

What is Continuous Monitoring and why is it crucial in today's world?

Continuous Monitoring

Competitive Advantage within a Dynamic World

Consumers may receive an immediate alert from their credit card company if there is an out-of-the-ordinary transaction and may then confirm whether they made the purchase or not. This can occur through a type of Continuous Monitoring where a consumer's buying habits and patterns are analyzed by software in nearly real-time, and any anomalies are immediately flagged.

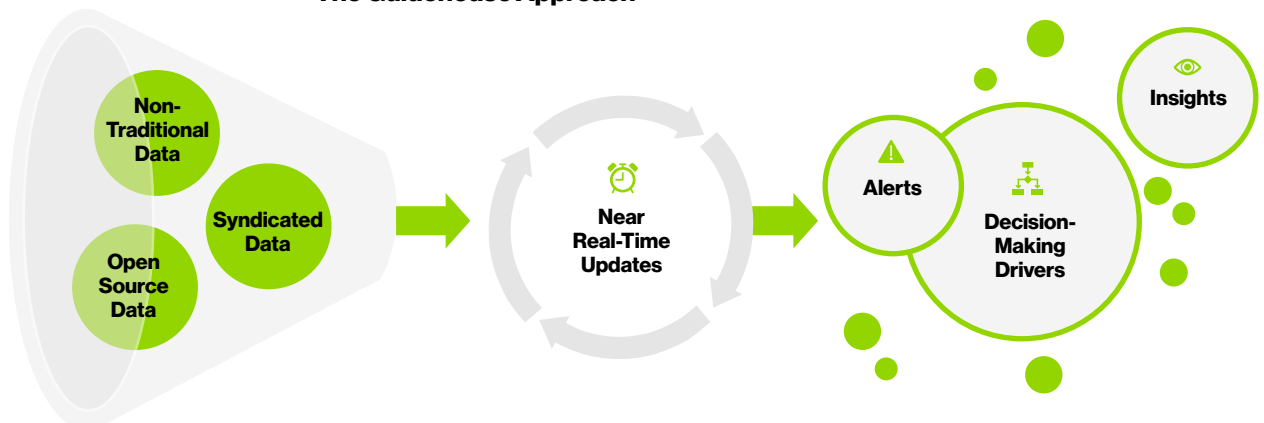
Given that there are millions of global business and organizational changes every month that affect a company's, a department's, or an agency's risk and opportunities, there is a need for a similar service for monitoring changes to the dynamic business landscape to alert organizations before risks have been amplified and opportunities missed.

Our operational approach leverages a combination of tools, technology, data, and experts.

- Guidehouse continuously monitors the business environment for factors large and small that may affect our clients.
- We leverage advanced technology, such as artificial intelligence (AI), machine learning (ML), and natural language processing (NLP), increasingly sophisticated tools, the unprecedented volumes of publicly available data, and true Subject Matter Experts (SMEs).
- We generate alerts whenever certain indicators diverge (up or down) from the "normal ranges" that meet our clients' needs for insight and clarity.
- For example, if a third-party company related to your corporation or agency, such as a vendor, customer, partner, or competitor — even several tiers down — files for bankruptcy, experiences a change of ultimate beneficial ownership, is the subject of adverse media about a major lawsuit or production challenge, or is the victim of a cyberattack or intellectual property theft, these events would trigger immediate alerts.

Other companies may say they conduct continuous, persistent, or real-time monitoring, but only do it semi-annually or every quarter. Alternatively, they may be fully automated but without human involvement and, therefore, require exceptionally wide variances to eliminate constant false positives that would otherwise be overwhelming to their customers.

The Guidehouse Approach



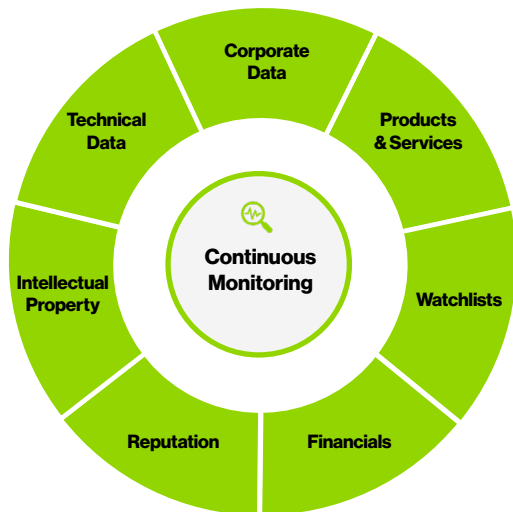
The Guidehouse Difference

We carry out this work every day and alert our clients to the issues they are most interested in, even relatively small statistical changes that might be critical. We use multiple sources of vetted and reliable data with a provenance that we understand and a track record that we trust — with SMEs behind it all.

Guidehouse wants to disrupt the way risks and opportunities are assessed based on near-real-time data. We provide organizations with solutions to decrease risk, increase speed, stay ahead of competitors, and have a near-real-time operational picture — with more data and knowledge than ever before.

Guidehouse has proven experience applying cutting-edge AI/ML and NLP capabilities to massive datasets based on business, financial, trade, legal, media, and other sources. We provide this capability for commercial and government clients in key areas, including supply chain, social media, cybersecurity, private equity research and analysis, and more.

Continuous Monitoring — Providing Near-Real-Time Alerts & Analytics



Proactively Monitor Entities	<ul style="list-style-type: none"> • Persistent monitoring is one of the critical success factors in identifying opportunities and risks. • It is vital to have an early-warning system to detect changes in a company and track top factors to maximize M&A opportunities and risk mitigation.
Compliance & Reputational Risk	<ul style="list-style-type: none"> • Identify and preempt supply chain disruptions, unethical labor practices, cyberrisk, and trade with restricted countries – all in near real time. • Understand what's behind the risk scores for an individual company.
In-Depth Analysis	<ul style="list-style-type: none"> • Get business context, priority, and alternative source options for informed business decisions and remediation – protecting supply chain integrity and ensuring operational resilience.