Dataminr®

December 6, 2019

Crystal Cody
City of Charlotte
600 E 4th St
Charlotte, NC 28202

Crystal,

Dataminr, Inc. (Dataminr), through the First Alert platform, provides a unique, customizable incident detection and alerting functionality that is easily configurable to support enterprise information needs, ensuring the right people get the right information at the right time. Dataminr would like to provide the following information to the City of Charlotte as justification to sole source the Dataminr First Alert platform:

Unique functionality and description of Dataminr First Alert:

- Detection, distillation, and correlation of information on specific events across multiple publicly available information platforms in real time, ensuring continued situational awareness and a comprehensive view of events.
- Through AI and Machine Learning, First Alert surfaces "unknown unknowns" and, as a result, does not rely upon users' knowledge or use of keywords.
- User support, training, and enablement services to ensure successful deployment and adoption of the product's full range of capabilities at no additional cost.

Rational supporting a sole source for Dataminr First Alert:

- Dataminr is an Official Twitter Data Partner. As described by Twitter on its partners page, "Official partners are vetted companies that help brands [and organizations] get more from Twitter."[1]
- Significantly, Dataminr is **the only certified Official Twitter Data Partner** providing a solution specifically designed for the Public Sector, "Dataminr for public sector [First Alert powered by Dataminr] alerts first responders to breaking events, enabling the fastest real-time response."[2]
- Dataminr has a long-term, unique, and strategic partnership with Twitter that provides for real-time access to all public tweets.
- Dataminr has a 7-year archive of all publicly available tweets. This archive is critical in enabling AI and Machine Learning development and has been instrumental in developing Dataminr's unique real-time alerting capability.
- Dataminr is **the only company** that has invested ten years and $200 million of company resources to the development of the leading commercially available AI for real-time alerting capability.

- Automatic translation of Alerts from over 75 languages into plain English, while retaining the ability to see the original (untranslated) text of the publicly available post.
- An enterprise deployment structure to ensure that all stakeholders in the organization benefit from real-time awareness.

If you have specific questions or need additional, please do not hesitate to contact me.

Sincerely,

DocuSigned by:

Jason Edelboim

2CED5C76707D4E3...

Jason Edelboim
President & Chief Operating Officer
Dataminr, Inc.

----

[1] https://partners.twitter.com/

[2] https://partners.twitter.com/en/partners/dataminr.html