

# Crime and Public Safety

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





Police forces, emergency services and other organisations engaged in making our communities safer, are under increased pressure to improve services – to respond faster – to achieve more.

With crimes to investigate, accident scenes to attend, streets to patrol, terrorism threats to combat and even internal policies to manage rising to the challenge is increasingly difficult. Today more than ever, public service organisations are interested in turning their massive data stores into useful information.

The Government's latest strategy – 'Transformational Government – Enabled by Technology', seeks not only to exploit technology better in order to transform the business of public services, but also to make them a catalyst for change in all aspects of society and the economy.

The role of geographic information in delivering these goals is explicitly acknowledged in the strategy, a testament to impact of location intelligence in delivering modern services.

## The business imperatives

Tackling crime and disorder and delivering safer communities demands that many organisations must work together to engage the public and successfully reduce the incidence of serious and volume crime and other anti-social behaviour. Bringing together information on crimes and incidents, local policing strategies, socio-demographic trends and local infra-structure is a significant task.

Involving external organisations such as local councils, health services and probation services demands a flexible, innovative, efficient and effective solution, capable of integrating multiple service models and partners while maintaining quality service.

- **Flexibility & Adaptability** The ability to mould and reshape services and processes to fit changed circumstances enables better overall service
- **Innovation & Diversity** At a time of increasing and accelerating change, the ability to innovate has become a business imperative rather than a desirable attribute
- **Efficiency & Effectiveness** Delivering the best possible services with the optimum level of resource
- **Quality** One of the key objectives of adopting a 'quality' approach has to be the ability to deliver a consistent and uniform level of service that meets customer's needs and requirements
- **Integration** The last of the five key business imperatives draws together all these different threads – realising the benefits of a truly integrated service that does not need to be delivered by a single organisation.

## Everything that 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-based data.

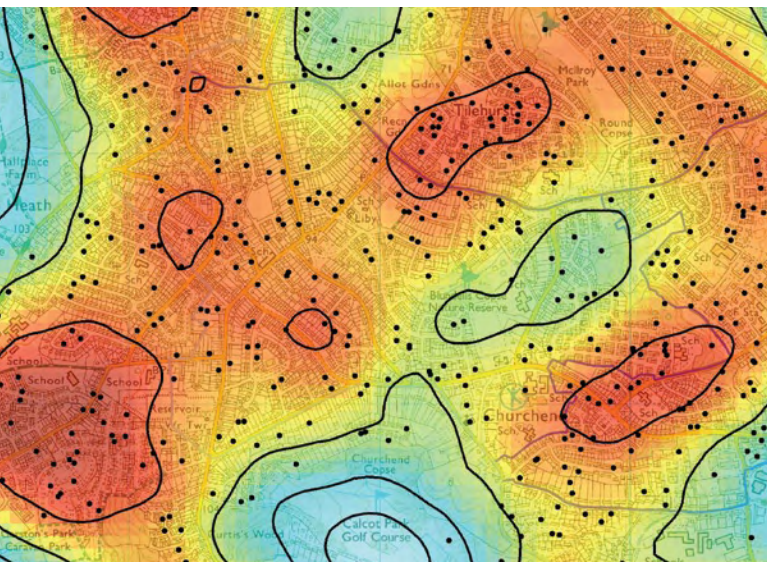
*“As pressure mounts on crime analysts to provide critical support for investigatory and operational effectiveness and efficiency, there is an urgent need for crime mapping tools that automate the majority of basic statistical processing tasks, leaving analysts free to deliver insights to their colleagues, rather than being tied up with mundane work. If this level of automation can be achieved, the efficiency gains are very considerable indeed.”*

Andy Brumwell, Geo-spatial Intelligence Analyst  
at **West Midlands Police**

## More than Data Queries & Mapping

Perform tactical analysis by delving more deeply into your crime data. More than performing queries you can analyse data – for example, hotspots, crime clusters, crime series, temporal aspects such as seasonality – 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 problem correlations in data to identify the who, what, where, when and why events are taking place in a neighbourhood
- Provide officers and staff with instant access to crime information for their patrol areas like shift details
- Apply spatial queries to your data for geo-demographic analysis
- Predict how changes in the community, such as real estate development, social and economic changes, will affect the demand on resources like infrastructure and crime response
- Improve access to, and communication of, public information
- Enhance inter- and cross-departmental and cross-agency communications



Hot spot map of burglaries

### 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?
- What is the impact on the operation I am currently running?
- What are the levels of prolific offenders in a certain area?
- What do the citizens think of the service we are delivering in the their neighbourhood?
- How will new affordable housing developments affect crime patterns?
- What if patrol zones are changed?

## Better 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 visualise trends and patterns. This enables better strategic planning to optimise the deployment of resources.

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 personalised services
- **Increase Productivity** Eliminate the time 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 across departments 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 internally on the desktop or mobile device and to citizens via the web

*“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 Centre Information Officer,  
**Association of Chiefs of Police Officers**



## Location intelligence empowers public service

Location intelligence tools enable you to store, manage, access, visualise and analyse the vast amounts of geographically based data you possess. Moreover, Pitney Bowes Business Insight's location intelligence capabilities can be seamlessly integrated with your existing business systems, (both packaged and custom), to create extremely powerful solutions.

## 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 London's Metropolitan Police and the New York Police Department.

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 like mobile phones and PDAs.

Pitney Bowes Business Insight location intelligence and routing capabilities are also used extensively in conjunction with Command and Control and Computer Aided Dispatch systems by all the emergency services. The innately open and interoperable nature of our systems has made them ideal for integration with custom or pre-existing products and technologies used by police, fire, ambulance and coastguard services throughout the world.

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

Nick Tofiluk, Assistant Chief Constable,  
**West Midlands Police**



## PLAN

- Identify hotspots and unveil potential problem areas to site resources where they are required most
- Site check points and track road closures
- Calculate drivetimes to the nearest hospitals and police stations, should back-up or additional emergency services be required
- Augment your crime mapping by adding and analysing information such as economic data, local labour markets, transportation, recreational facilities, road access changes and more
- Use our predictive analytic software and services to gain the big picture of the impact of location on crime in the community so that resources can be used more effectively
- Direct location 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
- Analyse crime and disorder data alongside demographic and other factors such as socio-economic, education, health and employment patterns
- Develop theories about why crime and disorder trends occur in certain locations and which groups are most likely to be targeted
- Make essential, location-based data created in one department or area available to another, increasing effectiveness and cutting duplication
- Visualise trends in traffic data to assess overall traffic and speeding, enabling better allocation of resources such as speed cameras and patrol cars Plot the location of road accidents over a specific time period to identify accident clusters

## DELIVER

### Mobility

When run on mobile devices, such as PocketPC devices or smart phones, Pitney Bowes Business Insight solutions:

- Brings location-based data to life
- Allows officers patrolling the streets to access, manage and update maps and important underlying information on the move
- Reduce response times and improve overall efficiency
- Provide access to directions to the scene of a crime, instantly record a detailed description of the perpetrator, identify whether or not they already have a criminal record, contact the nearest officers for back-up and much more

### Command and control

- At the touch of a button, assign your resources where they are needed most
- Instantaneously track the routes of stolen vehicles so recovery operations can be coordinated centrally
- Dispatch back-up to assist in catching offenders and additional emergency services in case of an accident or attack

### Public Information Services

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



## Pitney Bowes Business Insight Customers

Police forces, emergency services and other organisations throughout the world are using solutions from Pitney Bowes Business Insight to reduce crime, work with the community, access and give meaning to otherwise indigestible statistical data, deploy resources more effectively and make informed decisions.

Police customers include:

- Association of Chief Police Officers (ACPO)
- Metropolitan Police
- Greater Manchester Police
- West Midlands Police
- New South Wales Police, Australia
- South African Police Service
- Local and National Government, UK
- Danish Police
- Norfolk Constabulary
- Hampshire Constabulary
- FEMA (Federal Emergency Management Agency)

### THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight (PBBI) provides a unique combination of location and communication intelligence software, data and services that enable organisations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit [www.pbinsight.com](http://www.pbinsight.com) and [www.pb.com](http://www.pb.com) for more information.

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