FIGHT CRIME WITH THE POWER OF ANALYTICS

A Step-by-Step Guide for Agencies to Confidently Understand, Compare, Choose and Implement the Right Solution

MOTOROLA SOLUTIONS

"How can my agency be more effective with our current budget, headcount and resources?" This is a common question facing law enforcement agencies as they strive to improve processes and more effectively prevent and fight crime.

To support this mission, it is critical to apply technology that will enable your team to work smarter, deliver greater accountability across departments and produce the highest return on investment.

You have access to vast amounts of valuable data; the key is turning it into actionable intelligence to uncover deeper insights. By automating advanced data analysis, you can improve problem recognition, accelerate responsiveness, make better decisions and ultimately, create a safer community.

This guide provides step-by-step advice to help you to understand, compare, choose and implement a crime analytics solution. Whether you are thinking about making the move to an automated and powerful analysis solution or are in the process of narrowing down your product options, this guide will help you make an informed decision that's right for your agency.

BETTER UNDERSTAND CRIME
TO PRODUCE LONG-TERM POSITIVE OUTCOMES

In an increasingly scrutinized world, the more your agency's initiatives are based in fact and results that can be quantified, the better. However, for many agencies, the analysis required to make sense of current, available data is a cumbersome and time-consuming process.

Crime analytics software automates the collection and analysis of critical crime data and criminal behavior to give you a holistic and accurate view of crime activity. This enables your agency to:

UNDERSTAND THE ROOT CAUSE OF CRIME:
Quickly recognize patterns among crime data and easily drill down into details of recurring problems.

ELIMINATE MANUAL ANALYTICS TASKS:
Automate time-intensive analytics processes and reduce errors from human analysis, expediting the delivery of data that is current and actionable and the ability to share data across your agency and jurisdictions.

BETTER DIRECT TIME AND RESOURCES:
Assign probabilities of crime occurring and more accurately deploy patrol officers within specific areas where crime is likely to occur, prioritizing focus and better managing officer load count.

Looking for more information on predictive analytics? Download our White Paper to learn more.

IS MY CRIME ANALYTICS SOFTWARE PREDICTIVE?

In our 2016 U.S. Public Safety Crime Analytics Survey, respondents[1] reported varying uses of data analytics depending on the stage of the crime lifecycle.

THE MOST COMMON USES OF DATA ANALYTICS FOR PRE-INCIDENT SITUATIONS

Location hot spotting – **87%**
Identifying traffic accident hot spots – **76%**
Identifying repeat victims – **74%**
Rating safety threats for officers – **66%**
Analyzing 911 calls – **64%**
Officer staffing – **62%**
Patrol routing – **58%**
Updating beatmap boundaries – **57%**

THE MOST COMMON USES OF DATA ANALYTICS DURING OR AFTER AN INCIDENT

Streamlining crime analysis reports – **87%**
Delivering investigation insights – **82%**
Delivering call to service data – **80%**
Reducing narcotics sales – **68%**
Streamlining officer incident reports – **64%**
DUI hot spotting – **60%**
Pursuing warrants – **60%**

A crime analytics solution can help ensure your agency's data is being used to enhance decision making across the entire organization by turning your information into actionable results.

However, selecting the right solution is a big decision. Here are seven steps—from the initial information gathering phase, all the way through to integration and training—to help you understand your needs, create a functionality checklist, receive stakeholder buy-in, assess post-integration results and more. It also includes links to additional resources to aid in your search.

1. Gather Information
2. Create a Checklist
3. Identify Vendors
4. Get Buy-In
5. Finalize the Contract
6. Integrate & Train
7. Measure Success

1. BE AN INFORMATION GATHERER

Maybe you've been tasked with purchasing a solution and aren't sure where to start. Maybe you're trying to better understand the value of a crime analytics solution and whether you're ready to make the investment. Either way, before you identify vendors and products, you want to determine the overall objectives driving this initiative and the goals you want to accomplish.

STEP 1:

SIT DOWN WITH COMMAND STAFF.

It's imperative to get an understanding of what each division wants to do better. Ask them to create a dream list. If you could get your hands on any type of data, what would it be? What processes do you want to improve? What information would help your team day-to-day and long-term?

STEP 2:

LEARN FROM OTHER AGENCIES.

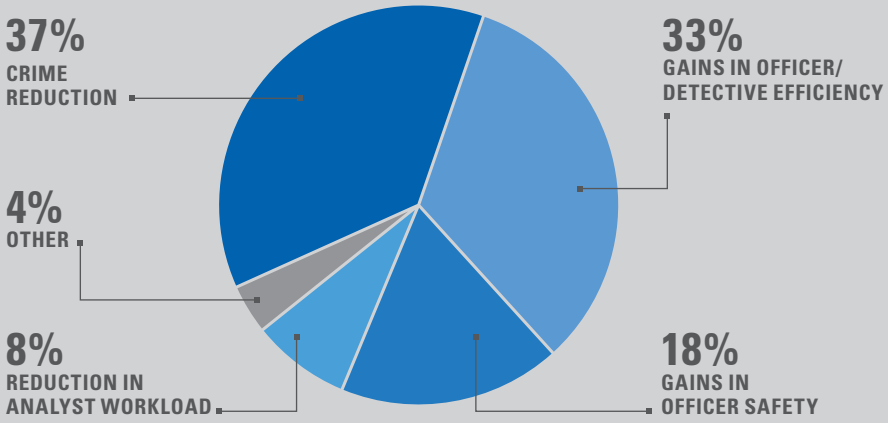
Find out how other law enforcement agencies are using crime analytics. If you've heard of agencies nearby who already have a solution and processes in place, reach out. Are they pleased with their deployment? What results have they experienced? Ask if you can come see them in action, in person. Their story could help shape your next steps and reveal new use cases to prioritize.

STEP 3:

DEFINE SUCCESS.

This step might seem early in the process, but it's important to have a preliminary idea of what success looks like. Start with the list of goals for each division within your agency and organize those into categories. Are the majority of the goals tied to reducing crime? Saving the agency money? Improving interjurisdictional collaboration? These measures of success will later be refined if you move ahead with selecting a product.

THE TOP FOUR MEASURES OF SUCCESS FOR CRIME/DATA ANALYTICS SOFTWARE[1]



2. CREATE A CHECKLIST AND CHECK IT TWICE

You have outlined what your agency wants to achieve with crime analysis, you have decided your agency requires a crime analytics solution, now you need to determine which product can get you there. Create a checklist of capabilities that are most important to you and are must-haves, as well as items that are desirable but not deal breakers. Also, document questions to discuss with potential vendors to help narrow down product options once you get to the next stage.

SUGGESTED ITEMS TO CONSIDER:

COST
Outline your budget and determine a top-end range to help guide your search. Is the solution's pricing based on agency size?

DEPLOYMENT MODEL
Do you want a cloud-based, hosted solution? On-premise? Hybrid?

IT BURDEN
What resources do you have to support the product? During product evaluations, you'll want to delve deeper into what's required to implement, maintain and update the software.

EASE OF USE
Consider creating a rating scale (1-10) to rank each product's usability, evaluating the following characteristics:

- Efficiency: How much time (clicks, page views) does it take to conduct day-to-day tasks?
- Error tolerance: In trialing, include task scenarios with potential problems
- Ease-of-adoption: How user-friendly is the product for users with varying analytics experience?

SECURITY
How is the data secured? What is the encryption process? Can you track system usage for authorized users?

ACCESSIBILITY
How is the product and data accessed by employees? Through which devices? Are there any restrictions? Does the solution allow for organization-wide access? Does the solution support an unlimited number of users accessing the solution at the same time?

REPORTING
What type of reporting is available? What are the customization options? What is the frequency? Can you schedule reports that are automatically sent to multiple recipients via email? Can you change report visualizations from the same screen?

DATA INTEGRATION
How will the data be integrated from your records management and computer-aided dispatch systems? Is recurring data synchronization a manual process or automated? How long does it take? Note: Automatic data synchronizations require less manpower and ensure that the most current data is being analyzed.

POLICING METHODOLOGIES SUPPORT
Does the solution support the basic tenets of CompStat, DDACTS and Intelligence-led Policing (ILP)?

MAPPING
What information do you want to see on a single screen? Location, crime type, date, officer, case number, narrative?

CROSS-JURISDICTIONAL SUPPORT
Does the solution allow you to view data from surrounding agencies on the same platform?

PROFESSIONAL SERVICES AND TRAINING
How are services priced? By the day? A flat fee? Is there an option for in-person support? What are the credentials of individuals providing the services and training? Does the vendor offer product training post integration?

CUSTOMER SERVICE
Who do you call with a problem or questions? Is after hours support available? Is there a charge for support calls?

FUTURE-PROOF
What product development plans are in the works? Where does the vendor see the product in 2-5 years? Assess if the vendor has their pulse on changing methodologies within law enforcement.

For additional guidance on checklist creation, download our Q&A:

HOW TO EVALUATE A CRIME ANALYTICS SOLUTION

You'll find a series of targeted questions designed to help you properly evaluate all of your options.

THE MOST IMPORTANT CRITERIA WHEN EVALUATING CRIME ANALYTICS SOFTWARE[1]

Compatible with legacy systems – **30%**
Reasonable cost – **24%**
Easy to use interface – **23%**
Integrates easily with vendors' tools – **9%**
Unlimited access for authorized users – **6%**
Training and tech support – **4%**
Flexible licensing agreements – **3%**
Dashboard summaries – **1%**

3. IDENTIFY VENDORS

You've outlined your agency's goals, decided you need a crime analytics solution and created a checklist to help drive product selection, now it's time to find solutions that warrant consideration.

STEP 1:

GO TO TRADESHOWS.

Crime analyst conferences and law enforcement trade shows can be a one-stop-shop for product research. There you can talk to vendors, see product demos and get your questions answered. Have your checklist handy to guide the discussion and take detailed notes to reference later, particularly if you're seeing multiple vendors in one day.

STEP 2:

GO ONLINE.

Take advantage of online resources, such as industry websites, to see which crime analytics solutions are well reviewed. In addition, visit vendor websites and comb through available resources, such as product data sheets, white papers and on-demand webinars. Look for customer testimonials and case studies that highlight how the crime analytics platform is being used and tangible results.

STEP 3:

REQUEST FACE-TO-FACE DEMOS.

Invite top contenders to provide product demonstrations. Have a dialogue throughout so that you can thoroughly compare what your agency wants with what the product offers. Use your checklist as your guide to get your questions answered. How the vendor engages with you during the demo and sales process can be indicative of the support you'll receive once you've completed the purchasing process.

STEP 4:

MAKE YOUR SELECTION.

Assuming that you obtained all of the information needed to properly vet the various product options, it's time to select the top contender. Or, if your agency requires that technology products go through a Request for Proposal (RFP) process, you will instead invite your short list of vendors to participate

HOW CRIME ANALYTICS SOLUTIONS ARE MOST COMMONLY DISCOVERED[1]

Crime analyst conferences – **71%**
Law enforcement conferences – **68%**
Other law enforcement agencies – **68%**
Vendor websites – **55%**
Webinars – **53%**
Software demos – **53%**
Industry websites – **45%**
Vendor promotion – **39%**
My IT department – **19%**
YouTube videos – **8%**

4. GAIN CONSENSUS AND BUY-IN

You've done the hard work to get to this point, but your job is not done. You likely still need to get approval from internal decision makers to move ahead with a purchase. You want to show that you've done the due diligence and communicate the proof points behind your product recommendation.

STEP 1:

HIGHLIGHT THE PROS AND CONS.

Have a meeting with your stakeholders to debrief them on the pros and cons of each product evaluated. Reference the requirements checklist and walk through why this product was selected as the top choice.

STEP 2:

CRAFT A FACT SHEET.

Create a written summary of your recommendation that can be circulated by the stakeholders for review and approval. This can be as detailed as you prefer, but should lead with the information that matters most to those signing off on the deal.

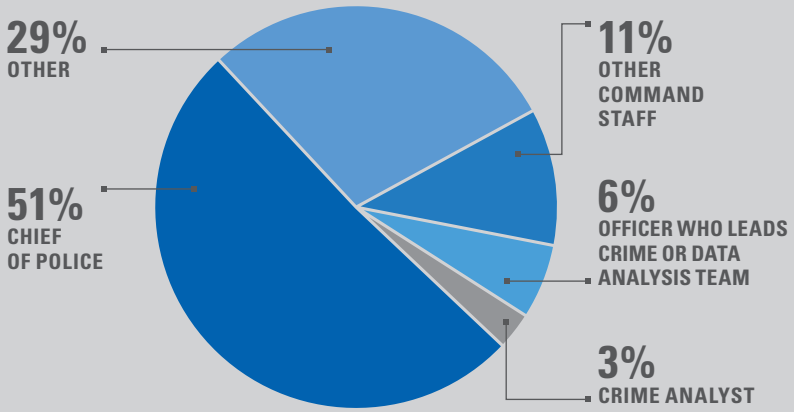
Need help in getting the funds for your analytics solution? Check out the Crime Analysis and Investigations Software Grant Assistance Program on

POLICEGRANTSHELP.COM

WHAT TO INCLUDE IN YOUR FACT SHEET:

- **PRODUCT RECOMMENDATION**
  High-level summary of stand-out features and capabilities and how they tie back to the agency's goals
- **COST**
  What is the price of the product, including any annual maintenance fees?
- **IT BURDEN**
  What IT resources will be used?
- **ACCESSIBILITY**
  Who will use the product and how and what's the ease of use?
- **CONTRACT LENGTH**
  What does the contract cover and what are the renewal costs?
- **INTERNAL CHAMPION**
  Who will be in charge of the product internally?
- **NEXT STEPS**
  What happens next related to integration and training?

THE FINAL DECISION MAKERS WHEN LAW ENFORCEMENT AGENCIES ARE PURCHASING CRIME ANALYSIS SOFTWARE[1]



5. FINALIZE THE CONTRACT

Once the purchase is approved by agency decision makers, the next step is to obtain a contract. Before you sign on the dotted line, conduct a careful review of the content.

STEP 1:

GO BACK TO YOUR CHECKLIST.

Ensure that nothing has changed from your understanding of the product during the evaluation phase. Does it include all of the agreed upon items? Review all line items, such as key dates, product components, maintenance fees and services.

STEP 2:

REVIEW FOR HIDDEN COSTS.

Make sure that you fully understand the contract and all associated fees. Some vendors charge more for additional users, data and/or access points and you don't want to be surprised down the line with an unexpected invoice.

6. INTEGRATE & TRAIN

Once the contract has been signed, integration can begin. Based on your early conversations with the vendor, you should have a solid understanding of the integration process and how your data will be connected to the new product.

STEP 1:

OVERSEE INTEGRATION.

Your data is one of your agency's most valuable assets and you want the integration to be as seamless as possible. Once the integration is finished, check – and double check – that your data is accurate, complete and fully accessible. You should sign off on the integration before training begins.

STEP 2:

PROFESSIONAL SERVICES.

The goal is for your team to apply new analysis capabilities within your existing workflows, going well beyond learning how to click new buttons. You want a services team who can help you discover the value of the product that directly aligns to your outlined agency goals.

STEP 3:

SUPPORT CHECK-INS.

A dialogue with your vendor shouldn't end when training ends. Your agency has made an investment in this product and you want to make sure everything is working. It's important to establish a partnership with the vendor so that even small issues or questions can be quickly addressed.

7. MEASURE SUCCESS

Once the product is installed and you're off and running, it's imperative to conduct periodic reviews of how the product is performing. Remember, this entire process was driven by the goals your agency wanted to achieve.

STEP 1:

PULL METRICS.

During the first step – information gathering – you outlined metrics for success. Go back to those metrics and determine if they are still accurate. The list may have shifted a bit based on your final product selection. Every six months evaluate the results. For example, if your primary metric for success was reducing crime in certain areas, pull the numbers to measure results. How many reported incidents over a period of time? How many arrests have been made? For what types of crimes?

STEP 2:

POLL USERS.

The best way to gauge how the product is performing is to ask your users. Check in with employees to get direct feedback about usability, how well the product is supporting day-to-day activities and any potential roadblocks. Are there features they'd like added? Is more training needed?

STEP 3:

BROADEN USAGE.

The more you can institutionalize and create internal buy-in of the product, the stronger the ROI. You want as many people to use the platform as can benefit. You want to broaden usage to avoid abandonment and so that as staff changes occur, the value of the product continues to be delivered.

TAKE YOUR CRIME ANALYSIS TO THE NEXT LEVEL

With the right crime analytics platform in place and a trusted vendor by your side, you will be able to better understand the root cause of crime, eliminate manual tasks and more accurately and efficiently direct time and resources. Are you ready to leverage your agency's data to help you more proactively serve and protect your community?

SOURCE:
1. Motorola Solutions 2016 U.S. Public Safety Crime Analytics Survey

For more information about the crime analytics solution that may be right for you visit motorolasolutions.com/analytics

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