

## Origins of the Name

Understanding the name Šóta Signal Analytics™



### How do you pronounce Šóta?

š – is pronounced like “sh” as in “shell”, IPA<sup>[3]</sup>: /ʃ/  
o – is pronounced somewhat like “o” as in “torque”, and is stressed, IPA: /ɔ/  
t – is pronounced like “t” as in “still” or “stole”, but not like “t” in “till”  
a – is pronounced like “a” as in “father”, IPA: /a/

It is a noun pronounced<sup>[2]</sup>:

Sh-OH-tah

The word Šóta comes from the Lakota, Sioux Nation word for “smoke”. Its origin is traced to the Great Sioux Chief, Old Chief Smoke who reigned from the year 1797 to 1864. He was an original Oglala<sup>[1]</sup>, Sioux head chief and in 1834 became the co-founder of the Oglala’s name. We selected the name Šóta to honor the Sioux Nation.

By combining Šóta with Signal, we arrive at ‘smoke signal’ which refers to a column of smoke used as a way of conveying a message to a distant person; an indication of someone’s intentions or views (“Smoke signal”, 1998/2010, p. 1686). It is this indication that we look for when analyzing data. So much of many industries’ efforts in the past have been spent trying to detect fraud after it had happened, that over time, we became proficient at understanding what conditions surface in the data just before the fraud took place. Our concept that pressures can often be identified, in data or otherwise, before the behavior is acted upon is what we refer to as *signalling*; indicators that a specific event may occur in the future. It is an original way to examine the data.

This approach focuses on the intention prior to the traditional notions of what a materialized event really is. Similar to the science that uncovers the presence of a hidden fingerprint, Šóta Signal Analytics™ exposes the latent factors and intentions for fraud. The combination of indicators for an increased future fraud risk as well as indicators for an increased risk that specific fraud schemes are already occurring is the basis for Šóta Signal Analytics™.

[1] The Lakota people consist of seven tribal bands. Oglala is one of the seven bands.

[2] From personal communication with Lakota Language Consortium on September 16, 2019.

[3] International Phonetic Alphabet (IPA)