Monatair use cases

Close Protection – Use for protection of individual VIP’s, assets like cars & private jets, Locations such as hotels and venues, mentions of family, fellow cast members and expected announcements.

Looking for threats, risk and harm. Brand awareness and reputation damage.

Security – Security and protection of premises and events. E.g. buildings for companies that may see protest activities. Protection of pubs and clubs, especially during events such as international football games. Horse racing events at tracks.

University – Monitoring of protest activities, student awareness pages, complaints, and reputation awareness/brand reputation.

Cardiff university – Looking for mis/disinformation on social media.

ULEZ – Monitoring protest terms specific to mobile vans, focusing on threat risk and harm to staff and vehicles. Monitoring levels of chat, if mentions are going up or down shows how much the public are focussing on it.

Airports – Monitoring of people with restricted mobility and their journey through airports, Monitoring of other airport issues such as parking, delays, security, and threats. Brand awareness/reputation

Local Government-Councils – Monitoring of all council functions, Protests, Complaints. Mains water pipes burst, pot holes, road issues, Bin schedules. All the usual things everyone hates councils for.

Capita ABM – To help research companies/markets that Capita are targeting to be aware of the problems they are facing to help consult on possible solutions Capita can provide.