

Risk Sensing and Response Just Became Faster and Easier

CLEARPRISM MINERVA algorithmically detects worldwide signals and makes action recommendations to mitigate business risk.

Boston, MA – April 24, 2020 – CLEARPRISM announces the introduction of MINERVA, a new and next generation service and application solution that bridges the gap between worldwide event sensing and business risk mitigation strategies and action response.

Based on artificial intelligence (AI), algorithms and machine learning (ML), MINERVA brings to business the ability to keep track of events within and without the business, determine strategic and tactical business risk, identify risk mitigation strategies and create action roadmaps to predict, execute and manage risk better and faster than ever.

“When it comes to managing business risk, there has always been a gap between what’s happening around the world and how it may impact a business’s supply chain, operational ability and balance sheet. MINERVA enables businesses to quickly and accurately assess event-based business risk and to adapt with a minimum of disruption,” says Ralph Welborn, CLEARPRISM Partner. “COVID-19 has taught businesses a hard lesson in preparedness and response to unplanned events elsewhere in the world. MINERVA services and solutions provide business the visibility into “faint signals” relevant to your business, assess their impact and provide a way forward that keeps you going with a minimum of disruption.”

AI and machine learning technologies are key to improving and simplifying business risk management. They play an important role in expanding business visibility, prioritization, assessment and response to external events that increase risk to a business. CLEARPRISM and MINERVA bring new business advantage through “seeing” events as they occur, assessing impact and delivering strategies and actions that keep product flowing, partnerships intact, people working and balance sheets healthy.

MINERVA now allows business leaders to:

1. **Track** “Faint Signals” — those events that are relevant to your products, customers or business
2. **Amplify** — turn up the volume on faint signals by connecting them to your critical risk factors and prioritizing against business strategies
3. **Predict** — determine what areas of the business will be impacted by worldwide event-induced risk and what the risk severity may be
4. **Act** — strategic and tactical operational execution to reduce or mitigate identified risks

Business leaders expect risk to be identified and resolved quickly and cost effectively, CLEARPRISM and MINERVA are a large step forward in the acceleration, accuracy and resolution of internal and external events that pose risk to the business.

By continuing to invest in AI and machine learning-based technologies, CLEARPRISM continues to enable operational effectiveness, competitive advantage and opportunity to its clients. With MINERVA it now enables clients to “see ahead” of problems and challenges, allowing business to react faster and with greater success.

Learn more about CLEARPRISM and MINERVA by downloading the [MINERVA datasheet](#).

About CLEARPRISM

Boilerplate goes here...

For business interested in learning more about CLEARPRISM and MINERVA:

Main Telephone: +1 877 717 7476

Email: performance@CLEARPRISM.com

For more information, press only:

Ralph Welborn, CLEARPRISM, +1 877 717 7476, ralph.welborn@CLEARPRISM.com

//end