



Bringing Data to Life

Delivering continuous improvement

ACTIVE's software systems have been used by over 100 public safety agencies in the UK, Europe and the USA to help protect and save some 75 million people. Until now, research and reporting was only an occasional activity. Today, researching the demand, performance and resourcing dynamics of a modern public safety agency is a continuum. Demographics and demand change so quickly that research must be conducted on an ongoing basis. Only ACTIVE's applications deliver this capability to the service managers who are tasked with responding to the ongoing changes.

Demand Analyst

Demand on your service is always changing due to shifting demographics (aging and migration), and growing "misuse" of 911 services, while genuine emergencies remain constant.

Progressive public safety agencies are used to conducting research into patterns and trends in demand. However, in most cases this is performed with complex software tools that require constant re-configuration.

Analyzing demand should not be undertaken occasionally or in real time, and must be consistently re-evaluated. **Demand Analyst** is a proven easy-to-use, rapid analysis tool that supports on-going preconfigured and ad-hoc investigation of demand patterns and trends.

A simple preconfigured interface allows activity data such as spatial, temporal, thematic and demographic to be researched rapidly and accurately. The unique power of **Demand Analyst** lies in its ability to reassess demand trends very quickly, whenever the need arises.

Performance Manager

911 agencies must meet response times and percentage goals by classification of task. Whether you are setting or striving to attain these goals, accurate and clearly presented information about historic and current performance is the cornerstone of improvement planning.

Performance Manager enables rapid investigation and reporting on the components of performance. It easily and comprehensively answers questions such as "Where and when are life-threatening incidents most commonly responded to just outside of goal time?" and "Where and when do inappropriate incidents that absorb emergency resources and restrict capacity for emergency response happen?"

Clearly presented and accurate information on activation, travel and response to scene times,

as well as transportation and destination holding times, adds huge value to in-agency and cross-agency performance improvements.

Understanding the limitations of your resources is crucial. **Performance Manager** contains a simple 'point and click' travel time boundary generator to help evaluate response coverage. The boundaries will react differently dependent on time of day (a vehicle can respond further in a given time at 3am than at 8am), type of vehicle, hot or cold response and user knowledge. **Performance Manager** can show your agency which shifts consistently miss their response times, by what times, and most importantly, why. **Performance Manager** will identify system wide limitations and allow agencies the opportunity to capture many calls that miss response times by close time periods.

Resource Optimizer

Like it or not, in 2011 resource optimization is based on a "cost - benefit" analysis. Whether you are required to do more with what you have, or do the same with less, ensuring that all available resources have the strongest possible contribution to overall performance is the most fundamental part of modern emergency system planning.

Resource Optimizer offers unlimited flexibility. Through one clear and concise interface, individual resource workload and utilization can be easily assessed. When you have an evidence base showing which resources and/or locations are most and least busy by shift, by hour, or by day, decisions on resource reallocation become straightforward. Workload forecasting can be undertaken based on changes in resource locations, giving those responsible to meet performance standards a powerful suite of tools to model the most cost effective arrangement of available resources. Where to place your existing resources becomes a factual based analysis and less of a political challenge.



Key Benefits

- Visual reporting
- Rapid analysis
- Designed specifically for 911 services
- Easy to use and accessible to non-IT managers
- Upload any source of data
- Supports established working practices
- High return on investment
- 15 years proven experience

*While **Demand Analyst** identifies the actual demand and **Performance Manager** identifies ways to reduce inappropriate demand and improve response times, **Resource Optimizer** addresses the proper resources to respond to that demand.*