

Emerging Technology Forum

Data as a Digital Asset

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Big Data....is really Big Data

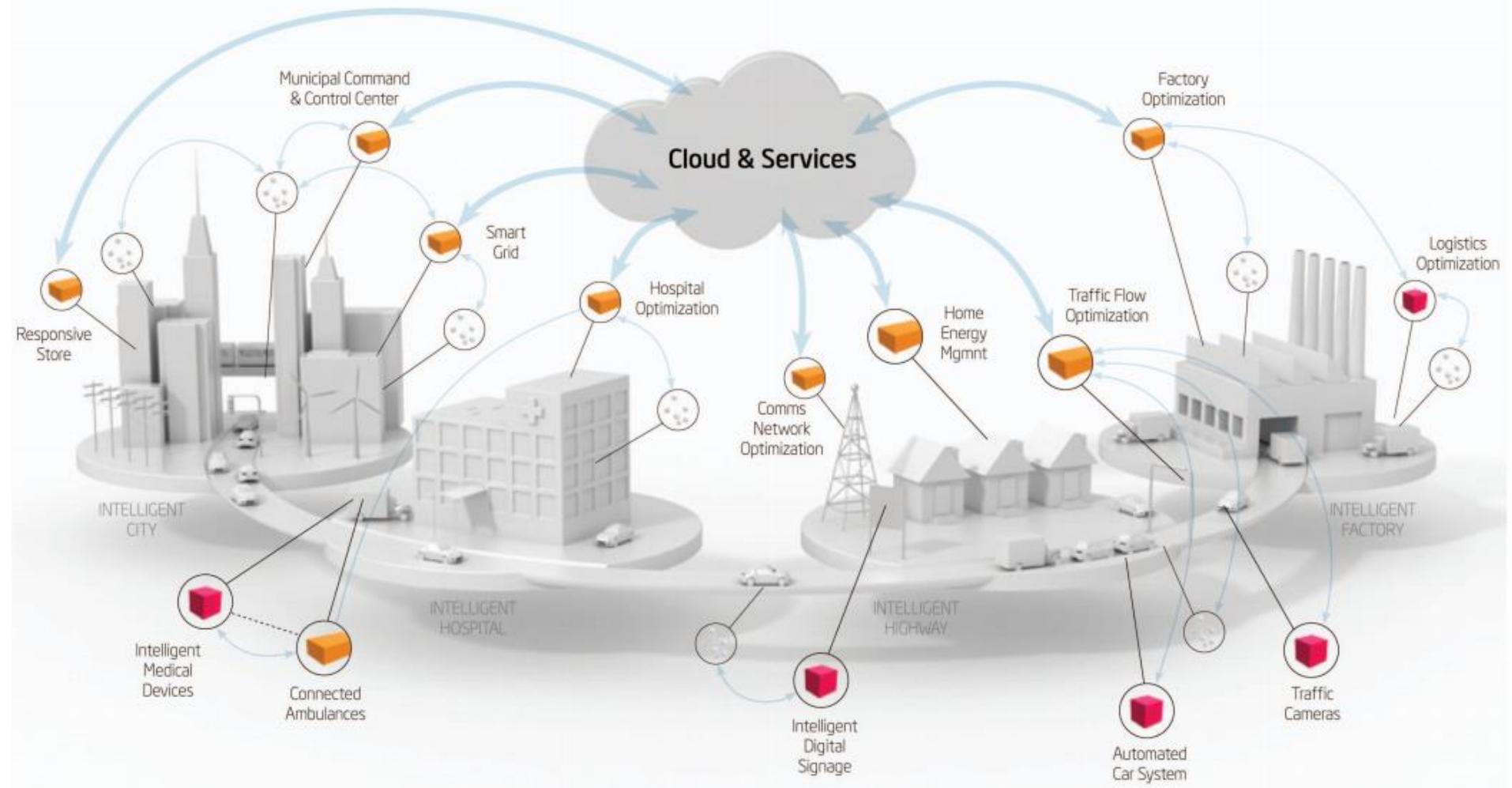
- 2.5 billion, billion bytes of new data are created...daily¹
- Global Universe of Data² ~
 - 1.8 Trillion GB of Data contained within 500 quadrillion files
 - 1 Petabyte=1M GB
 - 2012 Global Data estimates 1.2M Petabytes
 - Stacked DVD's would reach to the moon, and back
 - 2020 estimates are 40 trillion GB
 - Stacked DVD's would reach over half way to Mars³
- 90% of the world's data, created in the last 24 months⁴
 - Equivalent of 57.5 billion 32GB iPads
 - Data store is doubling in size every two years

1) IBM: Bringing Smarter Computing to big Data

2) IDC: The Digital universe in 2020

3) IDC: The Digital Universe Decade

4) IBM: Bringing Smarter Computing to big Data



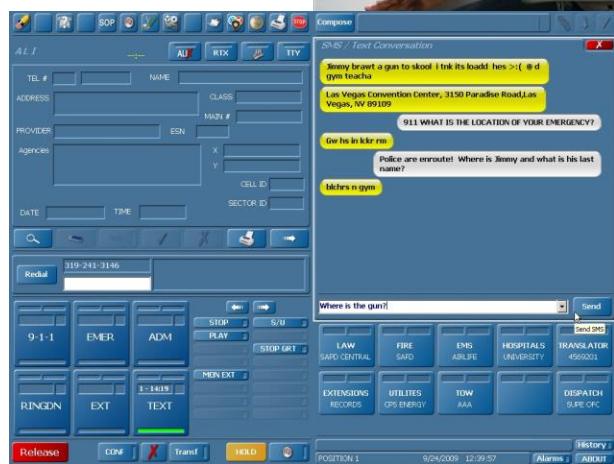
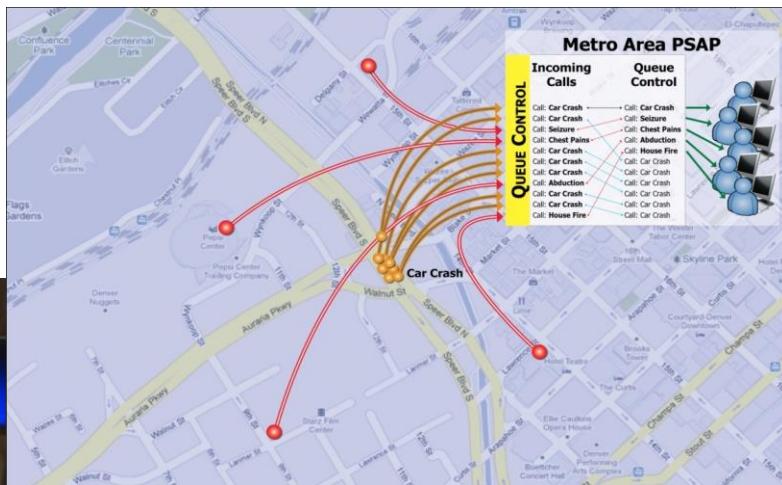
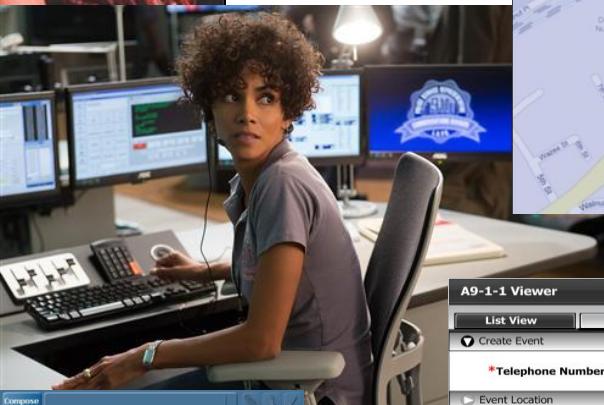


- How will it improve safety and service to citizens and first responders?
- How will it help decrease response time?
- How can you prevent increasing Telecommunicator workload or complexity?
- Will this enhance or automate more CAD functions?
- Will this be a part of the existing call flow continuum?

Convergence of Call Handling, CAD, and Radio Control



Next Generation 9-1-1 Migration has Begun



A screenshot of the A9-1-1 Viewer interface. At the top, there are tabs for "List View" and "Map View". The "Map View" tab is selected, showing a map of a city area with a "Car Crash" incident marked. Below the map, there is a "Create Event" button. The "List View" section contains fields for "Telephone Number" (with a placeholder "Enter a phone number") and "Call Type" (radio buttons for "Wireless" and "Wireline or VoIP"). There are also buttons for "Event Location", "Address Intelligence", and "Media". A "Source" field shows "junkmail@yahoo.com" and a "Search" button. A "View Blacklist" button is also present. In the center, there is a media viewer showing a photograph of a car accident. The photo shows two cars that have been involved in a collision, with significant front-end damage. Below the photo, there is a "Return to Summary" link and a timestamp "Sent: mm/dd/yyyy hh:mm". At the bottom, there are links for "Pre-Plans" and "Gunshot Detection".

Premise Data



Imagery



Traditional View



Oblique View

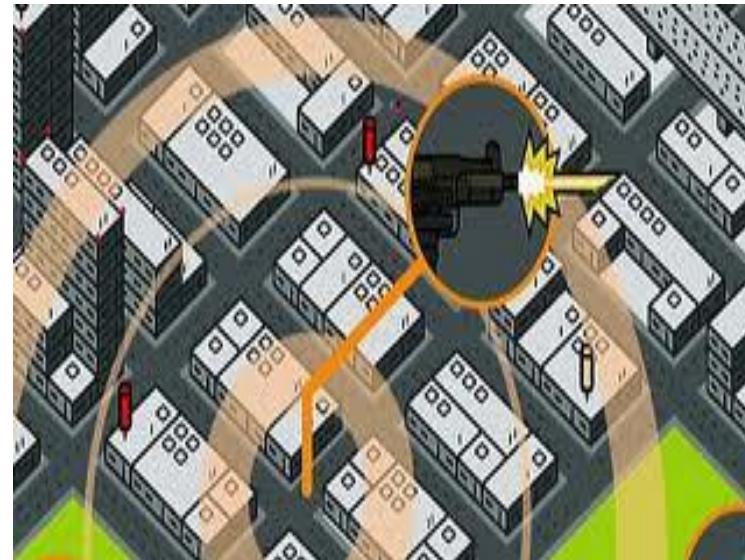
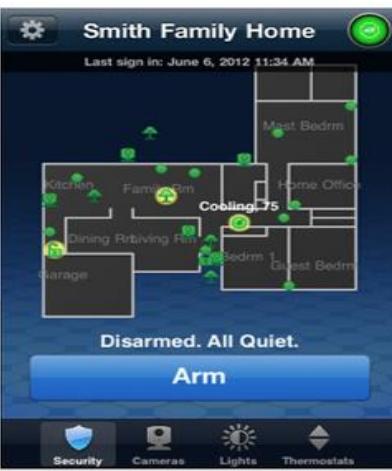
Imagery Derived Attribute Data



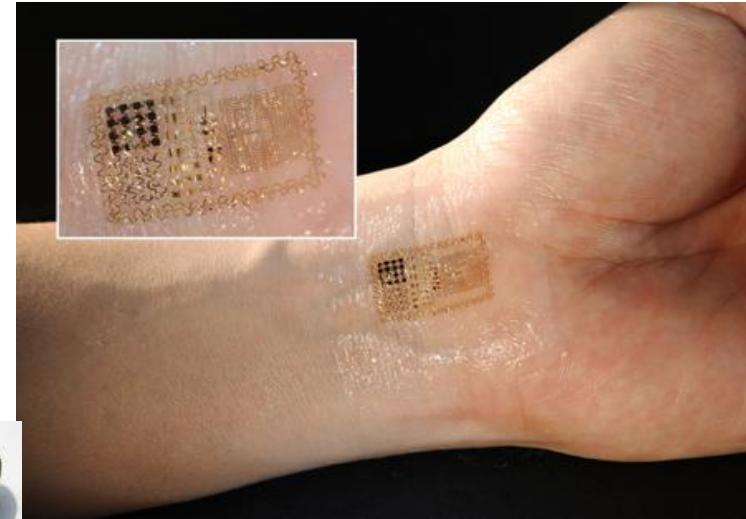
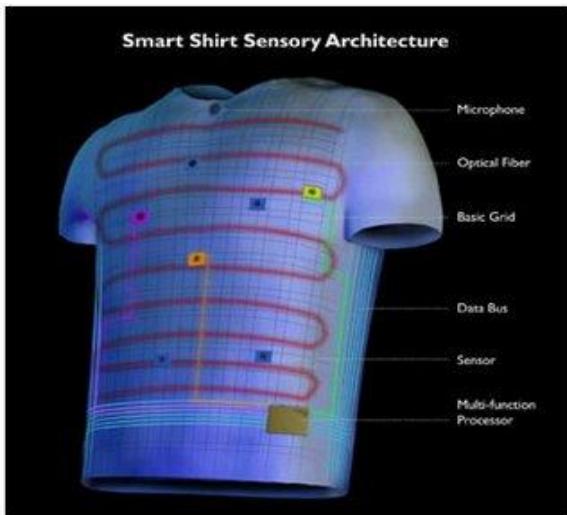
Vehicle Telematics



Sensors, Alarms, Social Media and Personal Safety Apps



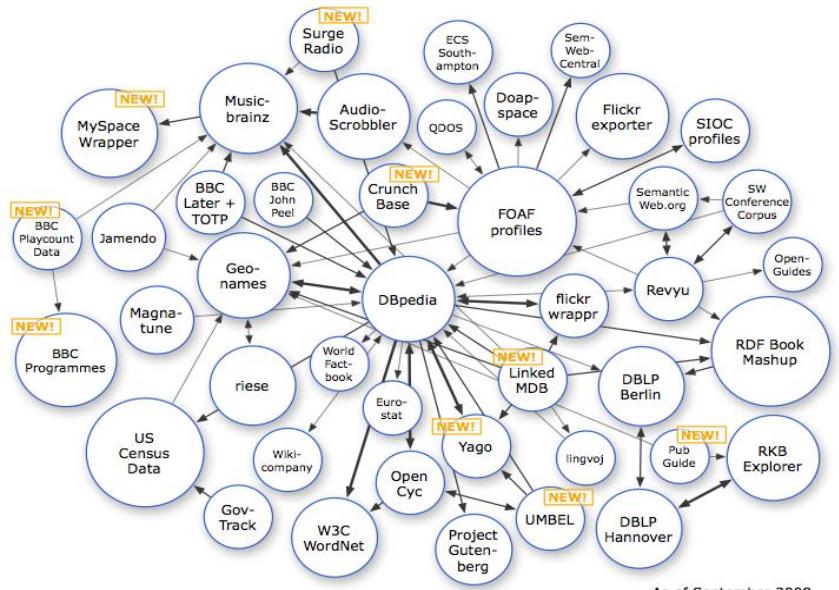
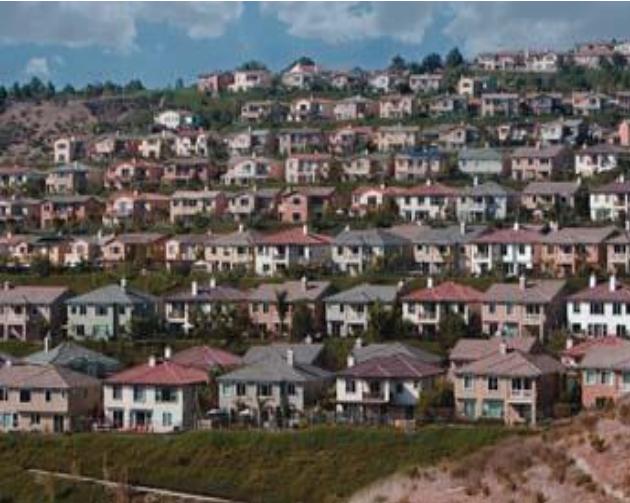
Health and Safety Devices



Health and Personal Safety Apps

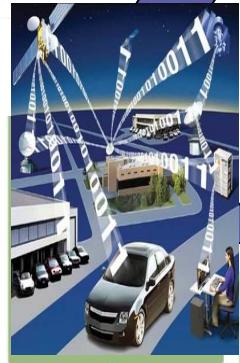


Data Mining and Analytics



9-1-1 Response Continuum





Summary People Houses Other Map View

Previous Person Next Person

Personal

Name: Sam Smith
Alerts: Sam hearing disabled

Photo

Physical
Hair: Brown
Eye: Blue
Gender: M
Age: 6
Height: 4' 0"
Weight: 40 lbs

Medical
Allergies: Food
Rescue Help: hearing

Residence

Home 10 Main St. Apartment 2000



9-1-1 Caller



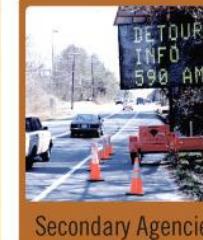
9-1-1 Call Taker



Dispatch



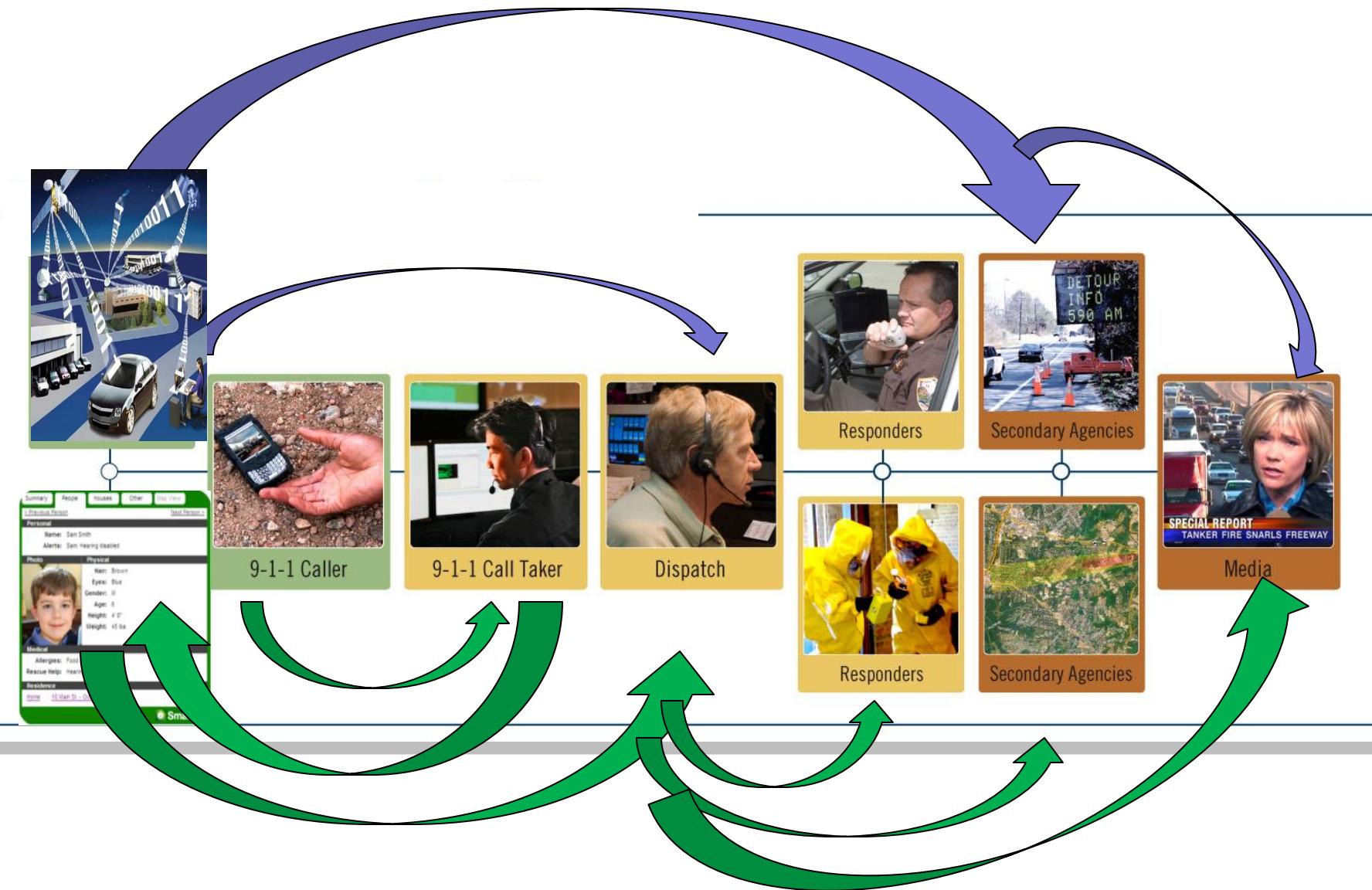
Responders



Secondary Agencies



Media



Data as an asset means....

- It is made available only when contextually relevant
- It is made accessible on an as needed basis
- It can be made available where or to whom it is of value at any point in the call process
- It provides actionable intelligence in a format that prevents a negative impact on response time
- It is displayed appropriately within the operational environment

Closing Thoughts

The amount of digital data being produced globally is growing exponentially and most can be considered “personal”, in that it can be linked to individual people, places or things.

While the use of such data is leading to important new types of highly personalized products and services for consumers, the increasing value of personalized data for the safety of the individual, the public and the first responder community is clear.

It is incumbent upon public safety professionals and industry partners to work together optimize the retrieval, the filtration, the delivery and the display of that data in a manageable and actionable format while insuring the protection of the rights of the individual

Q & A



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