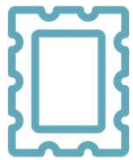# Igniting Innovation in Public Safety

Leveraging Data to Propel Product Development and Market Expansion

Introduction

Background

Who is this guy? I don't think he's from our tribe.

Emerging patterns

Low-level data collection that is automated and objective

Innovation opportunities

There will be winners and losers.

Leveraging Data to Propel Product Development and Market Expansion.

Ingredients for Innovation

Connectivity
Broadband to our trucks and incidents.

Equipment
IoT devices that track, measure, observes, and talks.

Integration
Let all the "things" talk to each other and to us.

Processing power
Particularly "on the edge", this changes everything.

By bringing together these key ingredients, public safety organizations can drive innovation and better serve their communities.
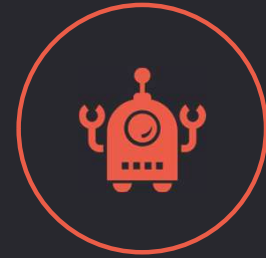
Technological Trends

Artificial Intelligence

AI will be used to automate processes and improve decision-making in Public Safety.
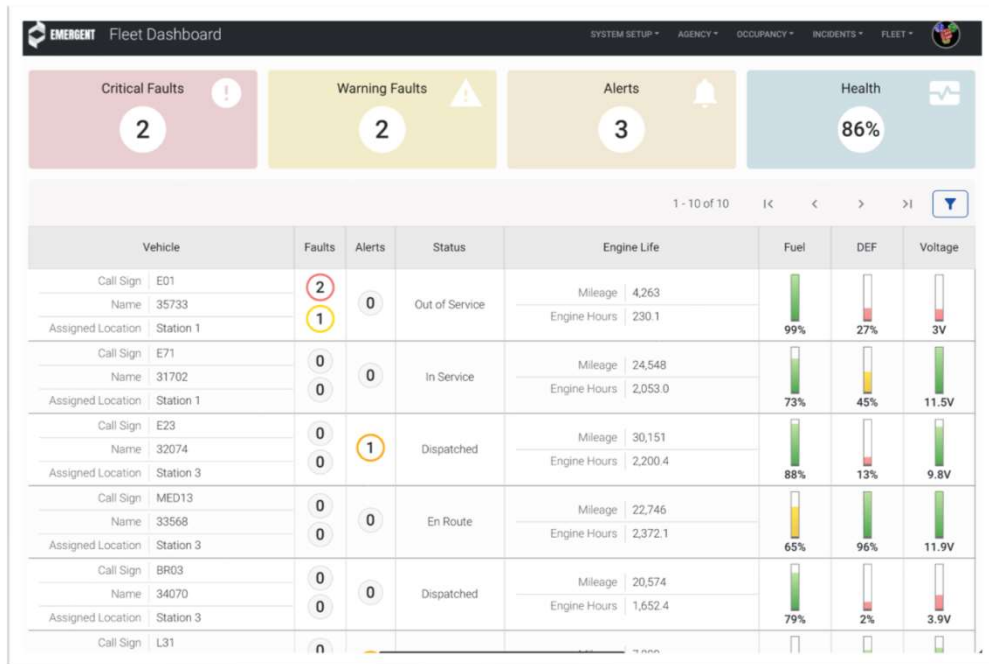
Cloud Computing

Cloud computing is allowing us to access data and resources from anywhere.

### Information from our stuff

We collect data from EVERYTHING. This will change how you do business.

These technological trends are revolutionizing the way fire services operate, and are paving the way for a more efficient and effective future.

Low-level Data Collection

Data collection is an important part of any organization's operations, and fire services are no exception. Low-level data collection is the process of gathering information from the ground up, allowing for more accurate and detailed insights into the operations of a fire service.
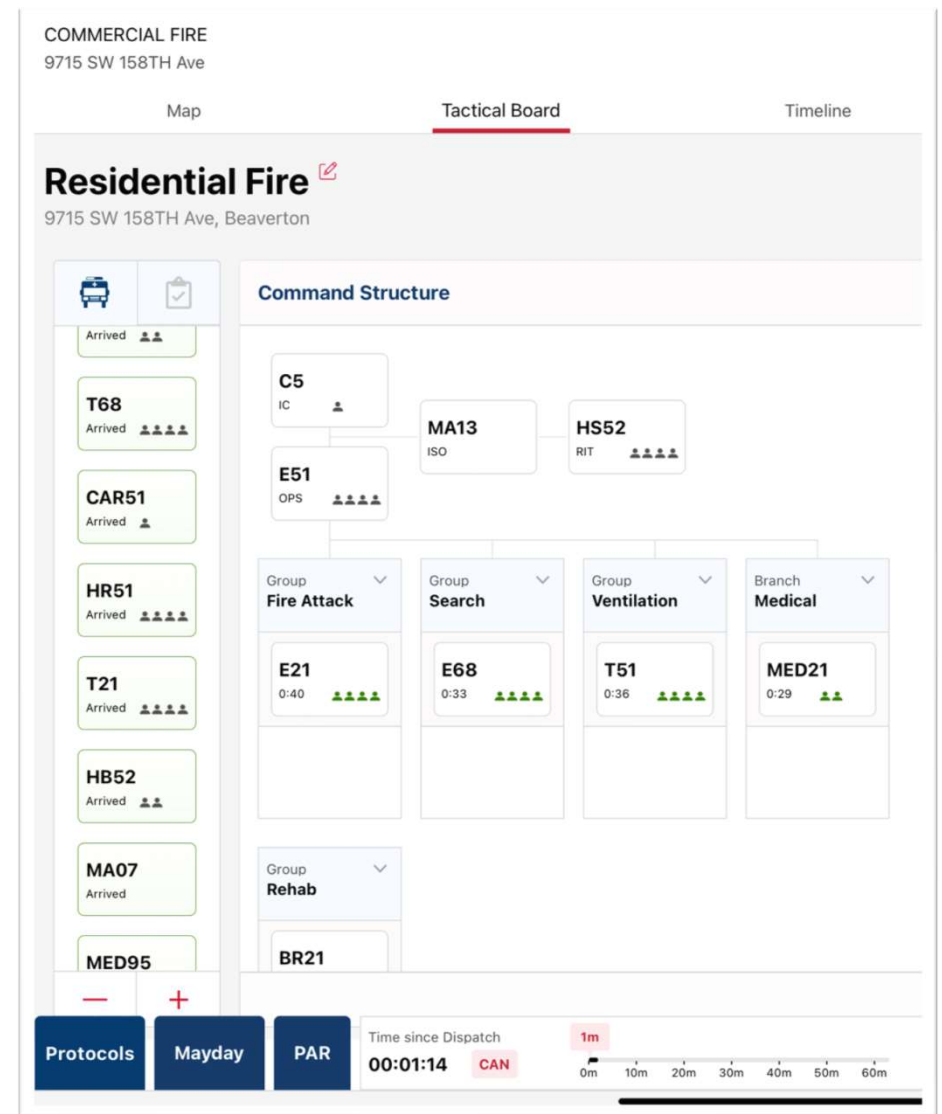
Who is Jason Patton?

And why is he an example for all of us?

"I've got an app for that!"

Do you expect an incident commander to do what they do **AND** stop to check your app?

Better: A technology ecosystem is a network of interconnected and interdependent business entities. These entities come together to support each other and spur innovation.

To build a digital ecosystem, you need to identify your customers' needs.
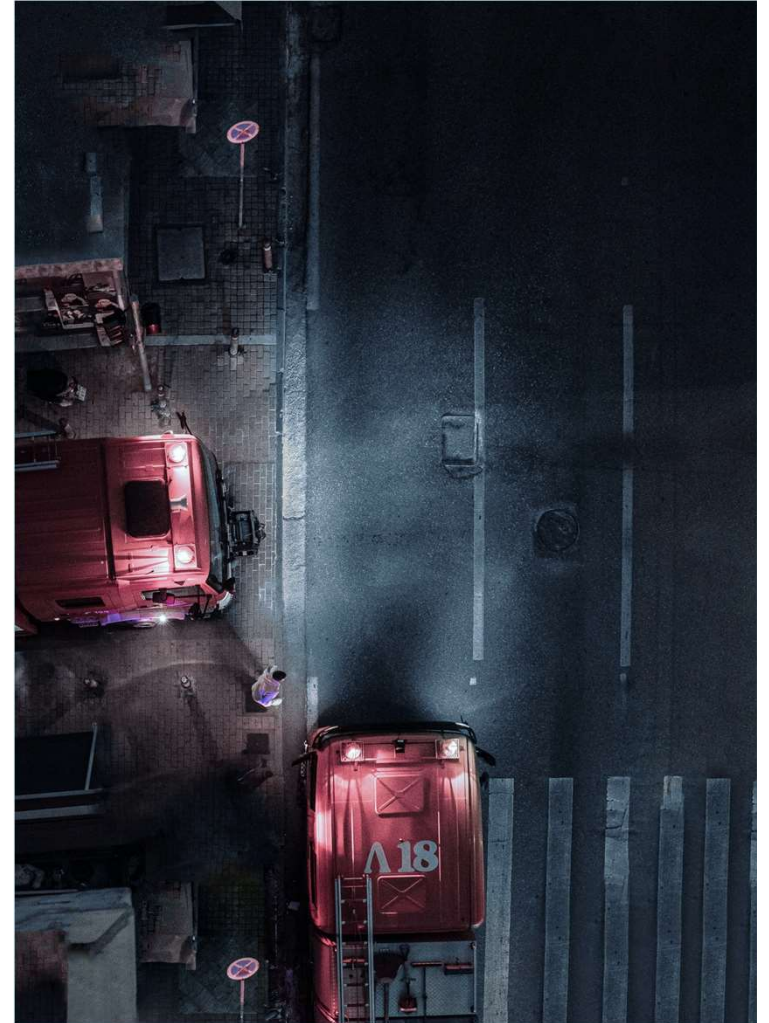
Manufacturing Mindset?

Overvalues selling parts and maintaining margins

Does not focus on telemetry

Prioritizes process over innovation

Values predictability over adaptability

DOES NOT facilitate data and insights from telemetry.

*Acumen

Creating Competitive Advantage

Measure things

How much is it used? How long does it last? Is my information more helpfule with sombody else's?

Associate Location

Where things happen, where they break, where they went, and how long did it take them to get there - all adds context

Does this data add value?

Does the data create an "insight" that didn't exist before AND sovles a problem?

Monetize. Are you selling a "thing"? Does that create ARR?
Can you create revenue from every call?

Building a Data Ecosystem

Can your widget talk?

How can you connect it and let it interact?

Can it connect to the Truck?

Can the data move?

Can the Truck talk to the incident/firefighters?

Will you allow your data to move outside your own "black box?"

Software is the glue that generates value from the data. It interacts with people where they are.

Your data is just your data – and it is not useful except for very narrow use cased unless you allow it to integrate with other things and inform people in context.

Is the data available for other uses? For Departments? Dealers? OEMs? Analysis?

You don't really create value (revenue) until you provide insights. Data insights to iteratively improve products, services and operations.

Create Real Value for Your Customer

Tailored Solutions

Develop products that are highly customized to the specific needs and preference of customers, leading to enhance functionality and user satisfaction.

Enhanced Product Reliability

Utilize PM and fault detection to improve the reliability of products, reducing downtime and ensuring the longevity of equipment

Optimized Operational Efficiency

Dev products that contribute to streamlined operations, enabling public safety to respond more effectively to incidents.

Differentiate with Data Insights

Providing preventive maintenance schedules and real-time support based on equipment usage data, preventing operational disruptions and extending the lifespan of the equipment

Informed Decision-Making

Equip public safety with data insights derived from the equipment, enabling them to make more informed decisions in their operations

Propel Product Development & Market Expansion

Talk to your Frenemies

Engage with other industry players to develop integrated solutions and to co-create products that add value to end-users.

Identify Market Trends & Demands

Analyzing these data identifies market needs early, shows gaps in current offerings, and shows you how you ACTUALLY perform..

Mitigate Risks & Reduce Costs

Implement predictive maintenance tools and QC analytics to ID issues early in the production process.

You'll sell more than you think if you provide value on every call, every day.

Providing insight from your equipment that contributes value or takes away frustration makes them loyal.

Enhance Product Innovation

Use the data to understand usage patterns & incorporate findings into the design and function of new products.

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