AFRICA 360 ADVISORY.

CLIENT INTRODUCTION

SAIR 2.0

Situational Awareness and Integrated Response

Your operating picture, connected.

One workspace for media, stakeholders, issues, policy and risk across African markets.

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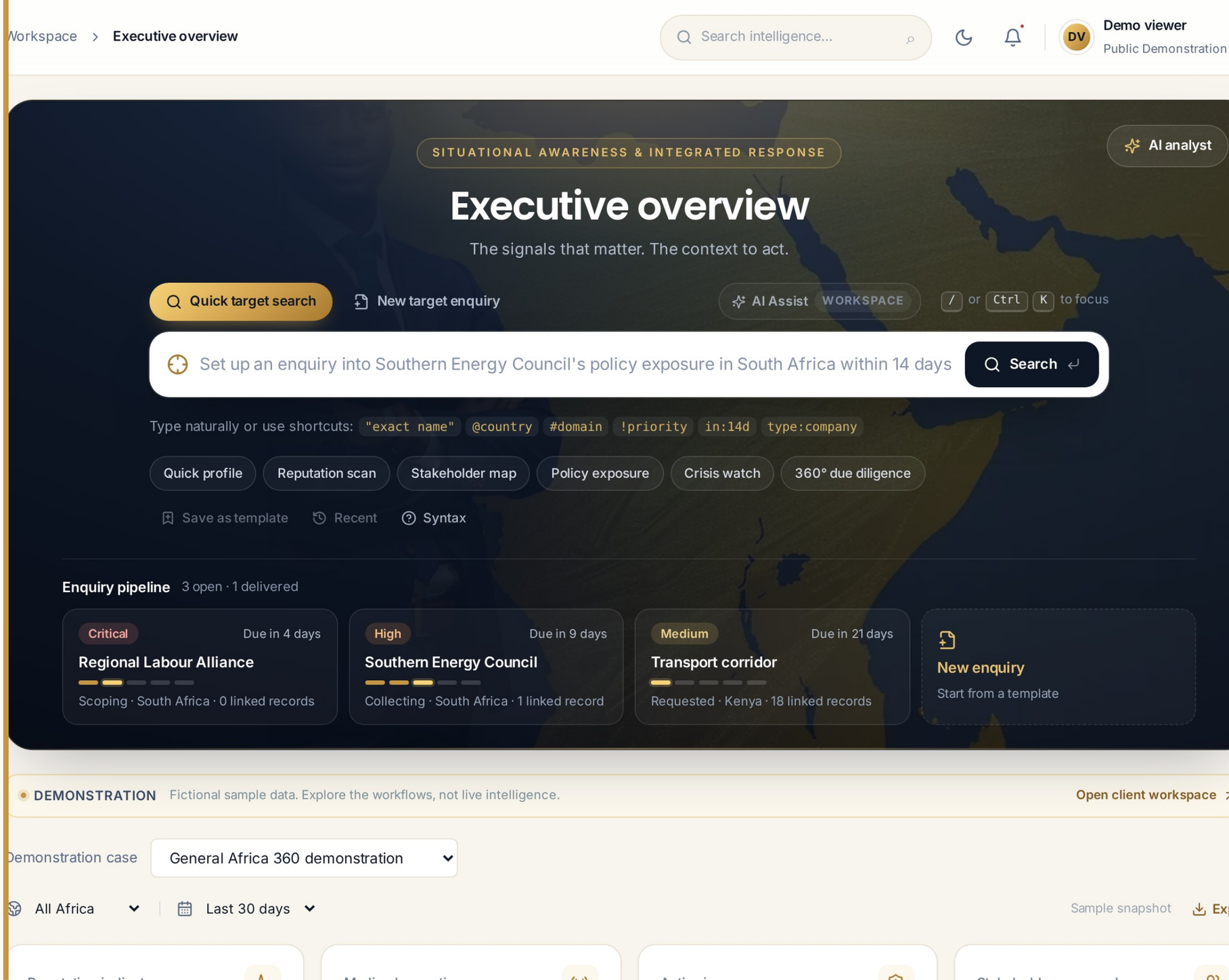




The challenge: signals are scattered

Teams working across African markets track what is said, who matters and what could go wrong in different places.

- **Media and social signals** sit in inboxes, feeds and clipping reports.
- **Stakeholder knowledge** lives in spreadsheets and in people's heads.
- **Issues, policy changes and risks** are logged in separate registers.
- **Decisions lose their context:** the evidence behind them and what was agreed before.

> **SAIR connects them in one workspace.**

One workspace, seven capability domains

Every domain feeds one shared evidence base, so a signal in one place gives context everywhere else.

Media & social listening

Approved news feeds, social searches and field observations in one evidence stream.

Sentiment & narratives

Tone over time and the themes shaping your reputation.

Stakeholder intelligence

People and institutions, their influence, and every engagement and commitment.



Early warning & risk

Likelihood × impact scores that flag what needs review next.

Issues & crisis response

Issues tracked from Open to Resolved, with playbooks and a timeline.

Strategic communications

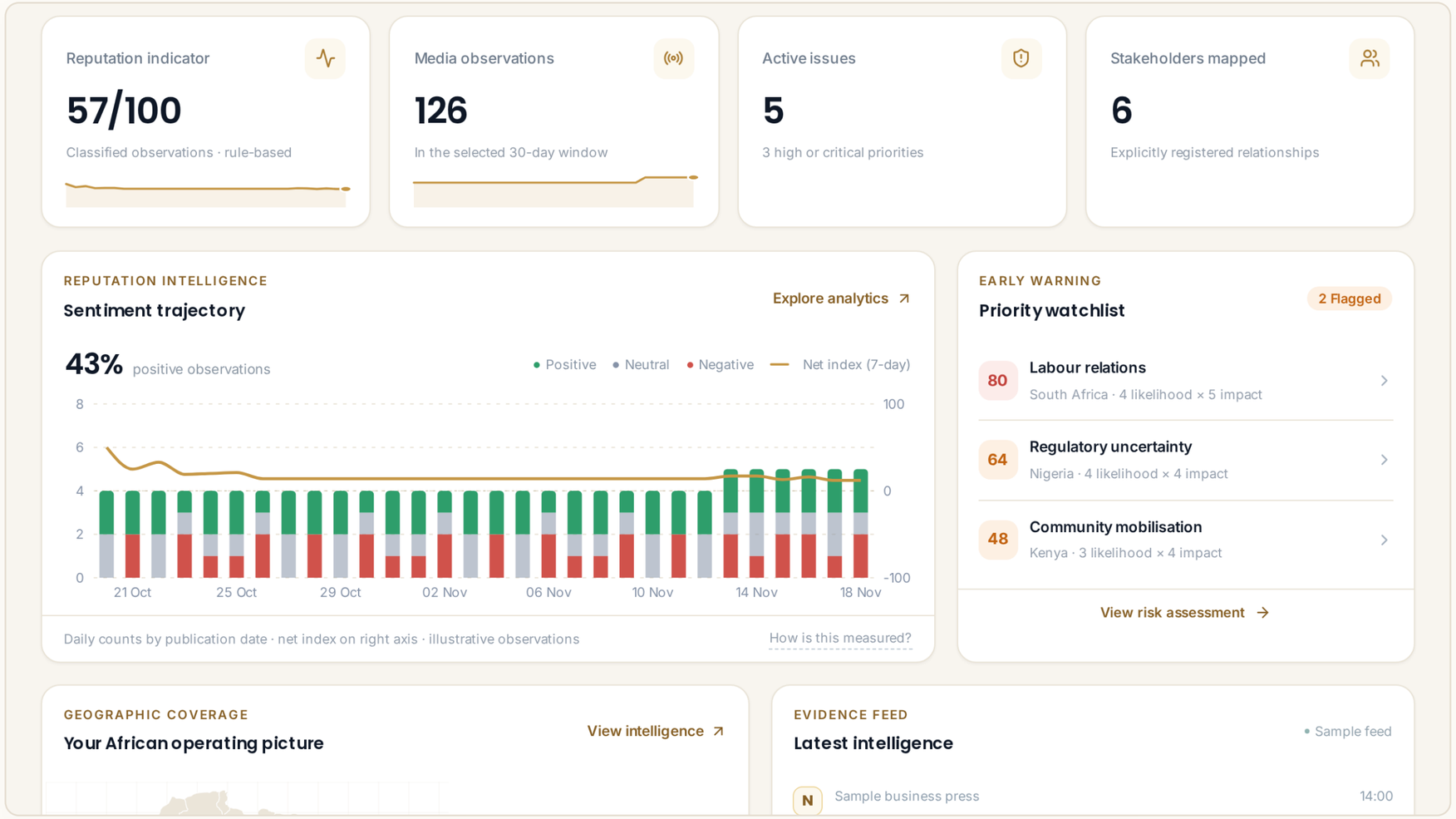
Evidence-led messages and campaigns for the audiences that matter.

Policy & political monitoring

Regulatory change across jurisdictions, with deadlines kept visible.

Reports & analytics on top: turn the connected operating picture into a clear briefing, exported as CSV, JSON or print.

Your operating picture at a glance



Executive overview: headline measures, the sentiment trajectory, the priority watchlist and the African operating picture map, all scoped by geography and date window. Shown with fictional demonstration data.

Ask about any target in one line

The Target Desk sits at the top of the Executive overview. Type in plain English or add shortcuts; SAIR shows how it read your prompt before anything is saved.

Quick target search

Finds matching records across every module and summarises sentiment, geography and latest activity. Filter the workspace, open Google News or look up public profiles from the results.

New target enquiry

Pre-fills a review dialog with the target, aliases, country, domains, priority, due date and key questions. You check it, then raise the enquiry.

SHORTCUTS YOU CAN MIX WITH PLAIN ENGLISH

`"exact name"` `aka:KPLC` `@Kenya` `#media` `!high` `in:14d` `type:company`

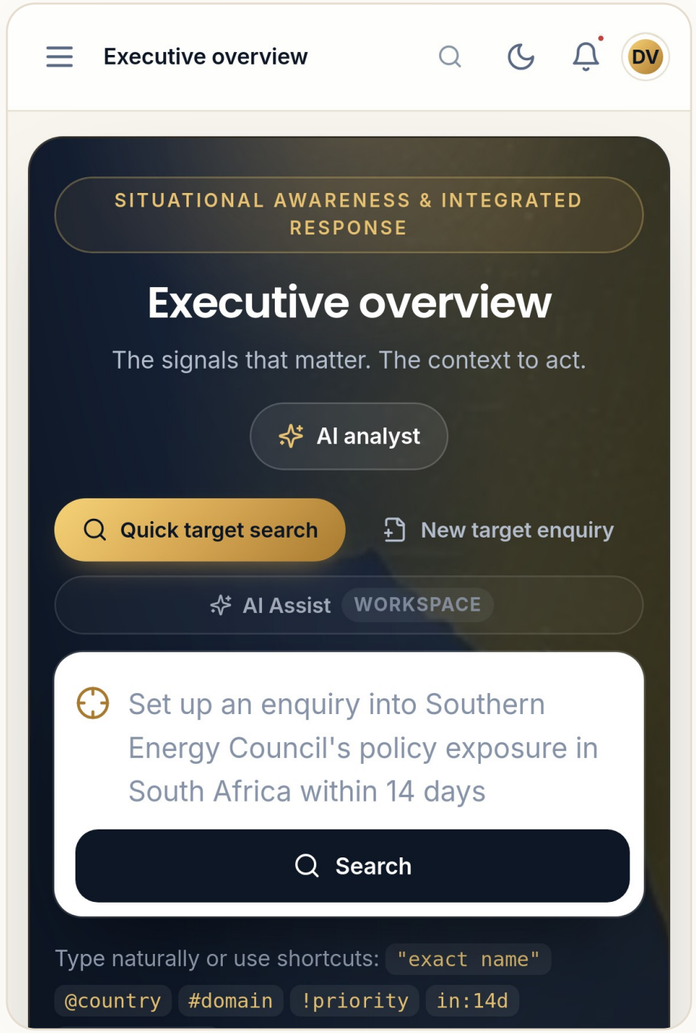
Exact name · alias · country · domain · priority · time window · type. Tab accepts autocomplete.

SIX READY-MADE TEMPLATES

Quick profile · Reputation scan · Stakeholder map · Policy exposure · Crisis watch · 360° due diligence

KEYBOARD FIRST

Ctrl or ⌘ + K (or /) focuses the bar · Enter runs a search · Ctrl + Enter opens it as an enquiry · ↑ recalls the last prompt · Esc clears



From question to briefing

Every target enquiry moves through five stages, with its evidence and tools kept together in one place.

1 Requested	2 Scoping	3 Collecting	4 Analysing	5 Delivered
Raised from the Target Desk or a template, with an owner and a due date.	Confirm aliases, geography, domains and the key questions to answer.	Add evidence: feed items, searches, field observations and profile lookups.	Review the baseline evidence and draft a target briefing with the AI analyst.	The reviewed briefing is saved in Reports and linked to the enquiry.

TOOLS ALONG THE WAY

Baseline evidence

Records already in your workspace that match the target, listed with their dates, so you start from what you know.

Google News link-outs

Opens a ready-made Google News search for the target in up to 10 African editions. Nothing is copied into SAIR.

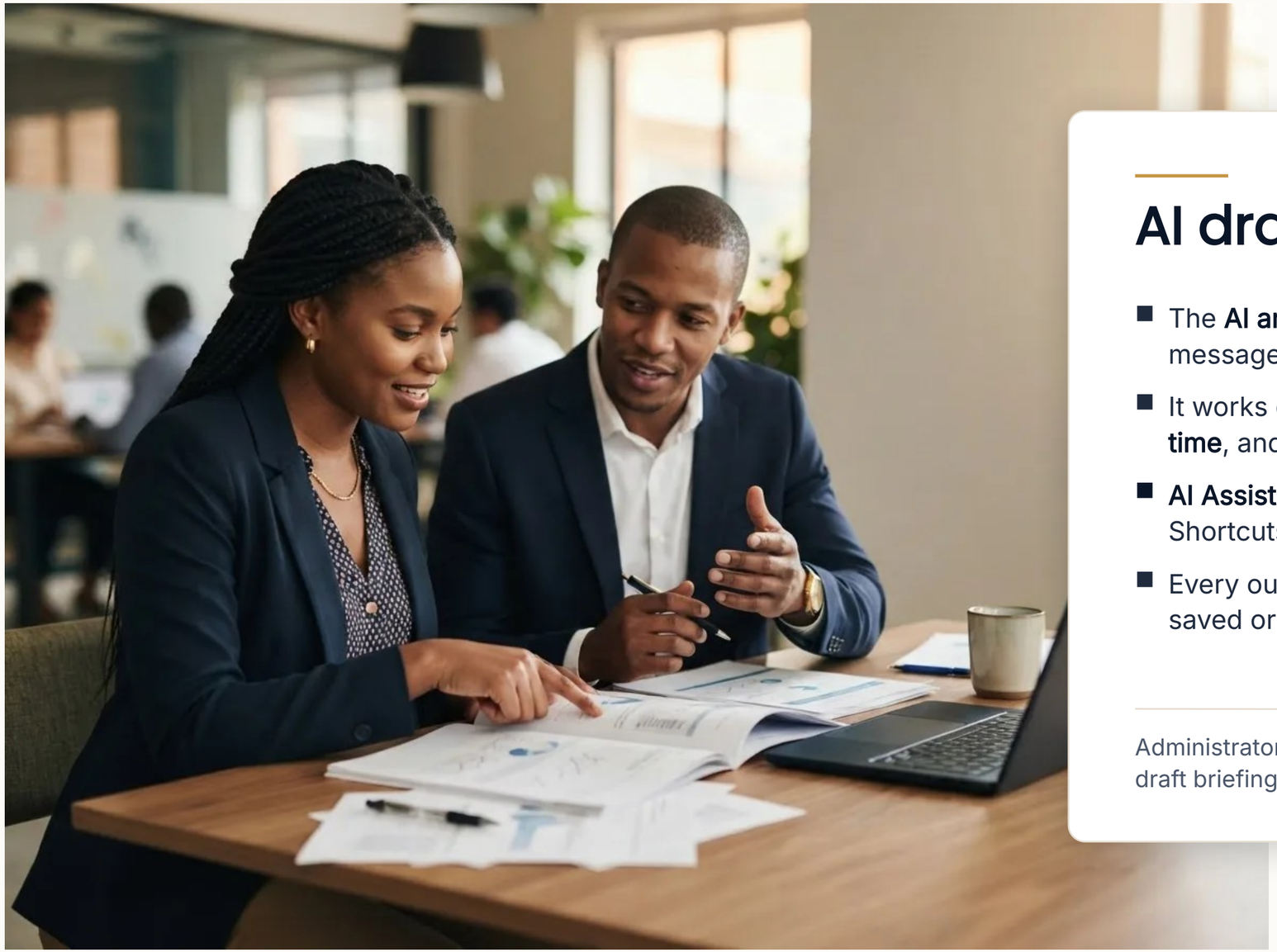
Public profile lookups

Checks public LinkedIn company pages and TikTok accounts. Personal LinkedIn profiles are refused.

AI target briefing

A draft built only from the enquiry's evidence, citing each record, for a person to review.

Enquiry pipeline: open enquiries appear as cards under the Target Desk with priority, due date and stage, so nothing is lost between meetings.



AI drafts. People decide.

- The **AI analyst** drafts briefings, evidence analyses, message tests and after-action reports.
- It works only from the records you select, **up to 20 at a time**, and cites each one.
- **AI Assist** reads free-text Target Desk prompts. Shortcuts you type always take priority.
- Every output is a **draft**. A person reviews it before it is saved or shared.

Administrators and analysts use every AI task. Executives can draft briefings. Field officers record the evidence.

Evidence you can trace

SAIR uses approved sources only, and every record keeps its publisher, date and link.

Source	What SAIR brings in	How
News publishers (RSS)	BBC News Africa, UN News Africa, SABC News, Mail & Guardian and News24: headline, date, link and an excerpt of up to 400 characters	On demand, by an administrator
X (Twitter)	Keyword search returning up to 10 recent posts	On demand, by an administrator
YouTube	Keyword search of video titles and descriptions, up to 30 videos; no transcription	On demand, by an administrator
Google News	Ready-made searches in 10 African editions, from South Africa, Kenya and Nigeria to Morocco and Egypt	Link-out only; nothing is stored
LinkedIn	Public company pages: followers, staff count and profile facts. Personal profiles are refused	Lookup by administrators and analysts
TikTok	Public accounts: followers, likes, video count, bio and verification. No videos are retrieved	Lookup by administrators and analysts
Your team	Field observations, engagements, issues, policies and risks recorded directly in SAIR	Entered in the workspace

Not yet connected: Reddit, Facebook, Instagram and Telegram need platform access or a licence before SAIR can use them.

Built for the whole team, on any device

Four roles with clear permissions, enforced by the server rather than simply hidden on screen.



Administrator

Grants access and roles, retrieves sources and reviews the audit trail. Full access to every module and AI task.



Analyst

Builds the evidence base, runs searches, enquiries and profile lookups, and drafts AI briefings. Everything except source settings.



Field officer

Logs observations, engagements and support tickets from the field, edits their own entries and can raise enquiries.



Executive

Reads the operating picture, raises and tracks their own enquiries, and can draft AI briefings.

Runs in the browser: tested on Chrome, Edge, Firefox and Safari on desktops, tablets and phones, in light and dark mode.

Responsible by design

IN PLACE TODAY

- Isolated client workspaces: people join only when an administrator adds them.
- An append-only audit trail records operational actions.
- Hourly usage limits on AI drafts, source retrieval and profile lookups.
- AI output is always a draft, and every claim cites its source record.
- Personal LinkedIn profiles are refused; only public company pages are looked up.
- The public demonstration uses fictional data that stays in your browser.

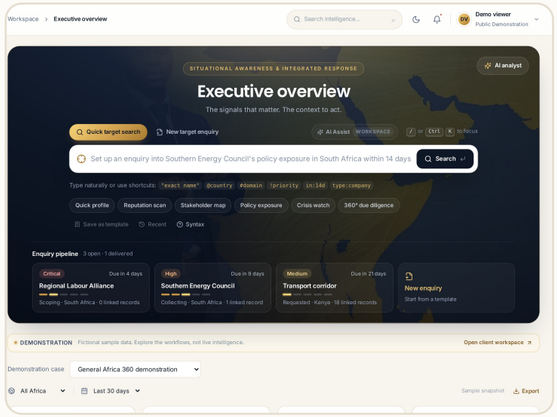
NOT YET INCLUDED IN THIS RELEASE

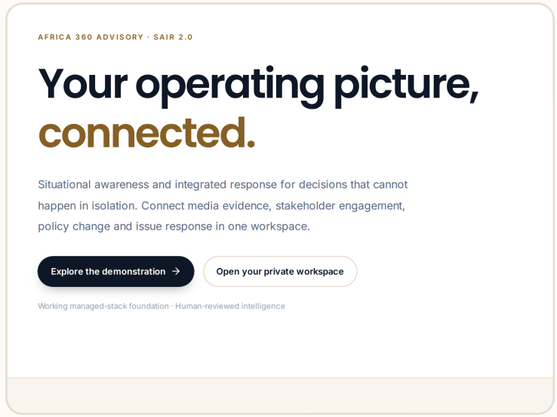
- Licensed social media connectors (Facebook, Instagram, Reddit, Telegram)
- Multi-factor authentication and single sign-on
- Email alerts and scheduled reports
- Formal POPIA and GDPR legal review, and ISO 27001 or SOC 2 certification

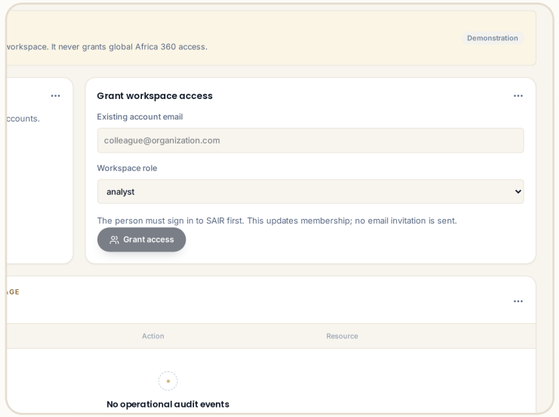
Ask Africa 360 Advisory about the roadmap for these items.

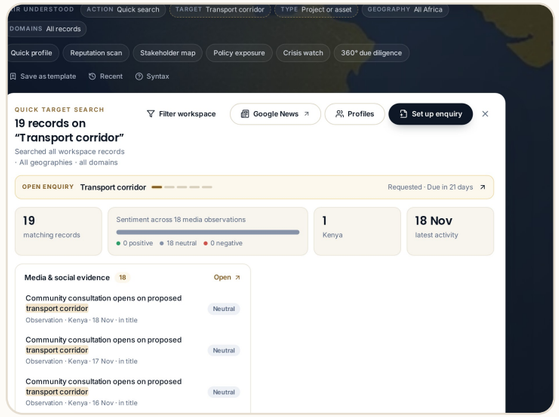


Getting started in four steps









1 Explore the demo

Open the public demonstration and try every module with fictional data. No sign-in is needed.

2 Sign in

On the About SAIR 2.0 page, choose “Open your private workspace” and sign in to your client workspace.

3 Add your team

Your administrator grants each colleague a role. Colleagues sign in once first; no invitation email is sent.

4 Search a target

Type a company, person or issue into the Target Desk and review what SAIR already knows.

The SAIR 2.0 Client Manual explains every module step by step. Help & documentation inside the workspace gives quick answers.

AFRICA 360 ADVISORY.

THANK YOU

Informed decisions for enlightened solutions

Talk to Africa 360 Advisory about setting up a SAIR 2.0 workspace for your organisation.

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