



MEDIA ANALYTICS FOR SUPPLIER RISK MANAGEMENT

A CASE STUDY

share this on:



MEDIA ANALYSIS FOR SUPPLIER RISK MANAGEMENT

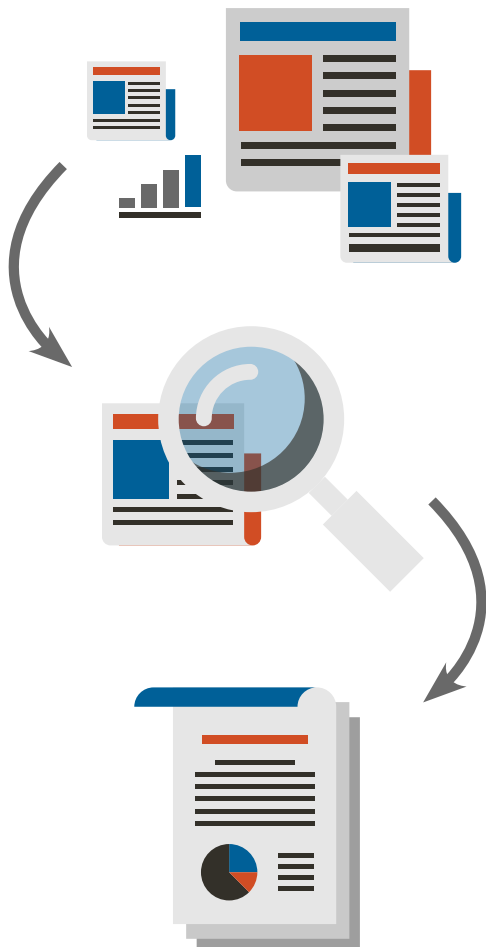
**Please note that due to common restrictions on supplier endorsement among financial services organizations, our client shall heretofore be referred to as "The Client".*

Turning news into knowledge

The supplier, one of thousands of firms in the supply chain of a major U.S. financial institution ("the client"), was born in 2011 after being bought out from its current parent company. The digital security company provides technology for smart transactions services and mobile financial services.

But as a result of this buyout, by 2013 the supplier was wallowing in debt of >\$1 billion. The situation was worrisome, and it appeared things might get worse before they got better.

To better understand the issues affecting its supplier, the client requested a reputational review by MediaMiser.



“
To better understand the issues affecting its supplier, the client requested a reputational review by MediaMiser.
”

MediaMiser’s media monitoring and analysis software immediately began capturing global adverse news coverage of the supplier, from large financial newswires to smaller, local outlets. The results were then analyzed by our trained media analysts for risk signals in media coverage, the findings of which were summarized in regular reports and used by the client to help determine the company’s future as a supplier.

Initially—and, as expected—coverage focused almost exclusively on the company’s precarious financial position. These ongoing news mentions, however, did not appear in major U.S. outlets but were limited to international media sources, many of them relatively minor.

Then in 2014 and 2015, news emerged of factory closures and layoffs at the supplier’s various satellite facilities in Europe. And although the supplier is a major company with approximately 6,000 employees, news of the numerous small closures and layoffs was often fragmented and local.

And when news broke of 100 workers walking off the job at one of the company’s plants, no major outlets carried the story.

It was only due to MediaMiser’s exhaustive methodology of gathering and analyzing media from a vast array of global outlets—not just the major ones—that the client kept abreast of these developments. The news may have in many cases been local, but the effects could have been far-reaching and potentially indicative of more systemic issues. By studying the risk associated with the supplier over a longer period of time, and, over a variety of risk categories, MediaMiser was able to uncover patterns in the information about the supplier that pointed to increased risk.

By maintaining a comprehensive monitoring and analysis program, the client was able to turn news into knowledge about this supplier and others in its vast supply chain—knowledge that otherwise could have flown under the radar. In turn, the client was well-armed with a 360-degree-view of information to make the right decisions for its business.

MEDIA ANALYSIS FOR SUPPLIER RISK MANAGEMENT

Restore operational control through media monitoring

MediaMiser's supplier reputational reviews are designed to provide the client with another data point that contributes to the overall supplier risk profile. By turning news into knowledge — and since knowledge is power — media monitoring provides the client with the security needed to protect itself, its brand, and, ultimately, its customers.

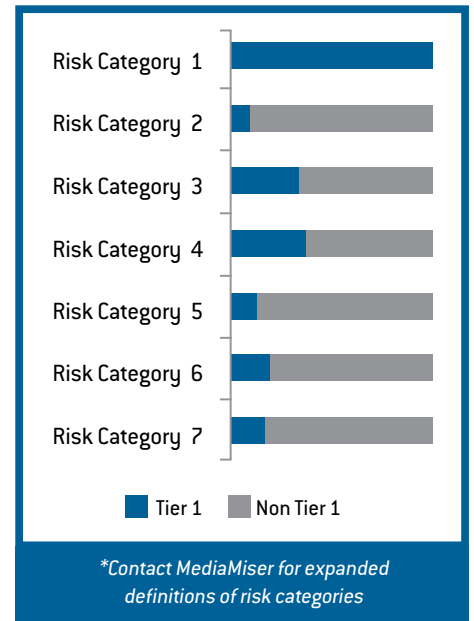
Identifying and managing risk among its thousands of suppliers is an ongoing and dynamic requirement, but monitoring the global media landscape for first signs of distress allows the client to be prepared and react should anything of concern emerge.

Large and sprawling companies like this client — which provides financing to over a million businesses and has a supply chain that stretches around the world — are by nature fragmented, which means operational control can be very difficult. Media monitoring is designed to restore that control by providing filtered and timely data that cuts through the “noise of information”, that clearly identifies and analyzes potential threats, and provides the company with the ability to act preemptively. And this is exactly what MediaMiser did for its client in this case: we turned news into knowledge and gave the client critical information which was used to make decisions that would mitigate further risk.

MediaMiser's Supplier Risk Management Program

MediaMiser's media analytics program for supplier risk management delivers a wide variety of reporting to risk and compliance teams such as:

- ▶ **daily supplier adverse news alerts, categorized by supplier and by risk category**
- ▶ **reputational reviews on current suppliers and also on companies shortlisted in an RFP**
- ▶ **category reports which are designed to analyze the landscape of the category including within the industry itself and with the top 10 suppliers in the category**
- ▶ **global risk events bulletins which are non-supplier specific and designed to alert as to events which may affect your operations and supply chain such as information security events**
- ▶ **monthly and quarterly supplier risk trends analysis designed to show trends over time among risk categories and among suppliers**
- ▶ **social media monitoring reports which capture risk signals in your key suppliers and their executives**



.....

MediaMiser provides customized media analytics for financial and manufacturing organizations that gives a more timely, dynamic view into potential and actual supplier risk. Simply put, *we turn news into knowledge.*

To hear more about how our analytics have helped our clients in risk management, please email risk@mediamiser.com or call **1-866-545-3745 ext.128**

.....