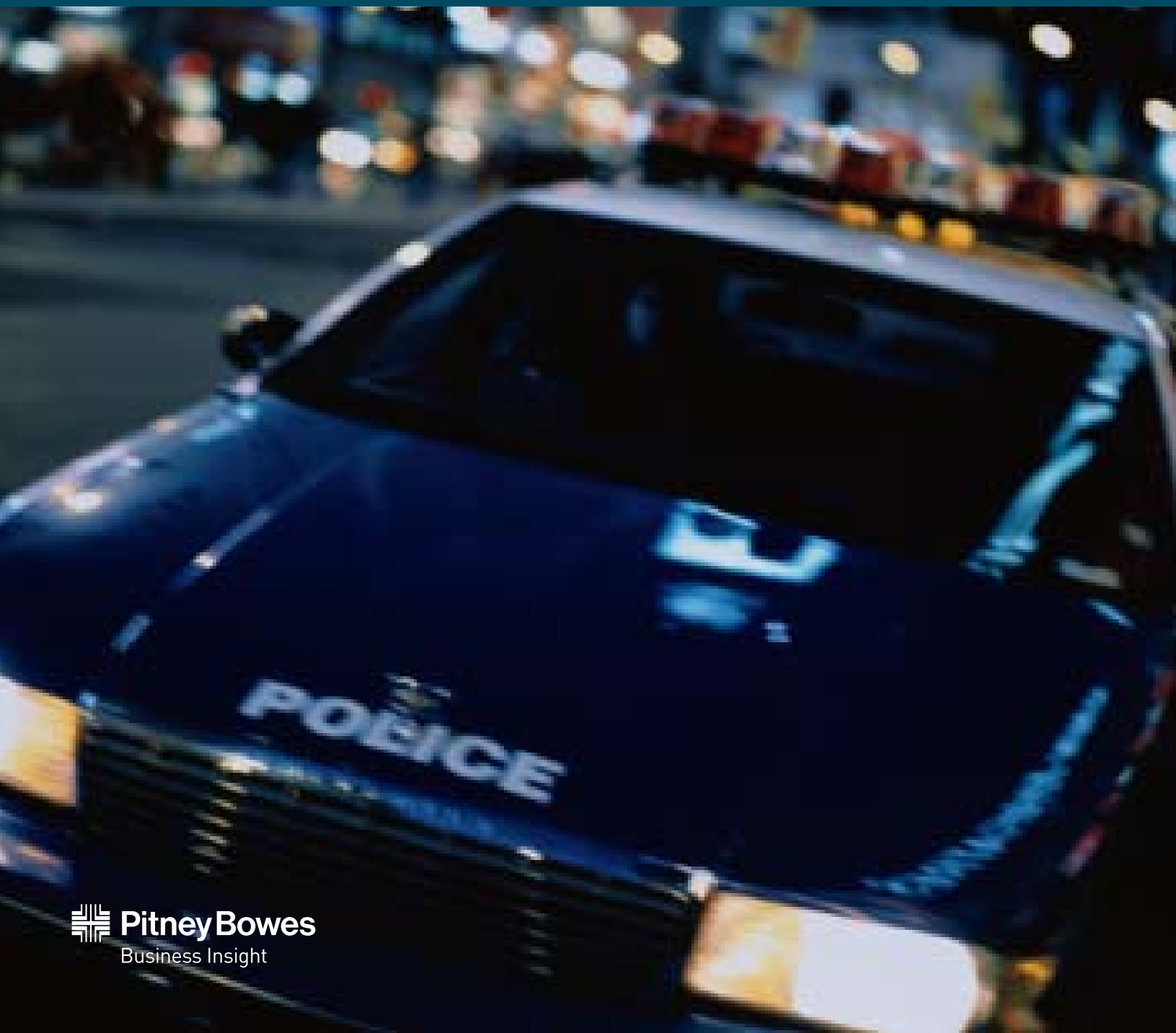


# Law Enforcement

Police services and other organizations dedicated to making communities safer use technology to achieve more with less





“With the added location component, the Real Time Crime Center delivers critical information and visual analysis to detectives in seconds, helping the NYPD stop spikes in crime before they become trends and assists in locating and apprehending criminals.”

Jim Onalfo, Deputy Commissioner, NYPD

With crimes to investigate, accident scenes to respond to, streets to patrol, even internal policies to manage, rising to meet these demands has become increasingly difficult. Today more than ever, public service organizations need to fully capitalize on their every resource, including turning their massive data stores into useful information.

### Everything that ever happens, happens somewhere.

More than 80 percent of all crime and disorder related data has a geographic component. The challenge has been to unlock the full potential of this information, taking it from the individual silos where it was used exclusively for one specific purpose and incorporating it with other data for increased effectiveness and response.

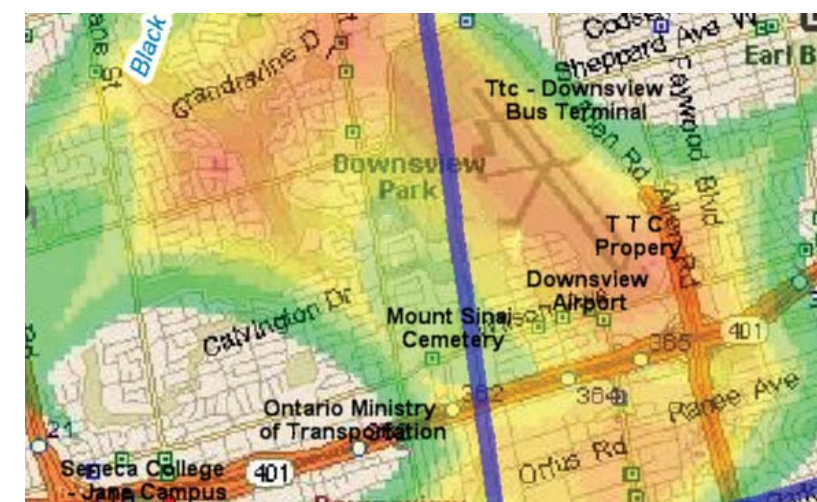
Location intelligence plays a critical role as an enterprise-wide solution capable of tapping into the broad spectrum of location data.

## Tactical Analysis

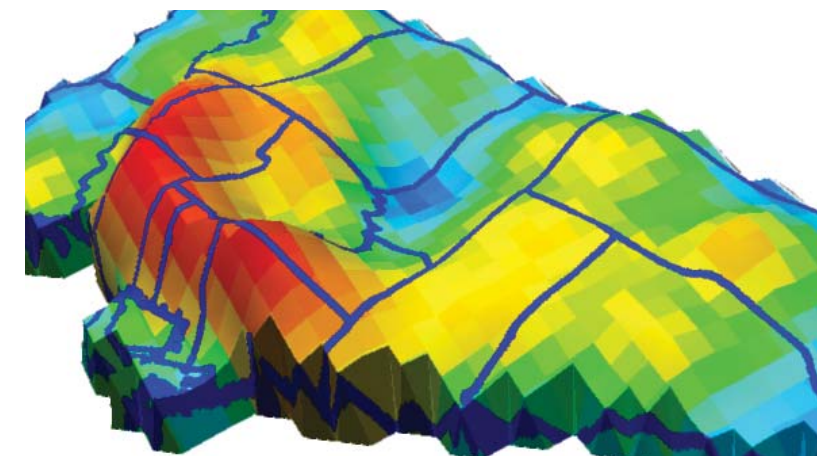
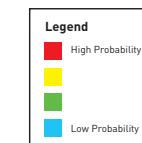
### More than Data Queries and Mapping

Perform tactical analysis by delving more deeply into your crime data. More than performing queries you can analyze data – for example, hotspot and thematic mapping, seasonal and threshold analysis – to truly understand what your crime data tells you. Only when armed with this insight can agencies more strategically deploy resources to affect and reduce crime.

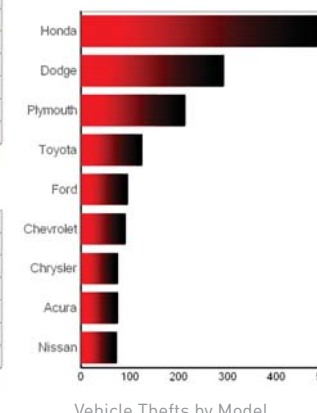
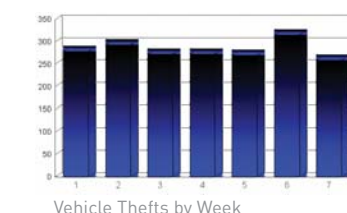
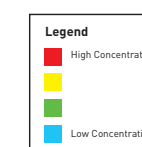
- Identify high concentrations of activity, such as crime hotspots, so you can respond faster to emergencies and most effectively use directed patrol
- Understand how one problem, for example, drug addiction in teenagers, influences activities such as teenage car theft
- Provide officers and staff with instant access to crime reports for their patrol zones for example, what happened on my shift in the last 24 hours?
- Apply spatial queries to your data for geo-demographic analysis
- Predict how changes in the community such as social and economic changes will affect the demand on resources. For example, what will be the impact of a new supermarket on traffic flows in the area and on car crime?
- Improve access to, and communication of, public information
- Enhance inter- and cross-departmental and cross-agency communications



Probability grid map showing the probability of where the next hit in a crime series is likely to take place



Surface grid hotspot map identifying high concentrations of crime



## Strategic Analysis for Strategic Deployment of Resources

Based on the cyclical nature of crime, planning decisions can be supported by hard evidence and not supposition. Temporal analysis reveals the peaks and troughs in crime over weeks, months and years. By spatially examining this historic data – whether gun violence, gang activity, break and enters or sex offences – decision makers are able to visualize the trends and patterns. This helps you to better strategically plan, plot and optimize the deployment of individuals and resources.

*“Now we have a real-time, location-based management tool, which allows us to accurately deploy officers and equipment – nationally and internationally – whilst being certain of retaining the needs of individual forces across the country.”*

Nick Brown, Police National Information and Coordination Center Information Officer, Association of Chiefs of Police Officers

### Other benefits of using location intelligence as part of your core business practices include:

- **TARGET SERVICES BETTER** Deliver more effective responses and get more return on your investment in infrastructure, staff and equipment
- **IMPROVE CUSTOMER SATISFACTION** Understand how people live, work and travel enabling you to design better and more personalized services
- **INCREASE PRODUCTIVITY** Eliminate the time wasted to convert or translate data, freeing your time to focus on analysis
- **INCREASE DATA ACCESSIBILITY** When data is stored in an enterprise database, all users and key decision makers have quick access to the most accurate and up-to-date data. Drive enterprise-wide information sharing inter-departmentally and among your organization's partners
- **IMPROVE DEPARTMENTAL COMMUNICATIONS** Interoperable enterprise systems allow applications to communicate quickly and effectively, regardless of data format
- **SUPPORT MULTIPLE APPLICATIONS** Allow each department to use its existing applications while working from a shared enterprise database. Display location information to the citizen on the Internet, the department on the desktop, mobile device or externally to partners or government agencies

### ANSWER THESE QUESTIONS:

- What are the latest patterns and occurrences of crime and disorder?
- Where should resources be deployed to have maximum impact?
- Where are crimes increasing – and where are they not?
- Where to dispatch emergency crews and what is the fastest route?
- What state are offices and other infrastructure in and what is the cost of repair and maintenance?

### PLUS 'WHAT IF?' SCENARIOS

- How will new affordable housing developments affect crime patterns?
- What if patrol zones are changed?

## Capitalize on the Power of Your Existing Technology

Every law enforcement agency can access the power of location intelligence to store, manage, access, visualize and analyze the vast amounts of geographically-based data it possesses. Pitney Bowes Business Insight location intelligence software can be seamlessly integrated with existing systems, both packaged and custom. This enables agencies to get the most out of their existing software investments while adding the power of location intelligence to create more powerful solutions.

For example, Web-enabled mapping applications are a natural fit for public services. Using such an application, in conjunction with existing systems and the data that lies within them, would enable officers to easily access critical, up-to-date information exactly when needed. For example, in a matter of clicks, specify a type of crime, choose a division, select a date range and print a report that will include a map displaying all the locations where incidents of that type took place and the details of each incident. Sharing such relevant information across the organization with such ease and efficiency puts the power of insight into the hands of decision makers for the optimal deployment of resources.

## The Pitney Bowes Business Insight Advantage

Pitney Bowes Business Insight has particular expertise in this increasingly high profile area. Police forces throughout the world have made Pitney Bowes Business Insight software the tool of choice for crime mapping and analysis. These include some of the most high profile and successful forces in the world, such as the New York Police Department, Toronto Police Service and London's Metropolitan Police.

Increasingly Pitney Bowes Business Insight is supplying solutions to support instant access to crime reports and location-based analysis for officers, local government and citizens alike. These capabilities are being delivered reliably and securely over the Web and even to mobile devices such as mobile phones, PDAs and even to police vehicles equipped with mobile workstations. With Pitney Bowes Business Insight software officers are equipped with the information they need, on hand when it is needed most.

Such capabilities enable us to maximize the value of your data, turning it into valuable insight for users – strategic decision makers, crime analysts or field patrol – to make better, more informed decisions.

Pitney Bowes Business Insight location intelligence and routing capabilities are also used extensively in conjunction with the Command and Control and Computer Aided Dispatch systems used by emergency services. The open and interoperable nature of our software makes them ideal for integration with custom or pre-existing products and technologies used by other service agencies such as fire, ambulance and coastguard services around the world.

### Location Intelligence Solutions For Smaller Police Agencies

No matter the size of your neighborhood, in every town or city, crime incidents and crime series occur. Location intelligence software is a proven asset in helping police agencies – as part of an extensive task force or in smaller police units – visualize, analyze, affect and reduce crime. With even fewer resources at their disposal, Pitney Bowes Business Insight software plays an integral role in fighting crime by providing smaller police agencies with cost-effective, user-friendly tools and solutions to help smaller police units optimally and strategically deploy their personnel and resources.



Vehicle Thefts Weekly Report



## PLAN

- Identify hotspots and unveil potential problem areas, for example break and enter crime series, enabling you to deploy resources where they are required most
- Optimally place check points and track road closures
- Calculate drive-times to the nearest hospitals and police stations, should back-up or additional emergency services be required
- Augment your crime mapping by adding and analyzing information such as economic data, local labor markets, transportation, recreational facilities, road access changes and much more
- Gain the big picture of the impact of location on crime in the community so that resources can be used more effectively
- Direct local initiatives aimed at reducing these problems (often in partnership with local authorities and services) more effectively

## REVIEW

- Gain a far greater level of understanding of the role of location in crime
- Analyze crime and disorder data alongside demographic and other factors such as socioeconomic, education, health and employment patterns
- Develop theories about why crime and disorder tends to occur in certain locations and which groups are most likely to be targeted
- Make essential, geographically-based data created in one department or area available to another, increasing effectiveness and eliminating duplication

## DELIVER

### Mobility

When run on mobile devices or in vehicles, Pitney Bowes Business Insight solutions:

- Bring geographically-based data to life
- Allow officers patrolling the streets to access, manage and update maps and important underlying information on the move
- Reduce response times and improves overall efficiency
- Provide access to directions to the scene of a crime, instantly records a detailed description of the perpetrator, identifies whether or not they already have a criminal record, contacts the nearest officers for back-up and much, much more

### Command and control

- At the touch of a button assign your resources, i.e., police officers and vehicles, where they are needed most, for emergencies or directed patrol
- Instantaneously track the routes of stolen vehicles to centrally coordinate recovery operations
- Dispatch back-up to assist in catching offenders and additional emergency services in case of an accident or attack

### Public Information Services

- Use location intelligence capabilities to provide information for, and receive information from, partners and the local community online
- Make available statistical information on a variety of policing topics
- Allow citizens to anonymously report crimes or provide information to assist an enquiry



*“If intelligence led policing is to progress, geo-spatial intelligence expertise must be a core component of the intelligence capability. Crime mapping and developing the knowledge base as to the role that location plays in determining events are key foundation stones upon which police intelligence doctrine must be based.”*

Nick Tofiluk, Assistant Chief Constable,  
West Midlands Police

## PITNEY BOWES BUSINESS INSIGHT CUSTOMERS

Police forces, emergency services and other organizations around the world are using location intelligence solutions to reduce crime, work with the community, access and give meaning to otherwise indigestible statistical data, deploy resources more effectively and make more informed decisions.

### Pitney Bowes Business Insight law enforcement customers include:

- New York Police Department, United States
- U.S. Marshalls, United States
- Toronto Police Service, Canada
- ACPO, United Kingdom
- Greater Manchester Police, United Kingdom
- Metropolitan Police, United Kingdom
- New South Wales Police, Australia
- Police IT Organization, United Kingdom
- South African Police Service, Republic of South Africa
- West Midlands Police, United Kingdom

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