



# TURN DATA INTO INTELLIGENCE

## USE ANALYTICS TO TRACK DOWN LEADS AND PREVENT CRIME

**Analytics offer the capability to help transform public safety.** Increased officer safety, deeper situational awareness, more efficient reporting, and more effective investigations are all achievable by better leveraging data. To get there, the industry must evolve to better empower analysts and others with the tools they need to quickly and easily make sense of data and maximize its potential.

### ADVANCING YOUR CRIME ANALYSIS

According to a recent survey we conducted of over 140 analysts and other public safety professionals, over 80% of analysts are still relying on off-the-shelf business applications, basic dashboards and tools like Excel to perform crime analysis.<sup>1</sup> These tend to require manual data entry processes and specialized knowledge for creating and building out meaningful reports. This can cause bottlenecks and delays in recognizing valuable pieces of intelligence. Agencies can also be limited by restrictions on the amounts and type of data they can access and export, making it difficult to get a complete and real-time picture of crime.

### DATA-DRIVEN INVESTIGATIONS

Since generic business applications promote a narrow, statistical and backward-looking view of past crime events, they also don't foster insights needed to really inform tactical action. These tools typically lack the ability to maximize the potential of data from your agency, neighboring agencies, and even public records. They don't perform advanced functions like joining large, disparate datasets, automatic correlation and link analysis or provide map-based views, which greatly limits effectiveness in aiding investigations. With so much data available today and increasing sophistication of criminal activity, only solutions optimized for investigative productivity and workflows will make the fullest use of that data, and allow you to do your best policing.

## THE IMPORTANCE OF COLLABORATION

To meet growing community, lawmaker, and analyst expectations, your agency requires much more powerful analysis tools. These tools must help you undertake strategic analysis that uncovers larger trends your agency can address, as well as more tactical, investigative analysis that helps to close cases faster and more accurately. But, ultimately, the intelligence they uncover has to be actionable, whether it's developing top-level crime-fighting initiatives or everyday patrol strategies. Analysis done in a silo, no matter how good it is, doesn't enable your team to be most successful. Insights have to be seamlessly shared and collaboration must be fluid — something that is difficult with teams working off of snapshots in time from a spreadsheet.

## EMPOWERED ANALYSTS. DEEPER INSIGHTS. CASES CLOSED.

CommandCentral Analytics, a part of our public safety software suite, is a purpose-built analytics solution that enables successful policing and investigation with data. It utilizes data from your systems, a nationwide network of other law enforcement agencies, and public records data to give you a comprehensive view of crime and the criminals committing it. With role-based configurability and options to deploy to teams across your agency, you can empower data-driven decisions to be made by everyone. Now, analysts and others can focus on their most impactful work instead of being bogged down by technology.



Analysts can dive deep into your data and identify the root causes of crime with robust, dynamically updating, easy-to-create visualizations and reports that can be easily manipulated to identify trends.



Detectives can track down leads with deep search and link analysis that make sense of data, whether it originates from your own CAD or RMS systems, neighboring agencies, or our repository of public records from over 10,000 sources.



Everyone can benefit from broad, immediate access to intelligence across your agency, in order to more strategically allocate resources with flexible sharing of dashboards and reports whether they're an officer on the street to your command staff.

Data-driven policing begins with CommandCentral Analytics. It offers purpose-built tools to empower new levels of productivity for your analysts, and the rest of your team, to ensure leads are tracked down and more crime is prevented.

Source(s):

<sup>1</sup> Modern Community Policing with Video & Data Analytics. 2018 Motorola Solutions Law Enforcement Survey Report. Motorola Solutions. 2018.

To learn more about our end-to-end public safety software suite, visit: [www.motorolasolutions.com/software](http://www.motorolasolutions.com/software)



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