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Towntalk partners with ASIS International Region 11 (West and Central Africa) to combat rising infodemic

Towntalk Poltech Limited (a Nigerian based technology company) has partnered with ASIS International Region 11 (West and Central Africa) to improve access to credible, reliable and verifiable information. Recent events such as the COVID-19 pandemic, the spread of misinformation and the heightened risk profiles of otherwise low risk areas have made it more difficult for organisations to prioritise threat response amid stretched resources. Businesses are now compelled to adapt to sudden changes more frequently and cost effectively than ever. Therefore, easy access to verifiable information has become more important to help businesses stay ahead of impending risks.

Borne out of a desire to create safer communities, Towntalk (a Nigerian based technology company) has created a mobile application, Area!; a multifunctional safety tool for real-time intelligence sharing, verification and emergency response & collaboration among a trusted community of users. Speaking to the West Africa Chapter of the Society, the Chief Operations Officer of Towntalk, Disun Vera-Cruz, remarked that “We [Towntalk] see ASIS as true partners in building a trusted community formed on fundamental principles of intelligence sharing in our bid to solve what we see as our shared challenges”.

Towntalk, founded in 2018, was created to bridge the data gap on the African continent. With the belief that transparency and access to credible information are crucial in helping businesses mitigate security risks at all levels, the company’s latest product seeks to empower its users with reliable intelligence to make informed decisions. It has designed the application to be easy to navigate and locally accessible – with users in Nigeria having access to a multilingual USSD shortcode (*347*0#) and an IVR enabled multi-purpose and multi-lingual call center.

In addition to Area!, Towntalk has also announced the launch of its Pulse Security Risk Management tool; a web application for information sharing, response coordination and risk analytics. Crucially, Pulse allows organisations to provide real-time support to members of staff via their Area! app – forming an integrated ecosystem with operational silos. As part of the partnership, Towntalk will enrol all active members of ASIS International Region 11 under a dedicated group account for personal safety and intelligence sharing amongst themselves and the wider Area! community. All members will be managed on the Pulse tool by Jegede Famous, APP, the resident analyst at Towntalk and a current active member of Region 11.

Disun Vera-Cruz further stated that “Towntalk is continuing to seek improved and accessible solutions to provide safety and support in the developing markets. Our technology is scalable across the region and our team has begun to focus on further expanding our support network”.

To find out more about Towntalk and its products, visit www.towntalk-solutions.com or download the Area! app on the Google Play Store and Apple App Store here: www.towntalk-solutions.com/access