

# Primer: Your AI Ally to Accelerate the Decision Cycle

National security teams are flooded with seemingly endless volumes of data across multiple domains. Artificial Intelligence is an essential capability to help them distill it into actionable information so leaders can accelerate decision cycles and gain the advantage on our strategic competitors.

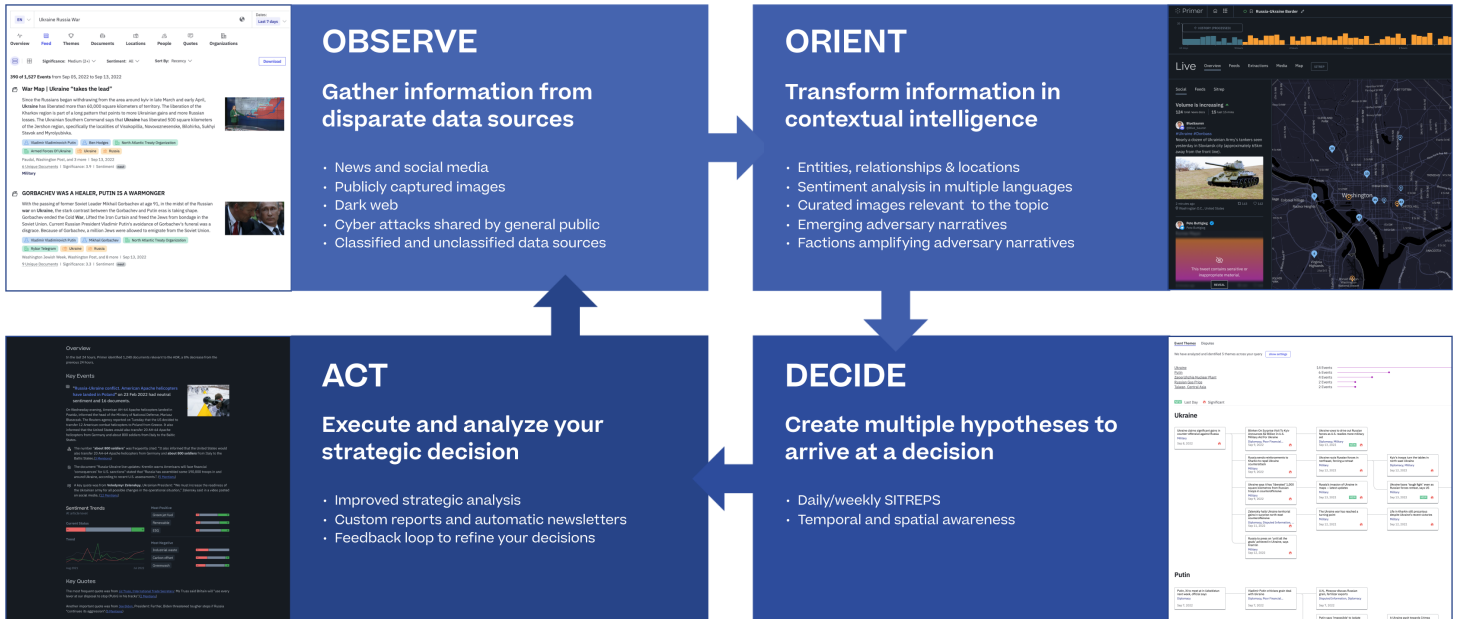
It is not news that China is our most technologically sophisticated adversary. We have seen how Beijing is using all instruments of national power, including its technological advancements, military strength, and information operations (IO), to bolster its increasingly global position.

## Competing over decision advantage

China is designing new approaches to warfare with a new doctrine that sets out to disrupt trust in our own Command and Control. But the U.S. military, for its part, is making huge strides. According to the Joint All-Domain Command and Control (JADC2) Strategy: “[t]he ability of the U.S. military to regain and maintain information and decision advantage is one of the Department’s top priorities.” This prioritization can be seen with JADC2 advancements to employ AI to distill seemingly endless volumes of data across multiple domains to actionable intelligence so leaders can act inside an adversary’s decision cycle.

Maintaining the decision advantage despite the information landscape being polluted with disinformation or a manipulated reality appears to be the crux of the challenge. And the information coming in is only expected to grow, making it impossible for human-powered OODA (observe, orient, decide, act) loops to succeed. Because data changes so quickly, AI needs to be a partner through all parts of the OODA loop to maintain the decision advantage and shorten the cycle.

## Make AI your ally in the decision cycle



Partnering with AI means achieving the power and speed of a machine to power all stages of the OODA loop. And with advanced AI capabilities such as Machine Learning and Natural Language Processing (NLP) an AI ally can provide actionable intelligence at human-grade performance. With NLP the decision cycle is not only faster it is more accurate.

**Let's look at Primer's decision support capabilities across the OODA loop:**

**01–Observe.** Primer NLP models are best in class for their advanced ability to curate, organize, and filter seemingly endless amounts of data from internal or external sources.

**02–Orient.** On day zero Primer's AI tools can be partnered with operators to help them confidently make sense of massive volumes of text data to provide better informed assessments to decision makers. Primer helps operators surface insights that would otherwise have remained hidden amongst duplication, disinformation, propaganda, and other noise.

**03–Decide.** The time saved in gathering, organizing, and summarizing the information coming in can afford operators the bandwidth to inform decision-makers about how the competitor, adversary, or other stakeholders will respond to several action options.

**04–Act.** Decision makers can carry out more informed decisions quickly and confidently because they have been provided with analysis that takes in all relevant information, regardless of source or complexity, revealed by partnering with AI.

“Military commanders and business leaders live in an increasingly complex information environment, which is a morass of equal parts champagne and swill. Rapidly sorting through fact and fiction and pertinent information to enable time-sensitive decisions is both more important and more difficult. Primer's technology greatly enhances the ability to perform this critical, in some cases existential, function.”

**Tony Thomas**, Former Commander, US Special Operations Command

## AI and IO

Primer's NLP toolkit provides national security teams with a self-updating sourced and referenced knowledge base of events, entities, and relationships to help them identify new narratives that are gaining traction, which groups are promulgating potentially spurious claims, and which audiences are being targeted. This additional context enables early warning and a means to constantly surveil the information landscape. Operators can filter these narratives and compare them to the ground truth to better inform leadership decisions.

## Primer's AI tools provide immediate intelligence value

With Primer, your mission gets intelligence value from day zero. This is because Primer's capabilities scale – from finished applications based on publicly available information to on-premise and secure deployments, and custom training of state-of-the-art models against customer data sets.

**Primer is differentiated in the AI space by the following:**

- Tech stack ranges from finished web-accessible turnkey apps to highly customized on-premise deployments;
- Synthesized intelligence of federated data from an array of disparate data sources and data types, including captured data;
- Fully automated tools that not only summarize massive quantities of data designed for timely accuracy but also allow operators to encode their knowledge into a query-able ever-growing knowledge base; and
- Established track record of projects directly with the Intelligence Community and the Department of Defense, as well as through an ecosystem of partners and funding vehicles.

## Customer and technology partners

Primer's advanced AI tools are already being tried and tested throughout segments of the U.S. military and intelligence community. We differentiate ourselves by our speed to deployment powered by our NLP infrastructure, and the performance and accuracy of our models required to inform critical decision-making.



AT&T



Microsoft



Palantir

Walmart

To learn more about how Primer's mission-ready AI solutions shorten intelligence and decision cycles for decision-makers, operators, and analysts, contact us at [publicsector@primer.ai](mailto:publicsector@primer.ai) or [request a demo](#).