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Terrorism Risk Modeling: GeoCritical, LLC Announces the Release of the GeoCritical Terror Index Score (GTIS)™

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GeoCritical, LLC announces the release of the GeoCritical Terror Index Score (GTIS)™ an analytical tool which allows end users to assess the vulnerability of their corporate assets relative to the location of historical terror attacks.

Lansing, MI (PRWEB) December 11, 2007 -- GeoCritical, LLC announces the release of the GeoCritical Terror Index Score (GTIS)™ an analytical tool which allows end users to assess the vulnerability of their corporate assets relative to the location of historical terror attacks. GTIS™ creates simple to understand geographic representations of extensive terrorism data -- drawn from official US government sources and analyzed by experienced counter-terrorism subject matter experts -- to assist corporate stakeholders with mitigating risks to overseas operations.

Business Continuity, Crisis Management, Security and Risk Management executives can each benefit from the unique approach GeoCritical takes to analyzing terror-related attacks. The GTIS is a customized product tailored specifically toward each client's individual requirements based on their geographic footprint, and populated with current, comprehensive terror attack data. This unique approach provides decision makers with specific actionable intelligence in a dynamic environment.



GTIS adapts to the client's specific business or supply chain model and visualizes terrorism risks at country, state/province, or even city level. GTIS analysis of an organization's operations can be measured and visualized in terms of attack frequency and target typology, impact on victims, and per capita trends. GeoCritical also offers the flexibility to consider, visualize and prioritize additional corporate data such as asset value of each facility, employee population, and the suppliers' criticality, credit score or key component contribution value.

GTIS has been endorsed by risk management experts as a viable mechanism for companies to mitigate their exposure by anticipating terrorism risk. "As criminologists know, the best predictor of future events is past events. The best predictor of terrorist attacks would therefore be past terrorist attacks. As suggested in the landmark legal case of *Timberwalk v. Cain*, the foreseeability of terrorist attacks is based on five factors: frequency, similarity, recency, proximity and publicity of past attacks. The probability of attack would increase exponentially based on these factors," said Daniel B. Kennedy, Ph.D., CPP, Professor of Criminal Justice and Security Administration, University of Detroit Mercy.

Existing clients have utilized GTIS in their overseas site selection process and to determine appropriate security measures around existing infrastructure, including air and water ports. Products are currently available for various countries in Asia Pacific, Middle East, Africa, and Latin America.

For more information on the value of geospatial intelligence in managing risk related to your organization's global footprint visit

<http://www.georiskmap.com> or email info @ geocritical.com

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The screenshot shows the GeoCritical website interface. At the top left is the GeoCritical logo. Below it, the date "Tuesday, January 08, 2008" and a "Home" link are visible. A "Site Navigation" menu on the left lists: Home, The GeoCritical Advantage, About Us, Products and Services, Avian Influenza A/(H5N1), Earthquakes, Hurricanes and Cyclones, Regional and Topical Mapping, and Contact Us. The main content area is titled "'Visualize to Analyze' Risk Mapping and Geospatial" and features an "India Risk Assessment" visualization. This visualization includes a map of India with pie charts overlaid on various regions, and a legend titled "Historical Terror Attacks" with a sub-section "Attacks Results on Victims". The legend defines three categories: Percentage Dead (red), Percentage Wounded (orange), and Percentage taken Hostage (green). Major India cities like Patna, Bhutan, and Bhangtok are also labeled on the map.

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