

A CLOSER LOOK AT

# TX360<sup>®</sup>

A Next-Generation Situational Awareness Platform

# INTRODUCTION

**TX360**<sup>®</sup> is an all-hazards threat monitoring and situational awareness service that enables highly secure and targeted delivery of critical information to security professionals and corporate leaders.

Identify and manage the most relevant emerging risks and threats with a full suite of intelligence management tools. Deliver the precise information your people need, when they need it, using Smart Alerts.

TX360 is a highly scalable and robust platform, operating on the Microsoft Azure cloud with 99.9998% uptime. Read on to find out how we can help your enterprise identify threats and respond to them more effectively.

“Distilling the flood of information into **actionable intelligence.**”

# MASTER THE KEY ELEMENTS OF SITUATIONAL AWARENESS.

## 4 PILLARS OF THE TX360 PLATFORM

Organizations face more threats than ever; finding and acting on relevant intelligence is vital to operational excellence. TX360 streamlines the extraction and delivery of intel from around the world or down the street.



### 1 Intelligence Channels

Gather late-breaking intelligence from an expansive gallery of trusted sources or import and filter your own feeds.



### 2 Smart Alerts

Deliver only relevant alerts and updates to concerned parties, tailored to each recipient's authorization, preferences, and profile.



### 3 Dashboards

Monitor threats in real time on a common operating picture dashboard and determine the potential impact of an incident on your assets.



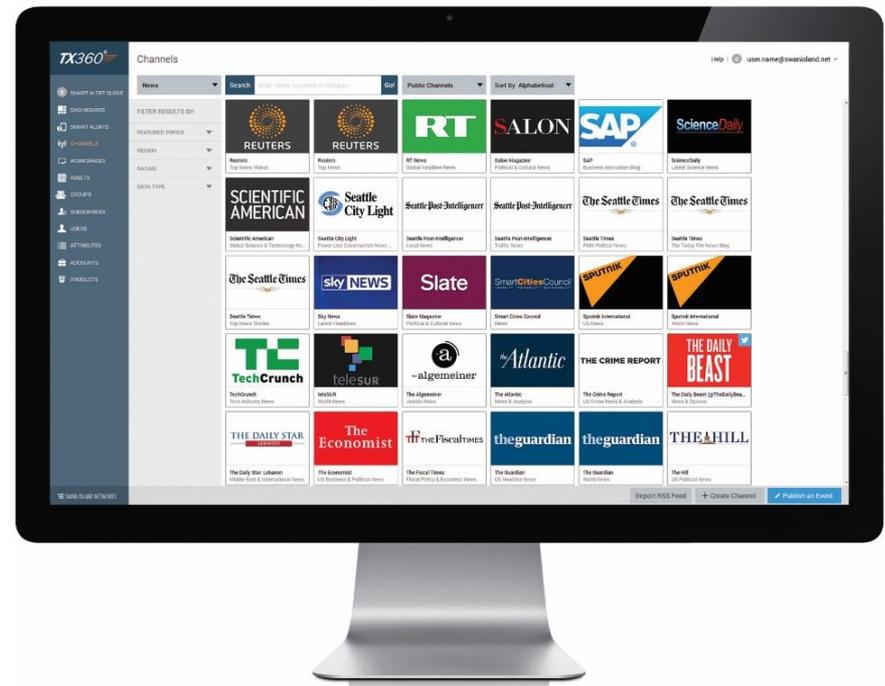
### 4 Secure Communities

Create trusted networks of alert recipients and collaborators to share sensitive information within and across organizations.

# NEWS & ALERTS FROM TRUSTED SOURCES AROUND THE GLOBE. **INTELLIGENCE CHANNELS** WITH SMART FILTERING

Why scour the web looking for relevant threats when we've already done it for you?  
Browse our extensive gallery of news, updates, and alerting sources or add your own.

- Choose from 700+ Channels in our free gallery or purchase premium Intelligence Channels from 3<sup>rd</sup> party vendors.
- Create your own Channels from any number of data structures: CAP, RSS, Atom, social networks, emergency dispatch data, etc.
- Aggregate Channels into single feeds to be filtered and displayed in Dashboards.
- Filter feeds by Boolean keyword, location, asset proximity, CAP properties, and more!
- Pipe your filtered Channels out to any endpoint with a dedicated API.



# MAXIMUM RELEVANCE. MINIMUM NOISE.

# SMART ALERTS

When disaster strikes, getting the right information to the right people is crucial. You need an alerting system that accommodates a wide range of interests and delivery preferences.

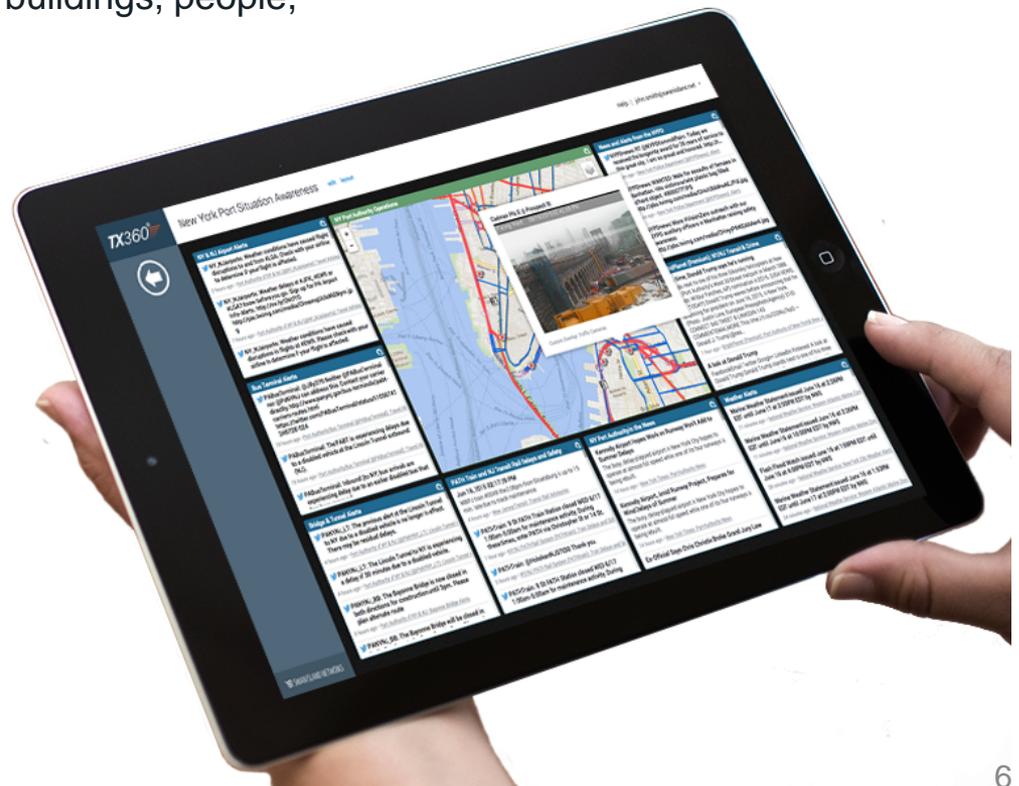


- Manage recipients individually or in lists, with easy opt-out or mandatory opt-in.
- Allow recipients to define their own contact preferences, asset-associations and interests, then create alerts that respect those settings.
- Send alerts via email, SMS, text-to-voice, social networks, and more.
- Facilitate two-way communication: subscribers can receive *and* publish alerts.
- Leverage Swan Island's decade of experience in developing the policies, procedures, and best practices of Smart Alerting.

# MAINTAIN A HOLISTIC VIEW OF THREATS AND INCIDENTS. DASHBOARDS

A bird's eye view helps you protect buildings, people, and perimeters. Triage incidents and minimize impact to your assets with a common operating picture.

- Centralize and monitor threats in real time on a customizable dashboard.
- Visualize the proximity of threats to your buildings, people, location perimeters and trade routes.
- Track finely-filtered social network activity on a map or in a dashboard gadget.
- Easily add map overlays from our library of trusted GIS datasets or add your own.
- Populate maps with any location-specific data source: CAP, GeoRSS, GPS, sensor data, etc.



# COLLABORATE, GATHER FEEDBACK, AND SHARE INTEL. SECURED COMMUNITIES

At times you want to broadcast information to the public; other times the survival of your business depends on highly secure sharing. With TX360, you decide exactly who sees what.



- Create highly secure networks within and across organizations to support the sharing of both open and sensitive information.
- Utilizes policy and security controls to extend TX360 access to a specified group comprised of internal or external personnel (or both).
- Upholds confidentiality and privacy protection while also enabling designated dashboards and alerts, shared by a small group or a large community.
- Enables fast, automated distribution to groups in a crisis, adhering to previously established information sharing protocols.

# SIMPLE. AFFORDABLE. AGILE.

# THE TX360 ADVANTAGE

Many systems are cumbersome, expensive and require lengthy onboarding, configuration and training. With TX360, you'll be up and running in minutes at rates that scale to your company's needs, size and budget.

## KEY BENEFITS

- Built on the highly scalable and reliable Microsoft Azure Cloud.
- Encrypted communication enhances security with a range of authorization tools and options.
- Elastic licensing model allows for rapid user on-boarding during times of crisis.
- Simple, intuitive UI enables quick customization of Dashboards and Smart Alerts.
- Cost-effective and flexible to suit your organization's resources and objectives.

## ADDITIONAL FEATURES

- Crowd-sourced intelligence from Twitter, Flickr, YouTube, Reddit, and more.
- Premium Channels aggregated and filtered with expertise.
- A variety of integration capabilities with other systems and tools that are integral to your workflow.
- White-labeling options allowing for branding consistency across solutions.
- Pro-services delivering custom Intelligence Channels, Dashboards, Smart Alerts, and more.

# APPLICABLE TO A VARIETY OF ENTERPRISES & ORGANIZATIONS.

## INDUSTRIES WE SERVE

TX360 is designed to support a variety of security initiatives across multiple industries. Even better, Swan Island Networks is extremely agile and equipped for rapid customization.

### INDUSTRIES

- Banking and Financial Services
- Retail and Manufacturing
- Transportation
- Government and Law Enforcement
- Healthcare
- Energy and Utilities
- K-12 Education

### INITIATIVES

- Security and Command Center Operations
- Cross Organizational Collaboration
- Business Continuity and IT
- Executive Protection
- Asset Monitoring
- Emergency Management
- Disaster Response

To learn how Swan Island Networks can help you optimize your situational awareness capabilities, contact us at **503.796.7926** or [info@swanisland.net](mailto:info@swanisland.net)

## About Swan Island Networks: Situational Awareness and Smart Alerting Made Easy.

Swan Island Networks has been a leader and innovator in situational intelligence and Smart Alerting for over a decade. Swan Island's TX360® platform helps you make faster, better informed decisions with highly relevant real-time alerts and a comprehensive common operating picture.

Founded in 2002 by 20-year veterans of the software and security industry, Swan Island Networks began as a software engineering lab working with the US government, focusing on R&D programs. The company has participated in a dozen contracts with government agencies such as the Department of Defense, Homeland Security, and various intelligence organizations.

In 2014, Swan Island announced a new partnership with Microsoft and launched TIES for Microsoft CityNext, providing situational intelligence services to city, state, and county leaders; schools safety officers and administrators; CIOs; and emergency management and safety personnel.

In 2015, the Metropolitan Resilience Network (MRN) chose TX360 as its core situational awareness platform. TX360 is also used by two of the world's largest security companies and one of the world's largest hotel chains.

For more information, contact us at 503.796.7926, email [info@swanisland.net](mailto:info@swanisland.net) or visit [swanislandnetworks.com](http://swanislandnetworks.com).



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