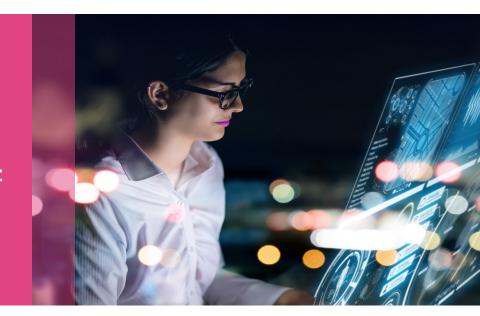# TALAN

Positive innovation

Talan leveraged their expertise in **energy** and **cyber security** to create a successful **energy theft monitoring campaign** for an esteemed energy market client.

THE CHALLENGE

The client is an independent organisation responsible for the managing, developing, and maintaining of a set of obligations governing market participants operating in the energy market within Great Britain.

Much of the UK population is exposed to **uncontrolled and inaccurate information** regarding Energy Theft online and on social media platforms. Additionally, social media is being **systematically used to promote and market services to commit and facilitate energy theft**, expected to be a rising issue.

The client required experience in both **energy and cyber security** to develop a solution. They articulated they had four primary use cases that needed coverage; these were:

• An understanding of the way in which people are stealing energy, including bypassing meters, and how they are sharing information online.

• Educating consumers and countering wide-spread misinformation.

• Protecting the organisations reputation and providing counter-narratives to material online.

• Protecting the organisation and the wider energy market participants by identifying data leaks and harmful online discussions.

THE SOLUTION

Talan was contracted by the client to provide a **managed theft monitoring service** in aid of the client's campaign to reduce theft.

The objective of our service was to **enhance comprehension** regarding the availability, trends, and promoters of information pertaining to energy theft. The service would assist in **identifying, commenting on, and managing online information** pertinent to the campaign.

Talan designed and implemented an **all-encompassing intelligence strategy**, including weekly investigations and reports, biweekly calls, security forums participation, and tailored executive support. We achieved this with our CTI platform to collect and analyse media in real-time including **Open Web, Deep Web, and Dark Web content**.

These sources include: paste bins; blogs; forums/message boards; IRC channels; social media; niche sites; malware/vulnerability technical reporting; news outlets; financial exchanges; official government announcements; official company letters; non-governmental organisations; trade journals; podcasts; press releases; and scientific journals.

Information was made available to the organisation via a **customisable dashboard** including easily extractable reports, graphs, and charts with filterable parameters with unlimited keyword queries.

Weekly reports were sent to the organisation on findings with items of interest analysed by our theft experts to determine potential appropriate next steps, agreed by the organisation.

THE IMPACT

Talan successfully **identified the main individuals and groups** who support and promote energy theft, highlighting the most popular platforms and methods used to encourage and spread illegal activity.

The outputs from this engagement enabled the industry to be **better informed**, significantly enhancing visibility into the desired areas.

This enabled the client to **adapt their response to emerging trends** and specific intelligence. Furthermore, it helped define next steps for inclusion in the organisation's strategic efforts in driving safety initiatives.

In addition to promoting information collaboration and sharing within the industry, the engagement **improved upon pre-existing procedures**.

With our clients we are delivering bespoke threat protection.

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