[REDACTED]

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About Dataminr:

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Know First. Act Faster.

Receive the earliest signals of breaking events

First Alert is Dataminr's solution for first response, and is the leading AI platform for real-time event detection using Publicly Available Information (PAI). First Alert notifies clients to high-impact events and critical information often far in advance of existing information systems, enabling faster action. The company's solutions are relied on 24/7 by thousands of clients in over 70 countries.

Built For You

First Alert notifies users about critical breaking news, customized to your interests, so that alerts reflect your specific information needs. First Alert delivers benefits for every level of your organization:

- Receive faster cues on breaking news and events
- Improve situational awareness by receiving proactive alerts from across the public information landscape
- Tailor alerts to mission-relevant geographical regions, topics, and significance
- Customize settings from HQ to the field
- Receive rapid alerts by email and mobile notifications, or receive consolidated morning / evening digest emails
- Deploy easily across the enterprise

To learn more about how First Alert can help you know first and act faster, contact us at public.safety@dataminr.com

FIRST ALERT

powered by  Dataminr

How First Alert Works

First Alert capitalizes on advances in artificial intelligence and data science to unlock the power of publicly available online information sources to discover and deliver the earliest signals of emerging events across the globe.



Publicly Available Information

First Alert processes billions of messages, posts, and data artifacts from across the public information landscape.



Advanced Information Processing

AI-platform and algorithmic engines detect, cluster, and evaluate the earliest indications of relevant high impact events and critical breaking news for first responders and information-driven professionals.



Tailored Alerting

First Alert transforms these early signals into real-time alerts, directly integrated in user work flows, and aligned with user priorities and geographical interests.

Case Studies



Fifteen police vehicles seen traveling toward courthouse on Princess Anne Road in Virginia Beach, VA: Local Source via Twitter.

31 May 2019 - 16:28 EDT



Six people reportedly shot in active shooter situation near Municipal Center in Virginia Beach, VA: Local Source via Twitter.

31 May 2019 - 16:30 EDT

Courthouse Shooting in Virginia Beach, VA

On May 31, several people were injured during an active shooter situation at a courthouse in Virginia Beach, VA. First Alert provided an early indication of the event, enabling first responders to quickly dispatch resources to the scene.

Every Second Counts.

Uncovering Critical Information in the Wake of a Worldwide Health Emergency

On Dec. 30, 2019, First Alert provided the earliest indication of a new SARS-like respiratory illness, which later was confirmed as COVID-19 (2019 novel coronavirus). Before the outbreak was even on the radar of governments in China or around the world, First Alert continued to notify clients of the growing, global public health threat, providing ongoing awareness of the evolving situation.

FIRST ALERT
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Providing early signals of a potentially large-scale public safety concern enabled public sector agencies to take emergency precautions and make more informed decisions as the outbreak spread globally.

DESIGNED FOR THE PUBLIC SECTOR

First Alert provides real-time alerts on unfolding incidents across the globe, keeping federal, state, and local public sector clients ahead of fast-moving situations, so they can mobilize and respond with speed and confidence.

Our pioneering AI platform detects and distills publicly available information (PAI) from more than 10,000 diverse data sources, translating from ~80 different languages, to deliver only the most relevant, actionable alerts that you can rely on to make critical decisions.

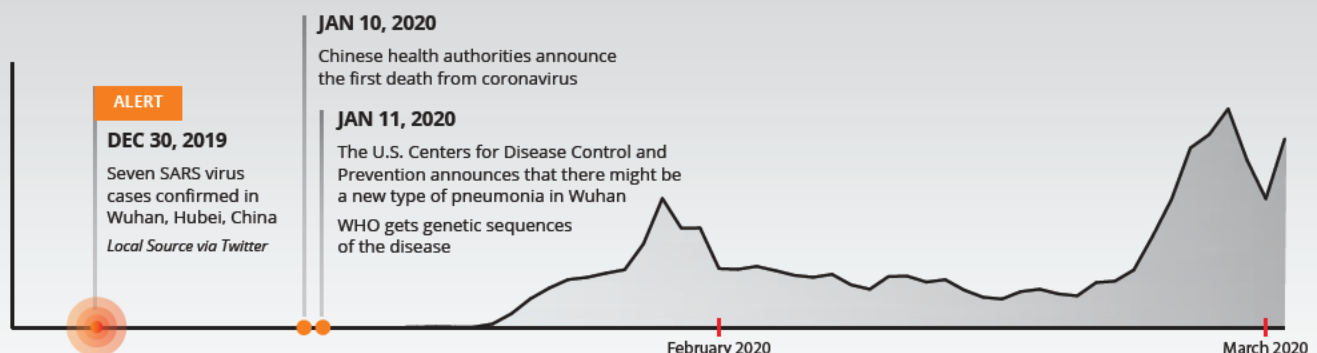
Clients can tailor their alerts based on location, content, prioritization, and other user-created filters. These scalable, highly customizable filters ensure the advanced early notifications delivered in real time via desktop application, email, and mobile device are highly relevant to each user's individual alert needs.

As in the case of COVID-19, First Alert enables you and your staff to:

- Reduce the time from incident to response
- Streamline inter- and intra-agency communication
- Make more informed decisions today and in the future – so you can stay ahead of the unknown.



"Coronavirus" in public social media



FIRST ALERT COVID-19

149,028
Coronavirus alerts sent
(Dec. 30, 2019 to May 4, 2020)

3,652
data
sources

2,384
average daily alerts
(past week)

218
countries and
territories

75+
languages
translated

Continuous coverage of a developing outbreak

Translations

First Alert understands approximately 80 languages, translating information from across the globe into English captions. Between December 2019 and May 2020, Dataminr processed real-time information related to the spread of COVID-19 in 72 languages.



FIRST ALERT

JAN 6, 2020 4:20 a.m. EST

Taiwan's Center for Disease Control says 867 passengers on flights from Wuhan, China to Taiwan quarantined after pneumonia cases detected in Wuhan.

TaiwanCDC via Twitter

Unpredictable Hot Spots

In the earliest days of the outbreak, it was unknown when and where new cases would appear outside of China. First Alert was able to quickly alert on the first cases in the United States, Iran, Italy, and elsewhere.



FIRST ALERT

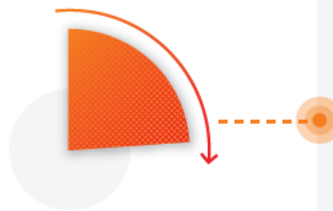
JAN 15, 2020 7:24 p.m. EST

First case of new Wuhan coronavirus confirmed in 30-year-old man in Kanagawa Prefecture, Japan.

Jiji Press via Twitter

Speed

First Alert processes hundreds of millions of new, public data points every hour and updates its clients as meaningful developments emerge. These alerts often precede reports from major news outlets by hours.



FIRST ALERT

JAN 16, 2020 6:41 a.m. EST

Second death from unknown pneumonia strain reported in Wuhan, China, three other "critically ill" patients now in stable condition.

Local source via Sina Weibo

Global Coverage

First Alert processes live data from more than 10,000 public data sources. In China, where major social media and other information sources are censored, Dataminr AI processed raw information from Sina Weibo, blogs and other sources.



FIRST ALERT

JAN 22, 2020 8:28 a.m. EST

Citizens advised not to leave Wuhan, China and airport operations, public transit services to shut down beginning 10:00 on Thursday.

Government announcement via Sina Weibo

Eyewitness Information

First Alert includes on-the-ground information from eyewitnesses, going beyond official statements and major media.



FIRST ALERT

FEB 12, 2020 8:02 a.m. EST

Person purportedly suffering from coronavirus seen convulsing on ground as health personnel respond in Singapore.

Witness video via TikTok

SPECIAL EVENT COVERAGE WITH DATAMINR:

Preparing for the Unplanned

Gain eyes on the ground, make informed decisions, and act faster

Ensuring safety and order during major events involves numerous organizations, including agencies responsible for public safety and operations. You can trust Dataminr to help. Our dedicated First Alert team helps you and your agency stay ahead of the unknown and unplanned with our Special Event Coverage.

FIRST ALERT
powered by 

Special Event Coverage

Dataminr provides support before, during, and after large, high-visibility events, enabling you to anticipate, mobilize, and respond with confidence and speed.



Event Identification

After our Client Engagement team confirms your special event coverage requests, they will optimize settings tailored to your mission-critical needs.



24/7 Onsite Support

First Alert experts are available to provide 24/7 onsite event support and expertise on anything you need, including IT requests and adjusting user settings to optimize coverage.



Post-Event Analysis

First Alert experts will take a baseline of activity before, during, and after the event. After the event, we'll provide a report of First Alert notifications in a timeline format for more detailed analysis.



Bridging the Gap Between Agencies

Share and send notifications through the platform with other First Alert users for an unclassified way to communicate between agencies. Seamlessly coordinate with your peers so you can act faster in the wake of emergencies or threats to public safety.

DATAMINR IN ACTION

HOW DID DATAMINR DO IT?

Customized, Hyper-local Settings

First Alert experts provided full event coverage by customizing user settings, tailored to a hyper-local geographic area of New York City. Our advanced AI platform provided customers with citywide coverage prior to, during, and after the event. Custom notifications provided a bigger picture and a true pulse of on-the-ground events.

The First Alert mobile app supported field operations and those deployed working the event on the ground, enabling them to take advantage of the “alerts near me” function.

First Alert notifications reported smoke seen billowing from a high-rise building in Manhattan. Firefighters were able to put out the fire before anyone was injured.

A drone was also spotted circling over the East River during the event. Responders resolved the situation in a timely manner without affecting the event.

Interagency Communication

Prior to the General Assembly, Dataminr sponsored a roundtable for New York-based partners assigned to work the event. Participating teams discussed a common operating approach and view of the event, including how Dataminr could best support its partners in advance of, and throughout, the event.

Establishing a game plan prior to the event allowed first responders to thwart a bomb threat and resolve potential delays in the NYC Subway system before such incidents affected travel to and from the event.

First Alert’s early notifications provided a clear operating picture to multiple agencies using common language that fostered better understanding, enabling users to coordinate among each other to respond quickly and maintain ongoing situational awareness.

PAST EVENT COVERAGE

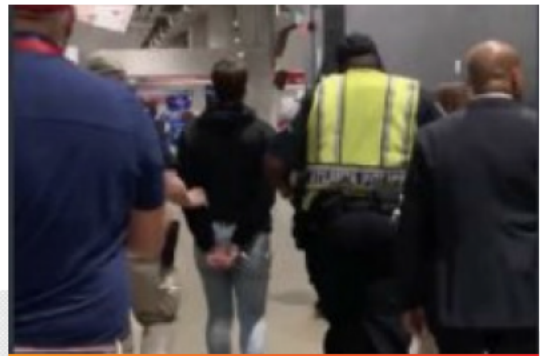
RNC 2016 in Cleveland, OH



Dataminr supported various clients overseeing the 2016 Republican National Convention and provided crucial notifications on a variety of potential threats to public safety.

First Alert’s notifications enabled teams to maintain situational awareness throughout the entirety of the RNC.

Super Bowl LIII in Atlanta, GA



Ahead of the Super Bowl in 2019, first responders in Atlanta used First Alert to mitigate a public safety threat circulated on social media. First Alert sent security-related notifications to users throughout the event, providing early warnings of possible threats around the stadium.

As a result, police were able to apprehend the suspects in question.