



INTELLIGENT TAGGING IMPROVES DATA FOR CYBER-THREAT INTELLIGENCE COMPANY

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Christopher Ahlberg, Founder & CEO
Recorded Future

ABOUT RECORDED FUTURE

Founded in 2009, Recorded Future is a startup headquartered in Somerville, MA. Recorded Future arms you with real-time threat intelligence so you can proactively defend your organization against cyber attacks. With billions of indexed facts, their patented Web Intelligence Engine continuously analyzes the open Web to give you unmatched insight into emerging threats. Recorded Future helps protect four of the top five companies in the world.

For more information on Recorded Future, please visit www.recordedfuture.com.

THE CHALLENGE

Every second, new information is being sent out for the world to absorb. Everything from news, computer risks, facts and figures, to business updates, product announcements, and more. For businesses that need to stay abreast of certain aspects of what is currently circulating around the Internet, cutting through all the clutter can be a major undertaking.

Some companies first try themselves and realize a solution is needed. Others, like Recorded Future, a real-time threat intelligence company based in Somerville, MA, knew a solution was needed for its first day of business back in 2009.

DELIVERING THE SOLUTION

“We were looking for a solution that could extract events (e.g. announcements) and entities (e.g. companies, people, places, and products),” says Christopher Ahlberg, Founder and CEO, of Recorded Future’s needs when they started searching for a tagging solution.

After entertaining a range of solutions, Recorded Future selected Thomson Reuters Intelligent Tagging, a semantic metadata service that quickly and accurately tags and collates specific data points, be it entities, relationships, facts, events, or topics, from an array of Internet sources. *“We liked the Thomson Reuters solution because it was hosted by them, we liked that it had good precision and recall (the metrics to measure quality), and of course we liked that it not only extracted entities but events as well,”* says Mr. Ahlberg.

CUSTOMER BENEFITS

Starting with unstructured content from such sources as blogs, news articles, social media, data, and catalogs, all an organization has to do is identify what it wants out of the information. Intelligence Tagging, using Natural Language Processing, text analytics, and data mining technologies to derive meaning from unstructured data, returns the relevant information in RDF form.

Intelligent Tagging, Mr. Ahlberg says, certainly saves a lot of time and effort by adding structure to unstructured content. *“We ingest millions of documents every day from the web. We use Intelligent Tagging to extract entities and events, which otherwise we would have to do on our own. We believe this solution is the best way to do what we need, and the extremely helpful and efficient support team is an added bonus,”* says Mr. Ahlberg. *“We use Thomson Reuters as one piece of the products and services we offer our own customers.”*

The combination of Intelligence Tagging with Recorded Future’s threat intelligence products and services is what helps Recorded Future protect its clients around the world. *“Intelligent Tagging does very specific things, and for us the best overall benefit is the good precision and recall,”* Mr. Ahlberg says.

FUTURE IMPLEMENTATION

Mr. Ahlberg believes Recorded Future will utilize some of the new tools in Intelligent Tagging in the future. A new opportunity might lie in Thomson Reuters Permanent Identifiers (PermlDs) which would allow easier access to the most relevant information by returning the right connections through unique identifiers. For now, the solution is doing exactly what the organization needs. *“We’re very happy customers,”* Mr. Ahlberg says. *“Intelligent Tagging helps us create better data for cyber-threat intelligence, and that’s precisely why we chose Thomson Reuters.”*

