When local governments connect their technology together, it enhances real-time situational awareness, shortens response times and improves outcomes. Cities become safer, citizens more engaged and agencies more empowered. Safer cities are the engine for success, driving economies to flourish and communities to thrive.

The world is going metro. Mega-cities of more than 10 million are on the rise, with 28 of them home to 453 million residents. Global populations are growing older and frailer, too. The number of adults, age 60 years and older, is expected to more than double by 2050.

Managing services and maintaining order in urban centers will be one of the greatest challenges of the century for public safety. With population density so intensive and growth so extensive, how can local leaders keep cities safe?

No question, they will need better coordination among a greater number of agencies to gain better outcomes. Interconnected technology will equip them to collaborate more effectively so they can avert threats pre-incident, respond to crimes mid-incident, and solve cases post-incident.

CITIES ARE THE EPICENTER FOR CRIMINAL OPPORTUNITY

As city populations rise, so does the risk to public safety. Citizens are more anonymous and criminals more opportunistic. High threat targets, such as high rises and transportation hubs, are clustered and numerous. Criminals are increasingly sophisticated and tech-connected.

Not only are urban targets more attractive, but the range of challenges is intensifying. Cross-border migration, cyberattacks, improved criminal communication and potential terrorism add fuel to the fire. Cyberattacks are such an evolving threat to emergency call centers and critical infrastructure, in five years they shot up 680 percent against the U.S. government.

Although the crime rate is down in many Western countries, the threat of large-scale incidents is up. Whether a typhoon in Asia or a protest in Europe, local governments must integrate and collaborate to share intelligence and coordinate their response.
Technology produces an environment where citizens trust police and local government, economic development can flourish and communities thrive. For agencies, this means leveraging existing technology, interconnecting it more effectively and improving their engagement with the public. From citizens using smartphones to document protests to private companies sharing video with public agencies, city leaders must translate this fusion of information into critical intelligence.

**TOP TECHNOLOGY TRENDS FOR 2015: FROM THE CLOUD TO THE CROWD**

**CLOUD COMPUTING** is revolutionizing the way local governments operate. Cities can access a shared pool of resources to spend limited funds more efficiently using affordable cloud-based capabilities. Cloud computing frees different agencies to share databases and connect separate systems so they can coordinate and collaborate. Local government benefits from better service delivery with minimal impact to existing systems. More cities are becoming IP-enabled and more applications are being deployed. This shared-service strategy is shaving costs and boosting productivity.

**OVER 45%**

**U.S. LOCAL GOV'T AND STATE LEADERS USING CLOUD SERVICES**

**OVER $260 MILLION**

**UK SPENDING ON G-CLOUD SINCE 2012**

**OVER 25%**

**GROWTH OF CLOUD COMPUTING IN LATIN AMERICA BY 2018**

**SOCIAL MEDIA COLLABORATION** is improving the government's ability to listen and respond to citizens in real time. Over 80 percent of police surveyed say social media helped them solve crimes and 73 percent say it helped improve community relations. In return, agencies can provide greater transparency to the public and generate greater civic engagement.

**OVER 80%**

**POLICE SAY SOCIAL MEDIA HELPED SOLVE CRIMES**

**VIDEO** is streaming into command centers at an astonishing rate. Billions of hours of surveillance video are captured each year. Traditional fixed-mounted cameras are being supplemented with abundant footage from citizens via their smartphones. Video affords public safety agencies unparalleled situational awareness as an incident unfolds. When departments integrate technologies and utilize advanced analytics, they get actionable data for better decision-making.

For more information on how Motorola is helping public safety agencies work better, smarter and faster through next generation technology, visit motorolasolutions.com.

Motorola Solutions, Inc. 1301 E. Algonquin Road, Schaumburg, Illinois 60196 U.S.A. 800-367-2346 motorolasolutions.com

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