

A large, stylized purple chevron graphic that points to the right. It is composed of two thick, parallel lines that meet at a point on the right side, creating a large, hollow arrow shape. The color is a vibrant purple.

# **CONNECTING THE DOTS: SITUATIONAL AWARENESS**

The growth of smart cities populated by digitally networked citizens has created a tsunami of data... and criminals are catching the wave.

By 2021, cyber crimes such as online scams, hacking, data theft, fake news and digitally enabled terrorism are projected to cost six trillion dollars per year.

Public safety agencies face a multitude of pressures, including strained budgets and citizens expecting swift responses to unpredictable events. In our boundaryless, interconnected world policing must be efficient, proactive, and preventative.

Accenture's Innovation Center for Situational Awareness is developing cutting edge solutions to combat threats in real time.

"Situational awareness is about providing a dynamic response to people at the front line. It's about empowering the front line. We get them the right information at the right time. We can get them a quicker outcome, and everyone is more safe." – Carl Sharpe

Harnessing the power of networks to generate crime fighting insights requires connecting the dots between data, ecosystems, and citizens.

Connection one – data. Transforming data into proactive intelligence calls for **bridging informational silos** across divisions and agencies, **navigating the deep web** to extract insights, and **projecting mission critical intel with certainty**.

Connection two – ecosystems. Building a collaborative ecosystem is accelerated by **trusted data sharing** technologies that securely preserve privacy while empowering officers to apply mission critical **insights in the field** coordinated by **next gen command**.

Connection three - citizens. At the heart of situational awareness is public trust. Striking a balance between privacy and surveillance must be informed by **citizen perceptions and data consent**. **Well-explained governance** inspires the public to **actively engage** new safety and security measures.

Situational Awareness doesn't just tackle crime; it gives rise to secure digitally enabled markets that attract global capital while fostering trust with citizens. But staying a step ahead of 21<sup>st</sup> century threats requires constant innovating in the new.