

## **Pitney Bowes Business Insight Emerges as the Crime Analysis Standard for Three Ontario Police Services**

*Crime Analysis Bundle Helps to Visualize Trends and Patterns Quickly and Easily to Effectively Deploy Police Resources*

**TORONTO—June 15, 2010 (2010 OACP Annual Conference, Booth # 905)—**[Pitney Bowes Business Insight \(PBBI\)](#), the leading global provider of data quality and location intelligence solutions, is experiencing widespread demand for its [Crime Analysis Bundle](#). In particular, three Ontario-based Police Services—Belleville, [Cobourg](#), and Owen Sound—have turned to PBBI's Crime Analysis Bundle to quickly and efficiently access specific crime analysis information to help police officers better serve their communities.

The Crime Analysis Bundle from Pitney Bowes Business Insight helps police agencies' systematic analysis for identifying and analyzing patterns and trends in crime. Information on patterns can help police services deploy resources in a more effective manner and assist in identifying and apprehending suspects. Crime data and effective analysis also plays a critical role in devising solutions to crime problems and formulating crime prevention strategies.

“Using the Pitney Bowes Business Insight Crime Analysis Bundle, we are effectively leveraging crime data in a way that we could not do in the past,” said Paul Sweet, Chief of Police for the Cobourg Police Service. “The Crime Analysis Bundle takes the randomness out of our patrols and helps us prioritize patrol areas. We quickly analyze crime data that helps to improve efficiencies for the entire police service, while at the same time providing the highest level of protection for our residents of Cobourg.”

As one of the fastest-growing aging communities in the area, Cobourg Police found motor vehicle accidents were a growing trend. With the sudden spike, officers wanted a more effective method to gain better insight into the volume of accidents. The police department lacked the ability to quickly access specific crime analysis data from its records management system for analysis reports, which took well over three hours to sort. The police force turned to Pitney Bowes Business Insight to enhance the method for analyzing and reporting data. Using the Crime Analysis Bundle enabled Cobourg to delve deeper into its motor vehicle collision analysis. Through highly visual and interactive charting of data, the Cobourg crime analysis team was able to identify and analyze patterns and trends in locations with the most accidents.

In addition, the Ontario-based Belleville and Owen Sound Police Services similarly turned to Pitney Bowes Business Insight, utilizing its Crime Analysis Bundle to better analyze trends and more effectively deploy resources.

- **Belleville Police Service**

With more than 50,000 residents, crime prevention is a key responsibility for the Belleville Police Service. Upon integrating Pitney Bowes Business Insight's Crime Analysis solution earlier this year, the police force teamed up with the city's downtown business council to analyze crime data collected from the area. Belleville also took advantage of the Crime Analysis Bundle to assist with streamlining the police force's weekly reporting and analysis of incidents such as break and enters, impaired driving, and theft of motor vehicles. The easy-to-use analysis solution from Pitney Bowes Business Insight helps to effectively collect and utilize data to assist in strategically determining where to place new security cameras in the downtown business area and ongoing analysis of the cameras' effectiveness.

- **Owen Sound Police Service**

Owen Sound Police wanted an intuitive crime analysis solution to help the police force effectively track crimes that occurred and analyze data to anticipate what crimes may happen next, and where. Using the Pitney Bowes Business Insight Crime Analysis solution, officers create hotspot maps to adjust and deploy resources in a more effective manner for patrol assignments. Additionally, it saves the police force significant time when reviewing reports. For example, it analyzes accident reports and helps to identify where traffic problems are, and what time of day most crashes occur. Prior to using the Crime Analysis Bundle, this process would require an officer to read each report individually.

The Crime Analysis Bundle automates much of the statistical legwork that sits behind crime analysis and visualization, allowing police services to perform sophisticated analysis more quickly and easily through an intuitive dashboard interface.

“For police departments, crime analysis and mapping have become an essential tool for effective law enforcement—and the ability to quickly interpret data is invaluable when analyzing crime,” said Sean Hatchett, Public Sector Account Executive, Pitney Bowes Business Insight. “With the Crime Analysis Bundle solution, police forces are able to make better strategic decisions on where to deploy resources, which is critical for protecting communities and fighting crime. PBBI not only aids with resource allocation and crime analysis, but enables crime data to be more effectively incorporated into annual reports and made readily available for public consumption.”

For more information on the Pitney Bowes Business Insight’s Crime Analysis Bundle please visit <http://www.pbinsight.com/solutions/by-industry/government/local/law-enforcement/>

**About Pitney Bowes Business Insight**

Pitney Bowes Business Insight, a division of Pitney Bowes Software Inc., a wholly-owned subsidiary of Pitney Bowes Inc., provides leading enterprises with solutions to acquire, serve and grow customer relationships. Our software and services enable organizations to turn data into critical customer insight that provides the competitive advantage required to succeed in today’s global markets. With a deeper understanding of its customers, organizations can establish meaningful connections and build more profitable customer relationships. Visit <http://www.pbinsight.com> and <http://www.pb.com> for more information.

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