

Empowering Threat Intelligence and Operational Efficiency with Koat

Client: Partner Firm (Confidential)

Industry: Digital Platform Security & Trust

Focus Areas: Threat Intelligence, OSINT, Sentiment Analysis, Communications, Brand Risk

Background & Objectives

In early 2025, Partner Firm partnered with koat.ai to evaluate the impact of its AI-driven threat intelligence platform through a focused pilot. The goal was to improve operational efficiency, enhance digital risk detection, and enable more responsive, data-informed decision-making across multiple internal departments.

Pilot Objectives:

1. Deliver real-time clarity into emerging threat narratives across social platforms and news.
 2. Reduce the manual investigation burden through automation.
 3. Support integration with existing security, communications, and brand risk workflows.
 4. Provide enriched data for more accurate and timely internal threat assessments.
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Validated Outcomes

Enhanced Safety Monitoring

In one instance, koat.ai's Scout feature detected violent and dangerous language within a thematic trend. This intelligence was immediately documented, escalated to senior leadership, and contributed to internal safety assessments, supporting proactive risk mitigation efforts.

Automation/Workflow Efficiency

Koat automated over **90% of the team's manual data collection and analysis tasks**, leading to a time savings of **12–20+ hours per week**. Analysts leveraged scheduled reports, smart alerts, and raw data structuring to reduce redundant workflows and focus on higher-value tasks.

Improved Situational Awareness

Koat proactively identified and surfaced emerging narratives; including disinformation related to crypto and meme currencies — falsely linked to Partner Firm. These insights allowed internal teams to rapidly inform stakeholders, dismiss false affiliations, and expand their digital threat landscape tracking.

Cross-Departmental Impact

Intelligence generated during the pilot was distributed beyond the threat intelligence team, improving alignment and communication across public relations, policy, and executive teams. This cross-functional visibility led to faster, more confident decision-making on both tactical and strategic levels.

www.koat.ai



Data Granularity & Accuracy

delivered highly enriched and easy-to-ingest data in real-time, adapting quickly to Partner Firm's specific intelligence and reporting needs. Fine-tuning was minimal, and adjustments were implemented rapidly to optimize results.

Potential Cost Savings Analysis

Before KOAT.AI:

Analysts manually monitored, aggregated, and assessed open-source content, spending significant time triaging threats, disinformation, and media narratives.

After KOAT.AI:

KOAT.AI automated 90% of manual aggregation and research, allowing analysts to shift their focus to higher-order threat analysis, reporting, and proactive intelligence sharing.

The platform's smart alerts, scheduled reports, and structured raw data streamlined redundant tasks and boosted collaboration.

Total Hours Saved (Combined): 1,040 hours/year (20 hours/week)

Annual Analyst Cost (Combined): \$400,000 CAD

Hourly Cost per Analyst: ~\$192.31

Total Value of Time Saved: \$200,000 CAD

KOAT.AI License Cost: \$60,000 CAD

Net Savings: \$140,000 CAD

ROI: 233%

Payback Period: ~3.6 months

Efficiency Gain per Analyst: 520 hours/year

Key Features Praised & ROI Impact

| Feature | Description | ROI / Value Delivered |
|---------------------------------------|--|--|
| Scout | Delivered in-depth narrative summaries and sentiment analysis for emerging issues, including threat-level context. | Accelerated threat triage and stakeholder reporting, improving response times and communication clarity. |
| Smart Reports | Daily reports summarizing the most relevant content shifts, sentiment, and emotion indicators. | Saved teams ~3-4 hours/day by replacing manual data pulls and early-warning scanning. |
| Impression Tracking | Real-time tracking of post reach, helping teams understand visibility and influence of harmful narratives. | Informed executive decisions and crisis communications with quantified exposure data. |
| Granular Sentiment & Emotion Analysis | Separated public discourse by sentiment, emotion, and author type (e.g., media, organic, manipulative). | Enabled precise narrative tracking and helped prioritize investigation leads. |
| Interactive Dashboard | Centralized, user-friendly interface offering customizable trend analysis and alerts. | Reduced training time and increased user adoption across teams; praised for clean UX. |
| Custom Source Integration | Ability to onboard new sources and channels quickly. | Expanded visibility beyond traditional sources; helped tailor monitoring to evolving risk topics. |
| Raw Data Trust Layer | Delivered unfiltered, structured raw data behind every insight. | Built transparency and confidence in AI outputs, enabling internal audits and secondary use. |

| Metric | Value Proposition | Impact |
|------------------------------------|--|--|
| Analyst Efficiency/Automation | Automated 90% of data aggregation and triage | 16 hours saved per week; 2-3x output per analyst |
| Time-to-Insight Reduction | Real-time alerts and reporting with <10s latency | Shrinks detection/reporting time from hours to seconds |
| Improved Threat Prioritization | Granular sentiment, emotion, and signal clarity | Faster triage, fewer false positives |
| Cross-Departmental Collaboration | Shared dashboard and reporting across teams | Improved comms between Threat Intel, PR, and Execs |
| Enhanced Reporting Quality | Auto-generated Smart Reports with actionable summaries | Executive-level briefings produced in minutes |
| Risk Mitigation & Brand Protection | Detected harmful narratives missed by legacy tools | Escalated disinformation and safety issues to leadership |



Conclusion

Koat emerged as a critical intelligence partner for Partner Firm, demonstrating a measurable ROI and significant potential cost savings for the Partner Firm. More specifically on operational efficiency (automation), threat detection accuracy, high yield data and cross-functional alignment with seamless integration into workflows.

The platform's ability to surface high-priority narratives, automate data flows, and support actionable insights positioned it as a scalable solution for digital risk monitoring and brand protection.

"Koat saves time, improves data collection and enrichment, and provides detailed, granular data points. There is incredible potential in Koat to be a significant asset in the fight for good."