

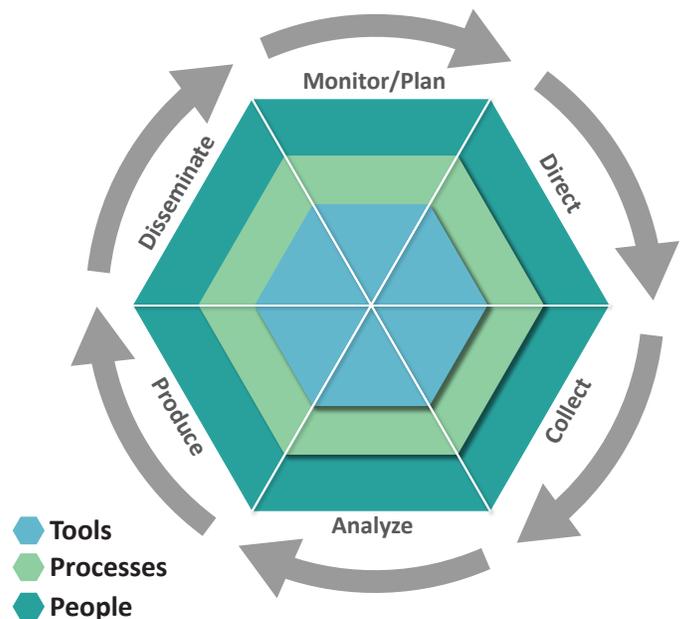
Increasing Speed and Efficiency Within the Intelligence Collection Cycle

The Problem: When Dan Coats, former Director of National Intelligence, highlighted four major challenges facing the intelligence community (IC) during the Intelligence and National Security Summit. He cited the need for “a more efficient collection and analysis cycle that will enable a revolutionary step forward” as one of the challenges. The intelligence community consists of multiple agencies, multiple disciplines, numerous technologies, and disparate systems collecting and analyzing a plethora of data. The community is disjointed by nature, and while the idea of evolving to a more efficient collection and analysis cycle seems easy enough, the reality is that bringing efficient collection and analysis to fruition has long been a thorn in the intelligence community’s side.

The Cognosante Solution: Cognosante has proven successful in realizing true speed-to-intelligence by uniquely pairing tools, processes, and people to create a synergistic, purposeful whole from the sum of many parts. What does this mean? It means that Cognosante solutions focus on 1) understanding the question(s) being answered, 2) identifying and collecting credible data, 3) feeding the credible data into an AI-fueled analytics platform to create relationships, and 4) leveraging cloud-based solutions to visualize relationships (i.e. trends, patterns, outliers, etc.) that exist within the data to quickly provide the best answer to the question, or create a purposeful whole. In some cases, the visualized relationships can serve to predict outcomes or prescribe next best actions...the days of PowerPoint are over. It’s the classic Intelligence Cycle but reimaged to include advanced tools and processes for today’s intelligence professional.

INTELLIGENCE CYCLE:

Phase	Objective
Monitor/Plan	Understand what question the organization is trying to answer with data
Direct	Understand which specific sources contain data that can help answer the question
Collect	Understand how the organization is going to get the data from the data source to answer the question
Analyze	Understand the story being told by the data
Produce	Understand how the insights and answers provided by the data can be displayed so that it is more easily recognized
Disseminate	Understand how to provide the insights and answers to the proper people at the right time



The Difference: Cognosante is focused on exploiting and repurposing industry-leading commercial tools and processes to enhance, not replace, uniquely qualified people

- **TOOLS:** Cognosante utilizes a scalable partner tool that is advertised commercially as a “SaaS-based, customer engagement and speech analytics platform that leverages AI and machine learning to capture, transcribe and reveal insight for 100% of customer interactions.” The tool is used to improve call center metrics, such as agent quality and average handle time, but Cognosante team members recognized the underlying AI and machine learning technology as a game-changer with respect to generating deeper business intelligence insights. The tool is capable of ingesting large volumes of data from multiple sources, generating custom categories/queries via manual methods as well as AI and machine learning to rapidly and accurately tag event data effectively creating relationships within the proper context, displaying real-time category/query metrics, and availing the tagged data and metrics for visualization (Tableau) and advanced analytics solutions (predictive models) – prime examples of efficient collection and analysis. The business intelligence insights generated for a large telecommunications client have directly increased revenue by millions of dollars – imagine what it could do as a scalable tool in the intelligence community. An intelligence organization focused on exploiting multiple sources or large volumes of data to fulfill priority intelligence requirements (PIRs) could leverage Cognosante’s unique application of a commercial tool to drastically increase their speed-to-intelligence.
- **PROCESSES:** Cognosante uses Agile methodologies such as Kanban and Scrum to manage collection and analysis efforts throughout each phase of the intelligence cycle. Scrum was initially used in software development work; however, Scrum has proven to be an excellent tool for managing complex intelligence work. This methodology allows the team to self-form based on intelligence disciplines and abilities, better understand priorities and requirements, more efficiently schedule collection and analysis efforts, address issues quickly and effectively, and remain focused yet flexible in the delivery of the final product, or purposeful whole. The Agile methodology is designed as a flexible foundation, which is crucial to rapid and efficient collection and analysis.
- **PEOPLE:** Cognosante employs highly-skilled disabled, veteran, and current reserve component Intelligence Analysts with active Top Secret/SCI security clearances, as well as System Analysts and Data Scientists. This unique mix of people understand the intelligence community and has a proven track record with identifying and harnessing the power of commercial tools and processes to create a faster and more efficient collection and analysis cycle.

Cognosante’s solution is unique, yet it directly supports two of the mission objectives identified in the National Intelligence Strategy published earlier this year. The first objective, Anticipatory Intelligence, is focused on “developing quantitative methods and data analysis techniques and tradecraft to improve the IC’s ability to identify, analyze, and forecast changing conditions and emerging trends across multiple portfolios.” The second objective, Current Operations Intelligence, is focused on developing and maintaining a “robust, IC-wide intelligence architecture that delivers actionable, timely, and agile intelligence support to achieve and maintain operational decision advantage.”