AMERICAN
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**Threat Intelligence
Maintenance Checklist**
How to Keep Your Intel Program Effective Over Time

Once You've Got the Intel, Here's How to Keep It Useful

Threat intelligence is not a set it and forget it service. It changes with your business, your threat surface, and the actors targeting your industry. This checklist helps you keep your intelligence program effective over time so you are not just collecting data but staying ahead of threats month after month.

Ongoing Moves to Keep Threat Intel Worth Your Time

Check in on these regularly. Good intel gets better when it's maintained.

- ☐ **Review reports regularly. Talk about them.**
  Monthly intelligence reports should not sit unread in an inbox. Set time with your security lead or executive team to review key trends, anomalies, and critical insights.

- ☐ **Update monitored assets when your environment changes.**
  New executives, domains, or cloud platforms bring new risks. As your organization grows or shifts, your monitoring scope should reflect those changes.

- ☐ **Tune your thresholds or alert types as needed.**
  Over time, you'll learn what's signal and what's noise. Adjust what you track, who gets notified, and what qualifies as "urgent."

- ☐ **Loop in threat intelligence during planning. Not after.**
  Whether you are hiring, running tabletop exercises, or renewing cyber insurance, bring threat intelligence into the process from the start.

- ☐ **Follow up on high-risk findings that stay under the radar.**
  Not every insight grabs attention, but that does not mean it lacks value. Watch for subtle trends such as repeated credential leaks, persistent chatter, or sector-specific mentions.

- ☐ **Archive and tag historical findings to track patterns.**
  Intelligence gains power over time. When the same actor, method, or region reappears, you are likely watching a broader story unfold.

- ☐ **Keep your internal response loop healthy.**
  If alerts go to a person who's moved on or if handoffs get messy, intel stops being useful. Clean comms = clean action.

- ☐ **Reassess whether your intel still matches your risk profile.**
  Growing fast? Acquired a new business unit? Now in a higher-risk space? Your intel coverage should evolve with you.

What This Means

A strong threat intelligence program becomes more effective over time when treated as active and evolving. If you are ready to apply insights strategically rather than react after the fact, we can help you keep that value growing.

Stay ready, stay smart, stay informed.

We'll handle the noise.

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