



Be-Strategic Solutions:  
**The BeST Outcome of the Worst Scenarios**

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BeST Today & Tomorrow





Don't Just Hope for the Best - be BeST Prepared for Anything



## What is BeST?

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**Be-Strategic (BeST) is a software for carrying out War-Games and Table-Top exercises - [www.be-strategic.solutions](http://www.be-strategic.solutions).**

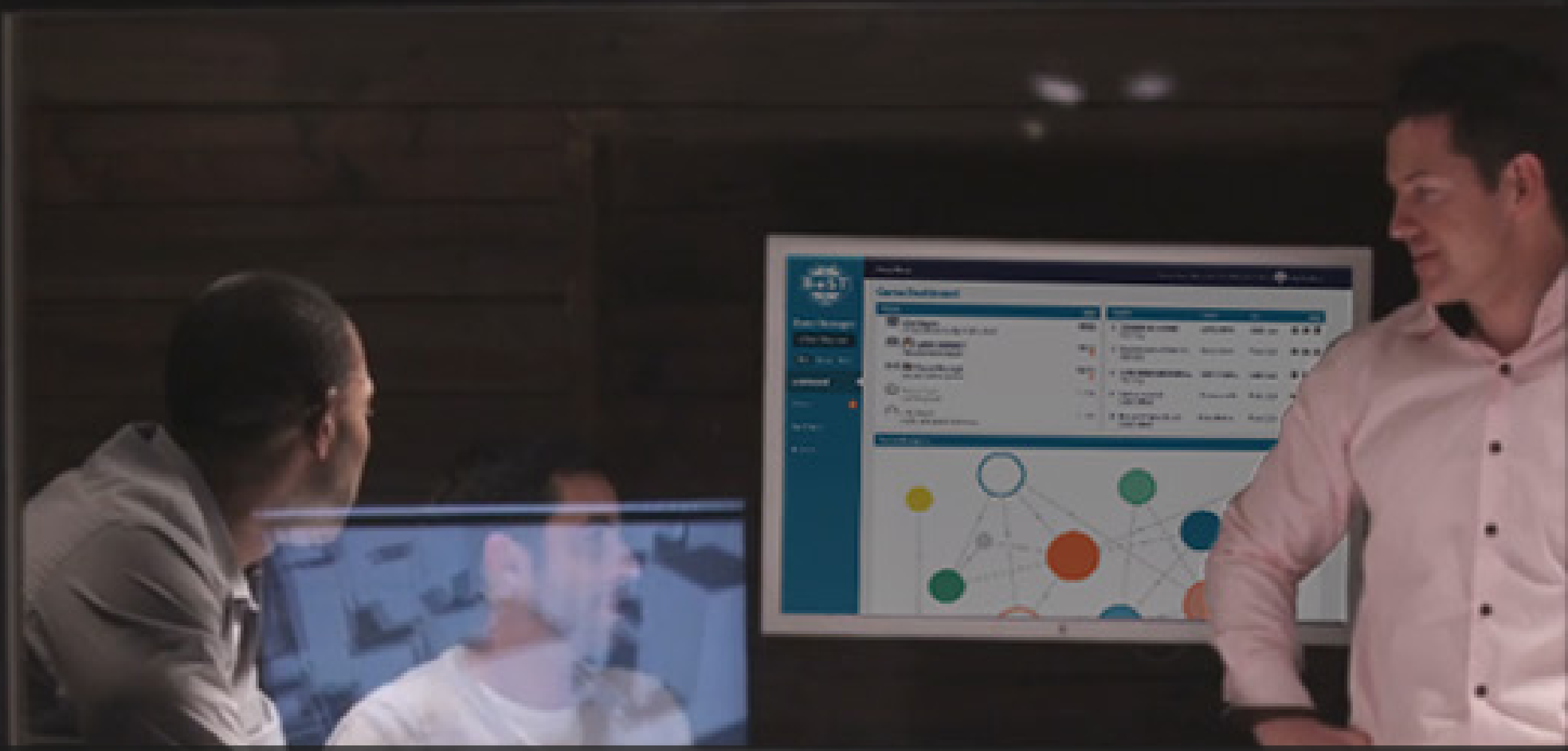
**BeST** is a disruptive technology in the truest sense of the word. The software is actually revolutionizing the way organizations prepare themselves for crisis, and is enhancing organizations' crisis management capacities in unprecedented ways.

Our system focuses on decision makers and the processes they go through while dealing with different events. Together, our team has been able to build specific algorithms that analyze performance in real time and allow quick de-briefings, presenting the decision-making process graphically with unique insights.

One of the main features of our software is the use of a simulation to answer clients' strategic questions, therein improving organizations' decision-making processes, while participants in the simulation process operate in a virtual surrounding which simulates future scenarios.

The unique interactive nature of the strategic gaming simulation creates a dynamic learning experience that by itself improves working and operational procedures, predicts future challenges, examines preparedness, trains organizations' employees and examines new concepts & strategies.





## What We Do BeST

**Our system is unique in that it uses a Procedure Editor to map out discrepancies in how an organization expects it will behave under various circumstances and how the organization actually behaves under those circumstances.**

Even before engaging in a simulation, we're able to analyze expected performance, behaviors and decision-making processes and to provide metrics on how an organization predicts its personnel will act, interact and react to various situations. And in real-time, the system is able to understand why individuals and groups behave as they do, and leverages actual physiological and sociological theories to explain human behavior and decision-making.

Though the **BeST** system indeed enhances an organization's tactical approach to crisis management, it's primary function is refining the strategic approach. It is the only crisis simulator on the market today that is fully adaptable to the unique sets of needs and interests of every organization, allowing every simulation to be custom-designed for every client and integrating a multitude of scenarios and sub-scenarios into every simulation.



## Complete Remote Access Distinguishes the BeST Solution from its Competition

Remote collaboration has quickly become one of the most critical business functions of the COVID-19 era. Whether your staff is working from home or your clients are distributed globally, the pandemic has revealed the necessity of both adaptability and accessibility in the professional domain.

BeST's complete remote accessibility lends it a considerable competitive edge. The full range of BeST's offerings can be accomplished remotely- validating and optimizing procedures; designing crisis simulations; managing and evaluating crisis simulations and supporting corrective actions. Where ever there is an internet connection, there is access to the BeST solution.







## BeST Applications

Because this tool is so adaptable, it is able to simulate any scenario that an organization in today's world could have to contend with - from physical security to cyber security, reputational risks to stock market dips, operational disruptions to stakeholder challenges, natural disaster risks to competitive intelligence dilemmas.

We're already working with major clients in a variety of industries - from security to safety, transportation to aviation, finance to pharma and even academic institutions and government agencies.





We recently ran a research study which revealed that our clients use BeST to meet a number of different organizational challenges:

**28%**

of our clients use BeST primarily to **evaluate the effectiveness of their SOPs and crisis protocol**

**20%**

of our clients use BeST primarily to **develop effective crisis procedures**

**18%**

of our clients use BeST primarily to **assess and refine compliance to regulations**

**18%**

of our clients use BeST primarily to **enhance the effectiveness and efficiency of their decision-making processes**

**16%**

of our clients use BeST primarily to **train personnel in existing or emerging procedures**



# BeST Features

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## 01 The Procedure Editor

Our procedure Editor sets the baseline for comparing expected performance to actual performance. We develop this baseline by integrating an organization's procedure into our Procedure Editor (or- in instances where an organization doesn't have a specific procedure- we work alongside them to develop an expected process), which creates a swim chart that graphically depicts the procedure or the expected process.

The data from the swim chart is automatically translated into a number of different analytics, which reveal incredibly valuable insights into an organization's procedures, personnel, expected performance and the interplay between them.





# 02 The Analytics

All of BeST’s analytics can be filtered by person, event, and action- enabling the fullest range of assessment capacity- from an encompassing, holistic view down to a precisely meticulous perspective.

Data generated during every simulation is automatically aggregated into all of BeST’s analytical functions. By comparing data generated from the swim chart to data generated during the simulation itself, the system compares between how an organization expects it will perform under various circumstances and how it actually performs under various circumstances. The Heat Map, Interaction Map and Intensity Map all have “Expected” modes and “Real” modes, which, through dual evaluation, allow us not only to identify gaps in organizations’ policies and practices but also allow us to understand why individuals and groups behave and make decisions as they do.

## Heat Map

One of the most valuable insights that becomes accessible after integrating a procedure into our Procedure Editor is the level of pressure that various processes place on different personnel over time. The Heat Map allows us to see the amount of pressure (or “heat”) that various protocol and procedures place on the personnel charged with implementing them.

This data is something you simply don’t have access to when your procedure is in booklet or Word document form. But- when you take a procedure and turn it into something visual and graphic- you automatically have access to qualitative and quantitative data that you otherwise would never reach.

Player	07:40	08:40	09:40	10:40	11:40	12:40	13:40	14:40	15:40
Hospital Admin	2	2	3	0	1	3	4	2	5
Medical Director	3	3	5	6	7	4	2	2	1
Hospital Spokesperson	2	4	5	3	6	7	8	2	4
Worried Parent	0	0	0	1	3	4	2	0	0
Media Consultant	2	6	8	11	12	13	6	5	4
ER Manager	3	1	4	5	3	1	2	6	7
Head of Surgery	2	0	0	1	4	2	0	1	1
Patient	9	10	11	12	15	10	8	5	4

## The Word Analysis

The word analysis map aggregates all of the words used by every player and positions them in a map according to their frequency of use. The more often a word is used in a simulation, the larger it appears in the map. Click on any word in the map and the system highlights every time the word was used in the simulation and provides the context in which it was used.

## The Intensity Map

The Intensity Map shows us who we can expect to take the lead in relation to certain events in the simulation. It allows us to understand which players are most active in relation to which events, and which players will react to those actions.

## The Questionnaires

The questionnaires allow any question to be asked of any and every participant in a simulation. Review of participants' answers offer a valuable window into the mindsets of responders, enabling another level of assessment of human behavioral and decision-making processes.

## Interaction Map

The Interaction Map enables an understanding of who communicates with whom and to what degree. This analytic uses an algorithm that identifies the most influential people in an organization. Influence is not measured by the level or degree of correspondence between people but rather the quality of correspondence. By aggregating 8 different parameters that leverage 11 different indicators, we're able to identify the various levels of influence of every participant in a simulation.







# 03

## The Messaging System

The essence of the simulation is the messaging system. When crisis unfold in reality - regardless of the context or the nature of the crisis- the crux of its management is through communication and cooperation. The BeST system reflects that reality.

The BeST messaging system has been designed to be incredibly simple to use. It looks and functions precisely like a normal email server. And just like in reality, participants in every simulation use the messaging system to receive information, share information, coordinate responses and make decisions.

Inbox		☰
✉	<b>City Mayor</b> Terror attack in city center, shut...	16:32
✉	 <b>Game Manager</b> You are lorem ipsum	16:17 ▲
✉	 <b>Game Manager</b> You are l0rem ipsum	14:27 ▲
✉	Police Chief Lorem ipsum	13:04
✉	City Mayor Hello and good morning...	13:04



# The BeST Team

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## Mr. Dotan Sagi

*Managing Partner*

Former Head of an Aviation Security Academy, in charge of crisis management simulations. He has 20 years' experience designing crisis management simulations for the government and private sector, having led crisis management simulations for airlines, banks, universities and governments based on the BeST platform.

## Prof. Avi Kirschenbaum

*Scientific Advisor, Algorithm Designer*

World-renowned expert in the fields of Disaster Management and Transportation Security. He is a senior Research Fellow at the Neaman Institute for National Policy Research and at the Technion Institute of Technology. Professor Kirschenbaum was selected to join the National Knowledge Center for Disaster Preparedness, a research center created to optimize public and economic preparedness for every possible crisis scenario.

## Mr. Amir Lotan

*Chief Technical Officer*

Nearly 20 years' experience developing SaaS products and web-based learning tools. Proficient in java, .net, PHP, mysql, html and JavaScript. His expertise includes WEB expert, anti-fraud and security apps. MSc in Computer Science.

## Mr. Asaf Talmon

*Managing Partner*

Has spearheaded risk management projects for governments and private sector entities for nearly 20 years. He has designed crisis management simulations for financial and security agents and has directed security consultations for high-profile projects around the world.

## Dr. Carmit Rapaport

*Scientific Advisor, Algorithm Designer*

Director of the NIREG – the Institute for Regulation of Emergencies and Disasters and Academic Coordinator of the Master's programs in Coping with Disasters and Fire Studies at the Department of Geography and Environmental Studies at the University of Haifa. Recently, Dr. Rapaport has been nominated for the Academic Advisor to the Israeli National Center for Resilience of the Israeli NEMA (National Emergency Management Authority) and IDF's Home Front Command. Her areas of expertise include business continuity, crisis leadership, preparedness, social resilience and population behavior during emergencies.

## Ms. Chelsea Zfaz

*Head Simulation Architect*

Disaster Management Specialist with expertise in emergency preparedness, response, and recovery. She has worked in conflict, post-conflict and emergency settings.





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We held an organizational war-game using BeST and were really satisfied with the end product. The BeST team was on our side from the dilemma definition and up to designing the real life scenarios we used during the war-gaming session. The results were outstanding, delivering clear graphic insights as to how our organization reacted to the crisis including a thorough analysis into the decision making process...

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**Senior Official**

*IATA*

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