

SECURITY WITHOUT RESERVATION

This lodging company manages thousands of locations across a global footprint. Yet its corporate security team is relatively small and must use resources wisely to keep up with the organization's rapid growth. It does this at a GSOC established more than a decade ago, using a centralized flow of information that is common in large organizations and then distributing security communications widely to maintain awareness across teams.

Key Takeaways

- No direct relationship between team size and scope of responsibility
- Transparent communications help a variety of teams coordinate their response

CorpSec Q&A

When was your security team established? 2008

How big is your team? 25 people

What is your most common task? Responsibilities are equally distributed across a variety of tasks

What are your top priorities for the next five years?

- 1 Supporting rapid growth
- 2 Scaling up robust processes
- 3 Demonstrating our value internally

Brussels Bombing

MARCH 22, 2016

10 minutes ahead of major news sources

Dataminr's First Alert
3:06 ET

Second Attack at Metro Station
4:16 ET

Social media played a critical role in the company's response to a terror attack in 2016, when coordinated bombings at the Brussels Airport and the Maalbeek metro station killed 32 people and injured more than 300.

A Dataminr Real-time Alert informed the GSOC of the rapidly unfolding incident 10 minutes prior to any other information source. This early tip spurred analysts to perform additional research to corroborate and contextualize the event.

While this research was performed, local facilities were notified along with the European security director. As a clearer picture emerged, the company sent a report to key stakeholders via email so they could carry out their own notification responsibilities.

Interestingly, the "cc" list on all of these communications includes the PR crisis team, fire and life safety team, medical personnel, and the claims and insurance team. Wide distribution helps each team maintain awareness and carry out their own efforts as necessary, while supporting a more coordinated response across the company.

Later that morning, another Dataminr Real-Time Alert provided a similar time buffer when the second attack occurred at the city's metro station.



Favoring a Centralized Flow

