

Staying in Touch with Smartphones

Managing an Emergency
Response Field Force

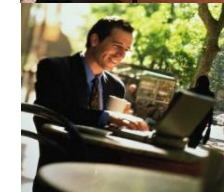
RadioComms Connect

16-17 November 2011



Background

- TeleResources is an independent engineering services and consulting company founded in 1983
- Focus on wireless technology and applications for 2G and 3G networks using all global standards
- Clients include fixed and mobile carriers, government, broadcasters, public utilities and major users
- Portfolio of innovative software tools that in combination support a complete business process
- Value proposition based on leveraging engineering expertise with smart software



My Country

*....I love a sunburnt country, A land of sweeping plains,
Of ragged mountain ranges, Of droughts and flooding rains....*

© Dorothea Mackellar 1885-1968





























63%

of Australians have helped a stranger in the last month



the most common way to give is to help a stranger

Total annual hours volunteered...

713

713 million hours

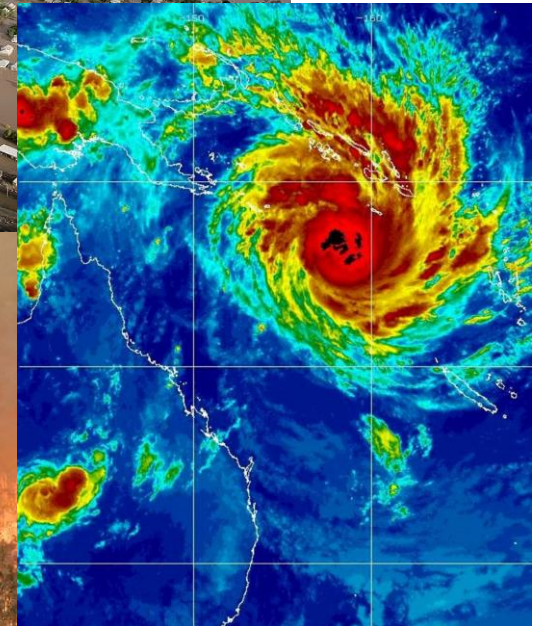
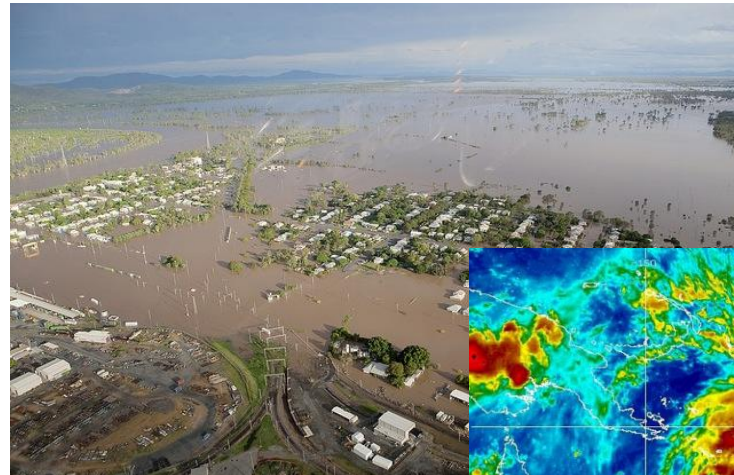


Emergency incident management

- Australians are a resilient people but we are frequently called upon to respond to events that are beyond our individual capability to manage
 - These events may be highly localized or regional in nature
 - However in all cases we need to coordinate a response

“Gladstone Regional Council is seeking to form community-based groups in Agnes Waters and the Baffle Creek area as conduits for communication with the local disaster management group”

Queensland Flood Commission Interim Report August 2011

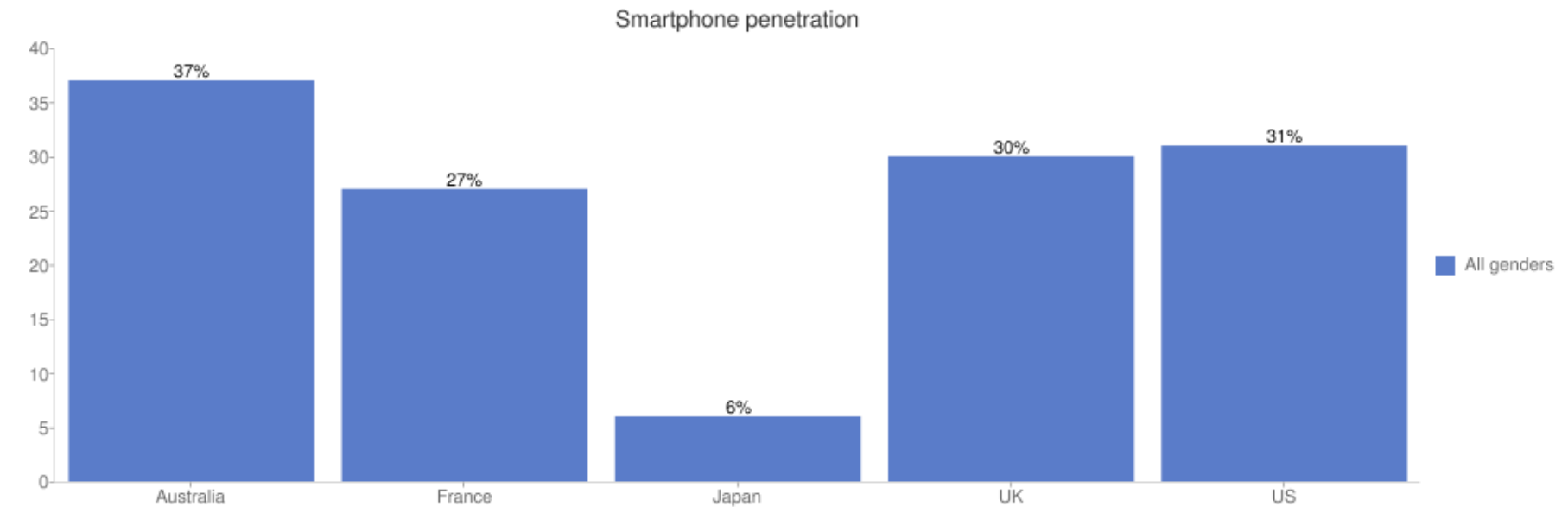


Emergency Communications Today

- Emergency Services Organisations in Australia largely use private mobile networks employing a mixture of, analogue radio, MPT1327, TETRA, and APCO 25
 - These networks have advanced functionality but limited coverage and expensive terminals
- Telstra has been providing solutions for ESO's including the Wireless Priority System (2G) and a customised version of NextG
 - Has advantage of wide coverage
 - Allows more advanced data functionality
- But what if there was a simpler solution independent of any network provider?
 - A cloud based solution that takes advantage of the widespread use of smartphones in the community



Smartphone usage in Australia highest in the world



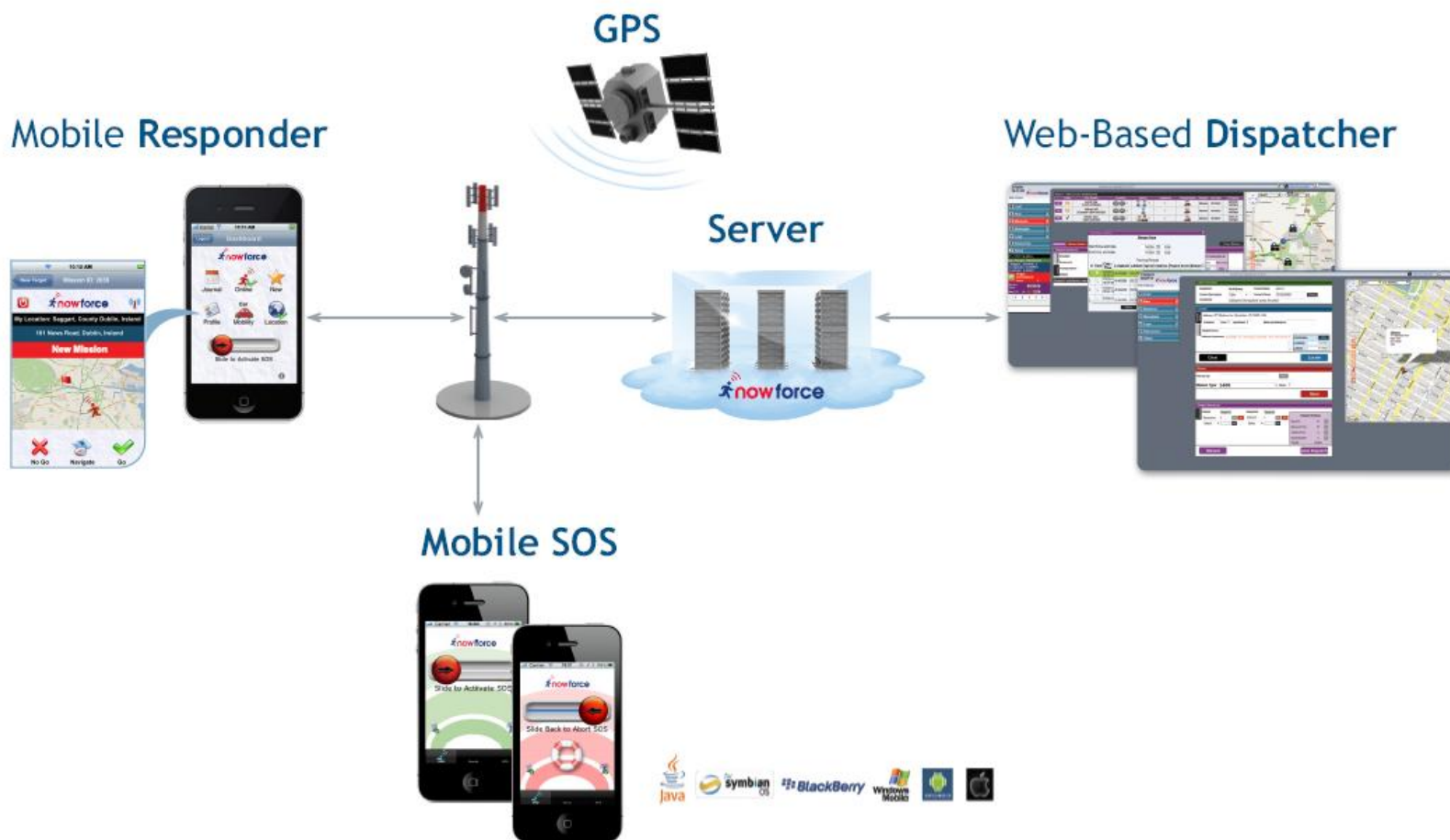
Source: www.ourmobileplanet.com
Base: Total national population

Smartphone usage even higher for first responders

- An IAFC survey of 3,000 first responders conducted in August 2011 found that:
 - 84% already possessed a smartphone
 - 71% of those without a smartphone intended to buy one within six months

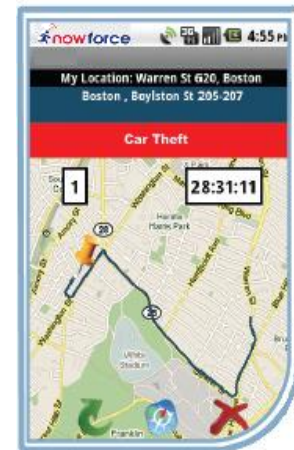
**IAFC****INTERNATIONAL ASSOCIATION OF FIRE CHIEFS**

A solution in the cloud



The mobile responder

- GPS/cellular based location tracking
- Online/offline modes with enhanced privacy features
- Receive missions via PUSH technology
- One push mission notification
- 2-way messaging
- Intelligent power management
- Integrated SOS/panic button
- Online reporting



The dispatcher

- Fully web based – accessible anywhere
- Advanced GIS features – situation awareness
- Online tracking of responders and resources
- Automatic or manual dispatching



Server and interface

- Hosted on a global secure cloud infrastructure, or
- On-premise installation
- Fully scalable
- Easily interfaced to existing information networks via:
 - Web services/xml
 - FTP
 - Email
 - SMS



Easy to setup

- Start working less than a day using a Wizard
- Define scenarios and response protocols
- Easily import user details, roles and responsibilities

NowForce Dispatcher © 2011

1/14/2011 12:27:46
Bob Green

nowforce

Users Applicants Groups Permissions Roles Equip. Zones Polygons POI Missions Rules Forms

Missions

Mission Type	Rules Defined	Remote Activation	Urgent	Snapshot	Tags	Forms	Checklist	Icon	Last Updated	Updated By	
APT Fire	✓	✓	✓	✗					24/08/2011	Pacman David	Edit Delete
Barn Fire	✓	✗	✓	✗					22/09/2011	Green Bob	Edit Delete
Heart Attack	✓	✓	✓	✓					22/09/2011	Green Bob	Edit Delete
Medical Emergency	✓	✓	✓	✗	medical	Medical Emergency Run			18/09/2011	parker John	Edit Delete
Security Check	✓	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		Security Check			22/09/2011	Green Bob	Save Cancel
Hostage Situation	✓	✓	✓	✓					22/09/2011	Green Bob	Edit Delete
Hostile Riots	✓	✓	✓	✗	medical	Medical Emergency Run			18/09/2011	parker John	Edit Delete
Shots Fired	✓	✓	✓	✓					22/09/2011	Green Bob	Edit Delete
SOS	✓	✓	✓	✗					26/08/2009	Miller Veronica	

Enter new mission type and click 'Add'

Case Study: Public Schools Medical Services

- Saving the government of Israel \$50 million annually
- Providing medical services to 1.9 million children
- Arriving at 4,500 public schools within 15 minutes
- Achievable with less than 100 responders



"With NowForce we are able to respond within minutes to medical incidents throughout the county"

*Reuven Dichter,
Director of medical services for ministry
of education , Natali-Sequife*

Case Study: CJP Volunteer Fire Department

- Interfaces with regional 911 dispatch center
- Extracts only events relevant to CJP responders
- Daily incident volume is sometimes in the hundreds
- SNAP forms virtual perimeter around each one
- Selects most qualified responders to each incident
- Information received on personal phones within 30 seconds
- Positive acknowledgement of receipt

NowForce is not only a win-win proposition for our Department in these tight fiscal times, but it has allowed us to protect our most important investment - our community.

J.P. "Jimmy" Seavey, Sr.
Fire Chief
Cabin John Park Volunteer Fire Department



Summary

- Australians are faced with critical incidents every day of the year
- The scale and immediacy of these incidents frequently exceed the capacity of our professional ESO organisations
- Cloud based solutions like NowForce enable the mobilisation and coordination of thousands of volunteers while complementing the professional radio networks of ESO's

