

TARTAN®

$$P(X=j) = \sum_i P_{ij} P_i(X_0 = i) P(\lambda)$$

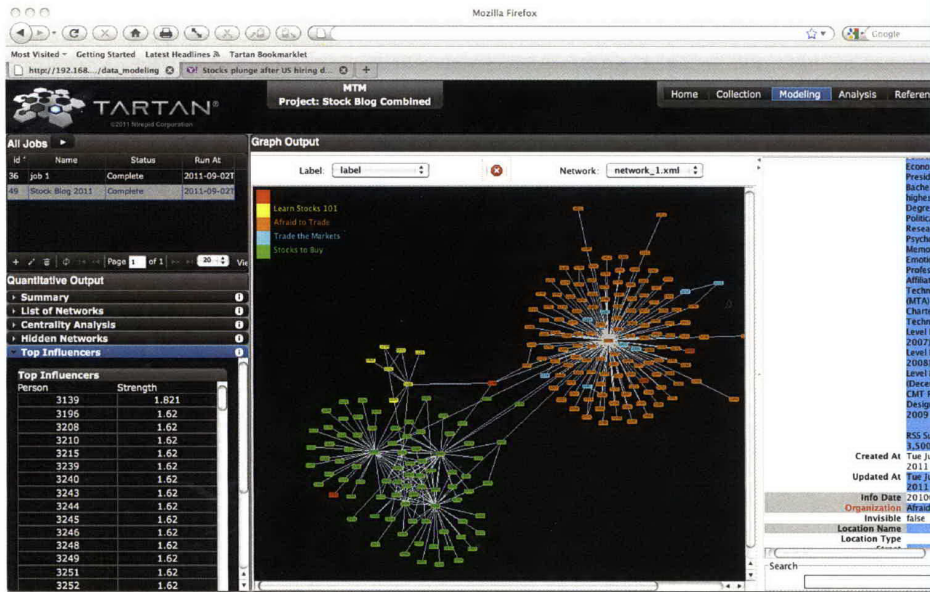
$$\sum X: P_i[\lambda + \dots]$$

Quantifying Influence

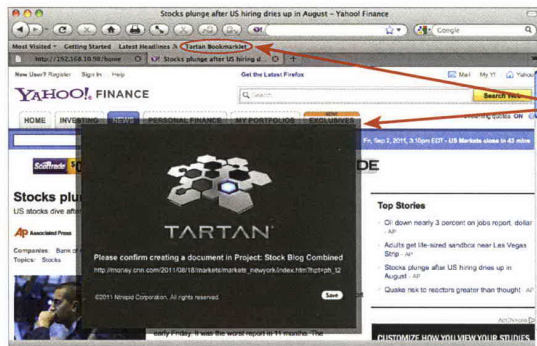
Tartan: Quantifying Influence

Tartan software enables the U.S. National Security Community to rapidly intake and assess large amounts of structured and unstructured data through agent-based modeling.

Tartan translates responses into mathematical values, providing quantitative output and an interactive network graph that displays human terrain as a product of observed contacts and relationships.

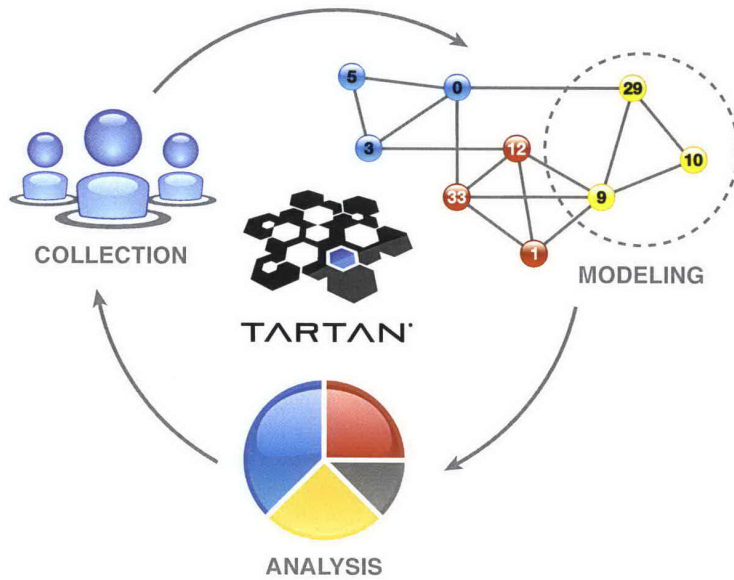


Tartan provides both quantitative analytics and interactive graphical output that describes network dynamics.



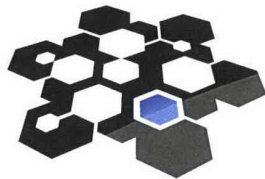
Clicking the Tartan Bookmarklet allows users to send web pages from their browser directly to Tartan for collection and assessment.

Unified Platform for the Analytic Cycle



Tartan has proven successful in analyzing illicit organizations and less structured social networks by identifying:

- Ranks of influence within human networks
- Key voices within allied and adversarial populations
- Interlocutors, messengers, and other individuals with key access to important stakeholders and foreign organizations
- Hidden or missing relationships, and the use of aliases
- Emerging leaders and new key influencers



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