

Situational Awareness: The Key to a Safer City

Safe Cities are continuously vulnerable to threats and events which pose significant risk to the safety and well-being of citizens. Having greater situational awareness across the city, allows security and public safety personnel to gain reliable context of a variety of events to quickly understand what's happening and take effective action.

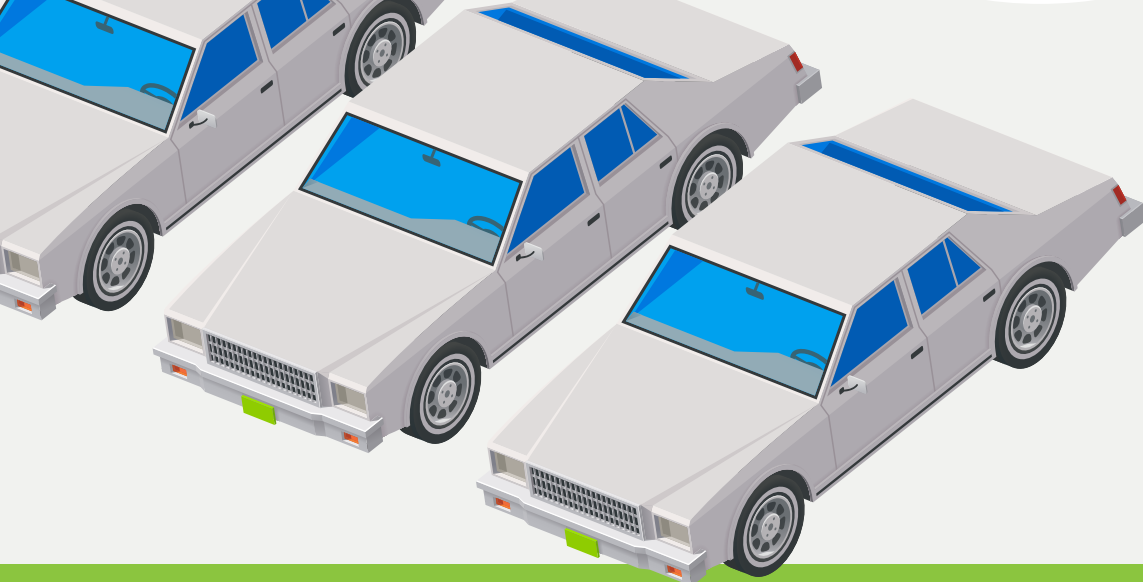
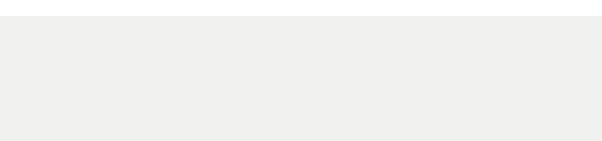


The urban population of the world has grown rapidly from 746 million in 1950 to **3.9 billion in 2014**



66 PERCENT

of the world's population will live in cities by the year **2050**

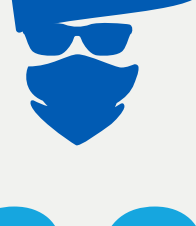


Global car sales have grown by **43% since 1990**



As cities grow more crowded with people and vehicles there is a need for more effective and efficient city operations using a unified platform for comprehensive situational awareness.

Crime, vandalism, terror, civil unrest, traffic safety, natural disasters and city hazards can all disrupt routine city life, affect public perception and impact business investments.



\$3.2 TRILLION

annual cost of crime in the United States



61% INCREASE

in terrorism in 2013



22 MILLION

people displaced by natural disasters in 2013



1.24 MILLION

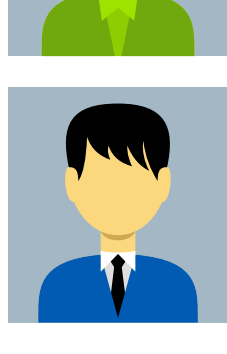
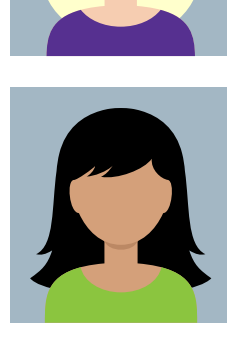
traffic deaths per year and 20-50 million sustain injuries



A variety of sensors integrated on a unified platform can help detect risks early, in time to make a difference.

Smart video analytics can report on traffic speeding and other traffic violations or identify where traffic accidents have occurred to preemptively divert traffic and prompt rapid response.

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In 2016, it is estimated that there will be around **2.13 billion** social network users around the globe, up from 1.4 billion in 2012.



Social networks can enhance the situational awareness picture. Gain important insights from social media networks on the activities happening in cities to identify and mitigate risks.

By 2017 mobile phone penetration will rise to

69.4% of the global mobile phone users



47% of smartphone owners are using social media daily

Every minute 300 hours of video are uploaded to YouTube.



Smartphones are becoming a key sensor in safe cities and can be a force multiplier to generate situational awareness, streaming images and videos to the Security Operations Center.

2013



2020



1 = 1 trillion gigabytes

From 2013 to 2020, the digital universe will grow by a factor of 10 – from **4.4 trillion gigabytes to 44 trillion**



Being able to collect, fuse and analyze this explosion of data with other sensors to learn of developing risks is critical to keeping cities safe.

5 Tips for Gaining Better Situational Awareness & Making a City Safer

1

Fuse systems onto a unified platform to quickly help identify risks and manage situations

2

Use advanced analytics and rules to help predict risks and correlate information

3

Have a system that allows for both real time situation management and investigation to help gain context on an event

4

Automate operating procedures to help minimize human error and enforce consistent procedures and policies

5

Easily share information with other agencies for better collaboration and effective response