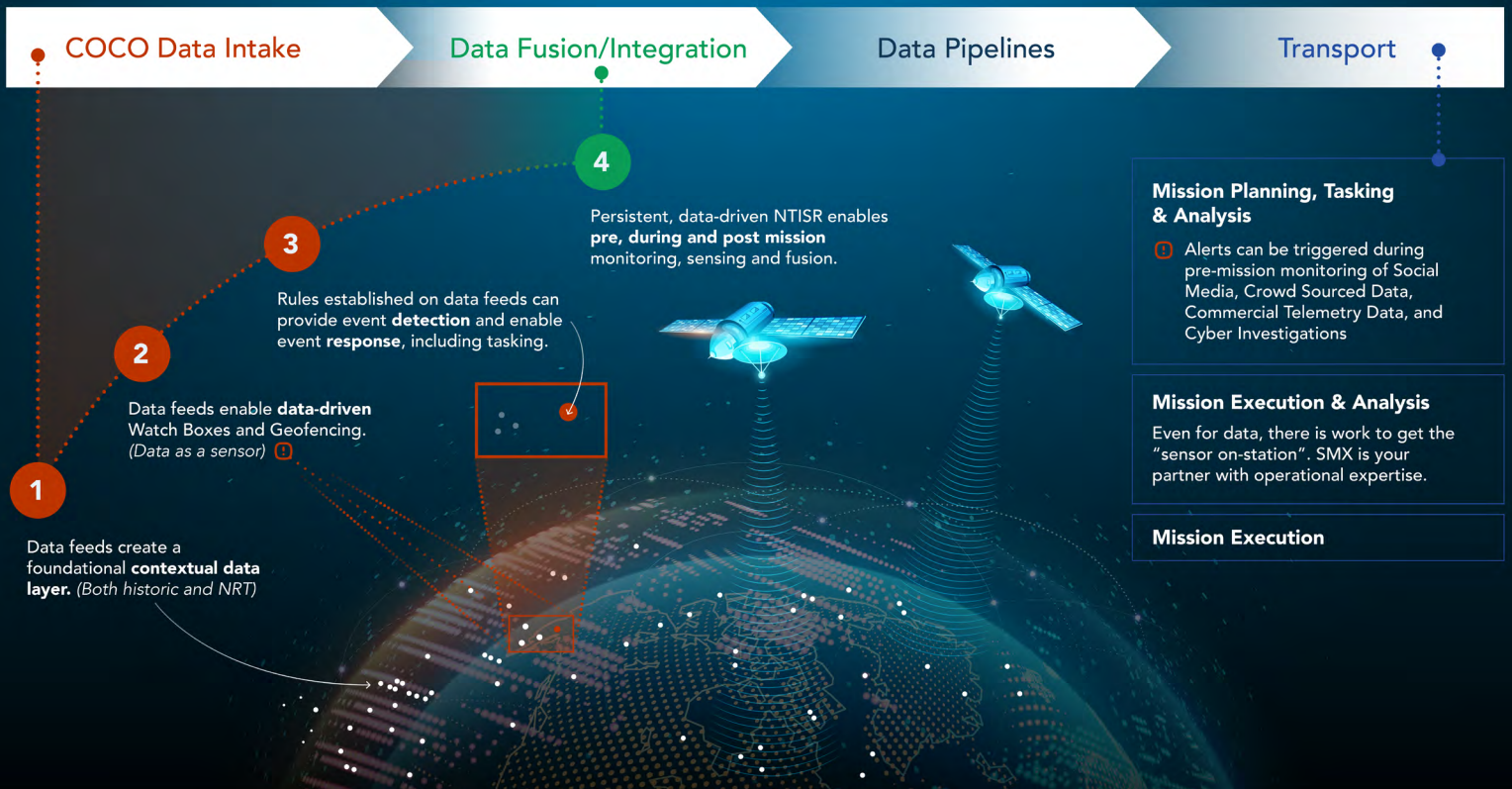# SMX®

ELEVATE ISR™

A breakthrough commercial ISR platform fusing non-traditional and traditional collection and analysis.

Traditional asset and sensor-based ISR is a mainstay of military decision-making, but it can miss key factors to make it timelier and more relevant. Non-traditional ISR (NT-ISR) finds relevant data from non-classified digital sources, including news, social media, and public records. With Elevate ISR, quickly spot relevant activity, trigger alerts, and deliver critical insights to our clients.

Powered by
SMX®

COCO Data Intake ▸ **Data Fusion/Integration** ▸ **Data Pipelines** ▸ **Transport**

4 Persistent, data-driven NTISR enables **pre, during and post mission** monitoring, sensing and fusion.

3 Rules established on data feeds can provide event **detection** and enable event **response**, including tasking.

2 Data feeds enable **data-driven** Watch Boxes and Geofencing. *(Data as a sensor)* ⊡

1 Data feeds create a foundational **contextual data layer.** *(Both historic and NRT)*

Mission Planning, Tasking & Analysis
⊡ Alerts can be triggered during pre-mission monitoring of Social Media, Crowd Sourced Data, Commercial Telemetry Data, and Cyber Investigations

Mission Execution & Analysis
Even for data, there is work to get the "sensor on-station". SMX is your partner with operational expertise.

Mission Execution

Meshed with SMX's expert analytic support, the result is a groundbreaking, commercial services-based platform that accelerates insight into unfolding events: a flexible data sourcing model, hands-on expertise, and streamlined procurement replace traditional stovepiped consulting and technology approaches, with the focus on outcomes, value, and agility.

Faster, more accurate, more shareable insights

The Elevate ISR platform can operate on its own or augment your traditional data collection with digital data sources, including publicly and commercially available information (PAI/CAI). SMX's contractor-owned/contractor-operated (COCO) support—which can be quickly stood up outside a government network—achieves a fully-operational capability in just days.

Engage, Transform, Optimize

Our outcome-driven approach is built on service-based capabilities. Each element supports the others to ensure the right information is captured, analyzed, and delivered at mission speed.

ENGAGE.

Requests for information (RFIs) quickly initiate a customized response. Using a "data recipe" specially developed for each mission area, design-in optimal performance. Sensitive information stays protected and all outputs are merged into a clear, unified view.

TRANSFORM.

Visualizing information is crucial to situational awareness and faster responses. Dashboards, graphics, animations, and multi-layer maps bring awareness, realism, and clarity to the analysis.

OPTIMIZE

Automation ensures continuous awareness and analysis of all data sources. Watchboxes and business rules can alert users to events or anomalies, while AI and machine learning can quickly identify connections between datasets, accelerating time-to-insight.

Elevate ISR makes sharing information with partners easy and straightforward. This provides an advantage of speed and accuracy for multi-nation exercises.

A new approach to operationalizing ISR

Elevate ISR creates a persistent, global collection solution that enables real time alerting, tipping and cueing, and pre- and post-mission collection. Which supports a spectrum of mission needs, including edge compute and communications.

A core element of the solution is enhanced processing, exploitation, and dissemination, which applies automation for speed and analytical enhancement. Humans define what is needed and make decisions based on mission priorities. SMX's outcome-focused analytic tradecraft, developed over more than a decade of experience working alongside operators and decision makers, delivers rapid, accurate results.

Linking Sanctioned Individuals to Assets

A US federal agency was tasked with locating vessels owned by oligarchs, but linking these sanctioned individuals to assets proved challenging. The SMX team merged traditional and NT-ISR to quickly hone in on suspect vessels:

SMX analysts leveraged ISR data that tracked yacht sanctuaries and mapped the vessels current and past locations, backed up by surveillance images.

NT-ISR data, including photos posted on social media, added more substance to the sensor-based inputs.

To unravel complex ownership networks, SMX analysts used business intelligence networks, additional social posts, PAI, and advertising technology to track businesses and locations connected to those vessels

This comprehensive, hybrid ISR approach clearly tied sanctioned individuals to assets, empowering federal teams to impound the yachts.

The crucial factor to ensuring rapid, accurate results is SMX's outcome-focused analytic tradecraft, developed over more than a decade of experience working alongside operators and decision makers.

A transformational delivery model

As a commercial platform, Elevate ISR changes how critical, time-sensitive insights go from raw sources to operational advantages. Using pre-competed contracts, we can stand up new capabilities faster and more cost-effectively than ever before. That speed is matched by flexibility, as SMX can deliver bite-sized services and quickly acquire and replace data providers and toolsets to support changing needs.

Elevate ISR provides continuity across AORs and shifting priorities. It also establishes a protected ecosystem that enables tipping and cueing to empower decision makers as well as information sharing with partner nations, adding analytical power to exercise support.

Outcome-driven solutions

As a lead industry integrator, SMX has created a unique set of services-based solutions focused on outcomes. With more than a decade of experience empowering decision makers with ISR, SMX has the expertise, along with a network of innovative partners, to consistently deliver effective solutions to the most pressing challenges.

Elevate ISR's always-on, global view of information ensures that data becomes actionable knowledge—giving those trusted to secure the nation a greater ability to advance the mission.

SMX®

SHARED VISION. OUTCOME ASSURED.
SMX harnesses the transformative power of technology to achieve mission success.

elevateisr.com