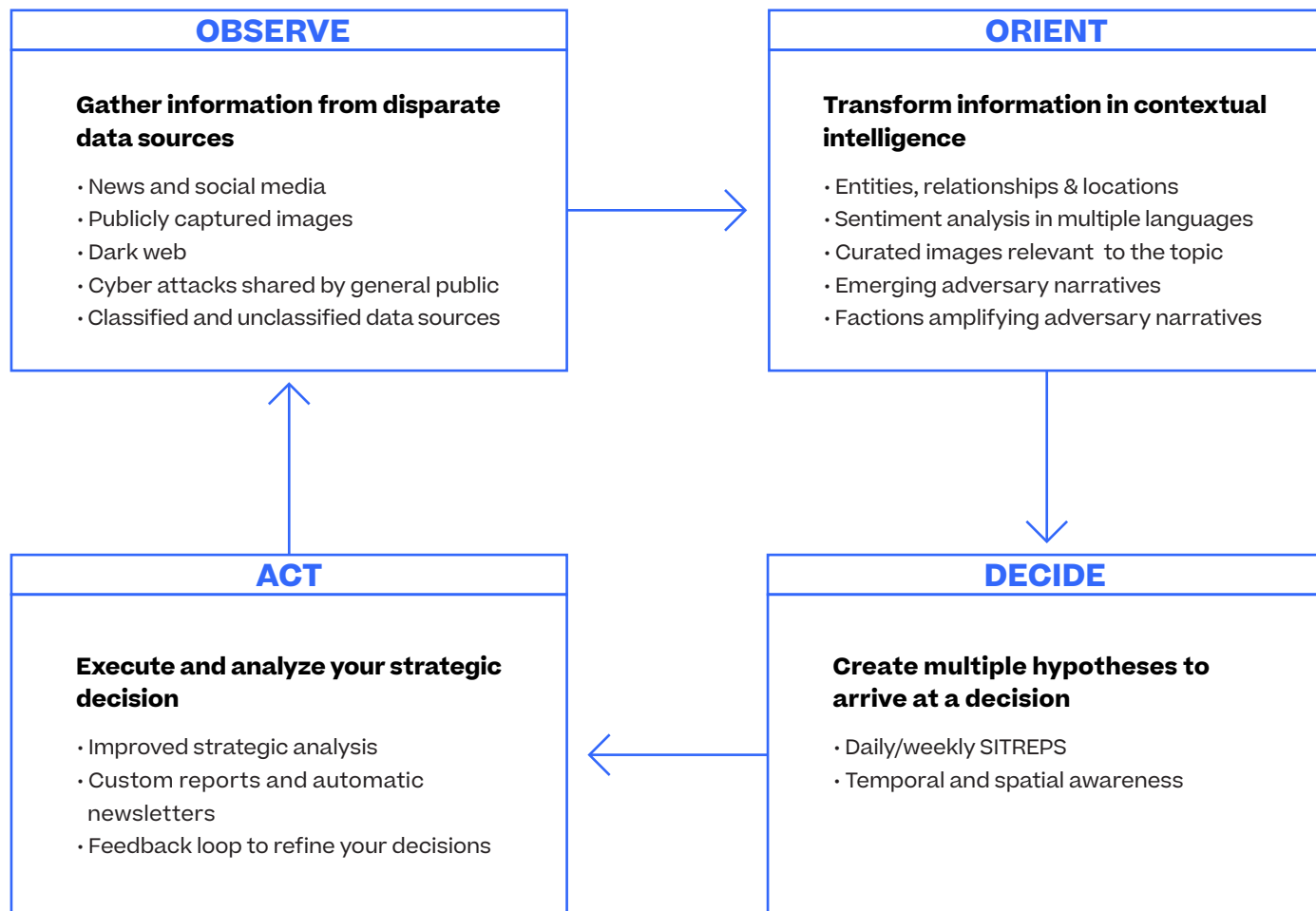


The Strategic Imperative of AI to Speed Up Decision Cycles

With the global race for decision dominance shifting to a need for real-time sensing, it's the speed and accuracy of our decision-making that gives us the strategic edge over our competitors. Primer provides analysts and operators flooded by data with the AI applications and tools that help them sense and understand the battlespace at scale, and in real time.

Accelerating Operational Decision Cycles

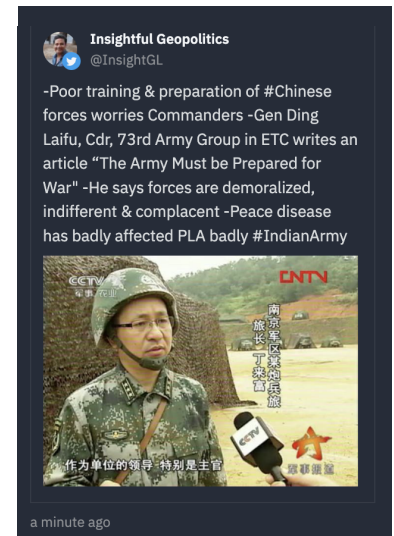
With AI-powered capabilities, operators and analysts can accelerate every step of the decision cycle, enabling users to sense, understand and act with greater speed and accuracy, especially in time-critical situations. Primer's AI solutions support capabilities across the OODA decision loop for a faster and more precise response.



Observe: Gather real-time information from disparate data sources

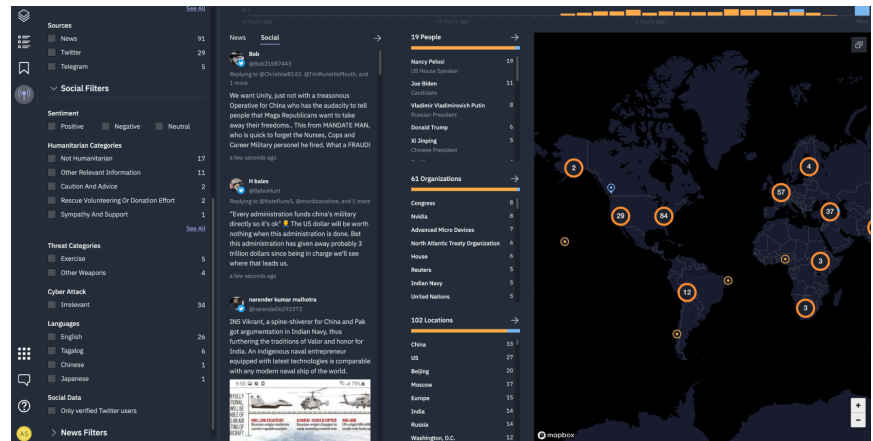
At the start of the day, an operator logs into Primer Command to get a quick snapshot of what has changed in her AOR overnight. Her custom feed summarizes social media chatter from hundreds of social and dark web channels, picking up signals in the local language of declining troop morale – an avenue for further analysis. The operator is alerted to various threat categories configured to meet her specific interests, including changes in troop movements, images of amphibious attack boats, missiles, and weapons, humanitarian reporting, and potentially relevant cyber attacks shared by the general public.

Primer Command provides timely alerting of AOR-relevant social media posts.



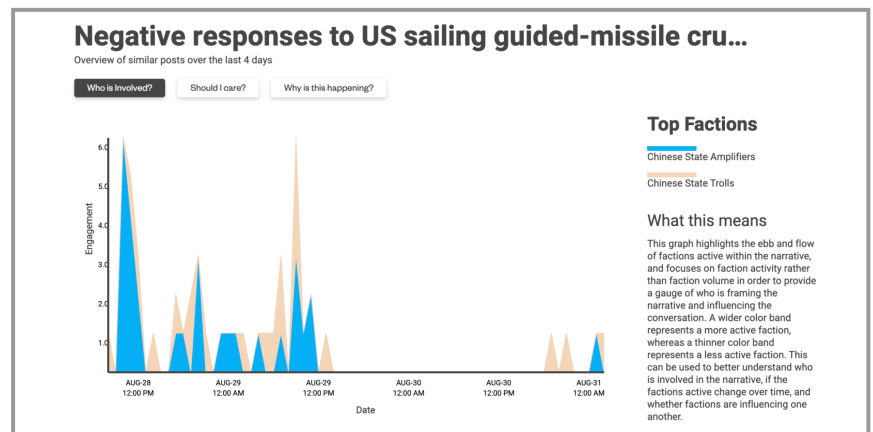
Orient: Transform data into contextual intelligence to better understand trends

From a single unified intelligence picture, the operator can quickly review key entities, relationships, and locations mentioned across her relevant data sources. Primer alerts her to hard-to-find connections such as evolving sentiment across multi-lingual streaming data, and bot-amplified narratives, an indicator for potential disinformation. Command allows her to track and categorize threats surfacing and clustering images and narratives for reporting and further analysis.



Primer Command provides real-time situational awareness to analysts and operators.

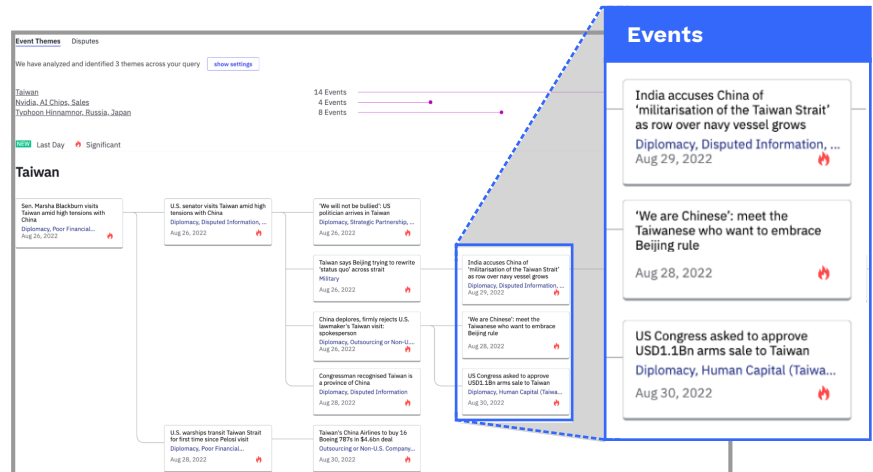
As events unfold, the operator switches to Yonder by Primer, contextual intelligence detection product for mal-, dis-, and misinformation (MDM), to understand Chinese influence operations in real time. She rapidly identifies tactical adversary narratives of interest, the factions amplifying these narratives, and the relevant targeted audiences to assess their predicted growth and potential impact on beliefs, behaviors, and attitudes.



Yonder helps the operator identify what factions are behind the detected narrative of interest.

Decide: Determine the optimal course of action based on real-time reporting

Commanders and operators need to make constant tradeoffs as new information comes to light. The operator uses Primer Command and Primer Analyze to create reports that capture detailed information and insights on an event, operation, or person of interest. Automated SITREPs can be shared with decision-makers and collaborators on a daily or weekly basis to provide actionable intelligence and power timely and informed decision-making. With Primer's AI solutions, users are able to leverage hundreds of data sources and produce greater insights within hours.



Primer generates a timeline of events to help understand a rapidly evolving situation in its historical context.

Act: Achieve decision dominance and feed learnings into future missions

AI helps us understand and learn from an operation. Primer's AI models extract and summarize After Action Reports to inform the strategic mission planning, with an assessment of the effectiveness of an engagement or campaign in an AOR. Mission outcomes are captured at scale and provide instant feedback as new observations feed into an AI-enabled OODA loop, and raise the bar for the next mission.

About Primer

We build and deploy mission-ready AI applications that meet rapidly evolving defense and security needs. We differentiate ourselves by our speed to deployment powered by our ML infrastructure, and the performance and accuracy of our models required to inform critical decision-making. Our mission is to deliver mission-ready AI to those who protect our security and democracy.



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 or [request a demo](#).