How to Sell Crisis Management Solutions to Public Safety and Security Organizations

Sell Solutions that Help Synchronize Efforts During Emergencies

Public organizations face a growing risk potential from unintentional incidents that threaten public safety to intentional acts that jeopardize citizen security, on both the local and widespread scale. As a result, they are paying specific attention to crisis management. You can help public sector customers meet their safety and security objectives by engaging them with the Cisco® Open Platform for Safety and Security. This integrated, scalable architecture framework enables your customers to better coordinate during all four phases of emergency management: prevention, preparation, response, and recovery.

With a common infrastructure, the interoperability challenges of multiple devices can be eliminated, allowing all parties to communicate and collaborate in real time during an event. Amidst diverse threats from natural disasters to terrorist threats, the need for safety and security solutions has never been greater.

Target Customers

Business decision makers (both appointed and elected) of public organizations including:

- Crisis centers
- Defense
- Humanitarian aid groups
- Justice
- Local government—states, provinces, and municipalities
- Immigration
- Intelligence services
- Public safety
- Schools and universities
- Transportation
- Utilities

What Challenges Do They Face?

Generally, these organizations seek to:

- Improve citizen and employee safety/security
- Protect facilities and critical infrastructure
- Reduce operational costs by using technology to make the same resources more effective
- Ensure interoperable communications regardless of device or location
- Strengthen interagency coordination and collaboration via real-time data, video, and voice on location

Please note: The public sector is a diverse market with several nuances. Understanding their specific requirements and objectives is critical to success.

Translating Past Events to Current Market Requirements: The Six Architecture Building Blocks

By analyzing historical scenarios such as the Mont-Blanc Tunnel fire tragedy in 1999, we can identify key market requirements. Such drivers are geared toward optimizing emergency management by using technology available today and building a comprehensive, multivendor architecture. To improve crisis prevention, preparation, response, and recovery, organizations should focus on building six foundational blocks. These building blocks map to the following six technological areas:

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<th>Focus Area</th>
<th>Benefit</th>
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<td>Command, Control, Communications, Computers, Intelligence, Surveillance, and Reconnaissance (C4ISR) Operations Center</td>
<td>Provides a common operating picture for the crisis management team with up-to-date situational awareness, actionable intelligence, and decision support tools; also facilitates mission-critical communications with first responders, along with incident and unified command teams</td>
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<td>Emergency-Grade Network</td>
<td>Carries forth all emergency management activities on a scalable, resilient, secure, and intelligent network platform</td>
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<td>Unified collaboration</td>
<td>Improves collaboration within and between public safety and security organizations throughout the emergency management cycle (prevent, prepare, respond, and recover)</td>
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<td>Surveillance</td>
<td>Supplements the reconnaissance and response teams, and provides the Operations Center with additional intelligence and automated capabilities—using video surveillance, sensors/actuators, and biometrics</td>
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<td>Empowered Mobile Workforce</td>
<td>Enables first responders to be as effective on the go as they would be in the office; examples include: an “empowered” police vehicle and a fireproof suit enhanced with an array of sensors</td>
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<td>Citizen-authority interaction</td>
<td>Improves communication between citizens and authorities during emergencies by providing single-number dial service on one hand, and “reverse 911,” which sends outbound alerts to citizens about perceived public dangers on the other</td>
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Engaging Your Prospects

- Initially, engage your IT contact with the Cisco Open Platform for Safety and Security and crisis management solution materials; inform him/her that you have business-focused solutions to discuss with elected and appointed officials.
- Ask your IT contact to introduce you to these officials as a valued technology partner.
- Describe the evolution toward an integrated architecture framework for crisis management.
- Reference success stories of public safety and security organizations who have improved their emergency management capabilities.
- Depending on the opportunity, reach out early in the sales cycle to relevant Cisco partners to jointly create the solution.
- Emphasize the benefits of the platform:
  - Crisis prevention—Allows organizations to collect, analyze, assess, and disseminate information quickly and comprehensively, which leads to greater awareness of potential threats.
  - Crisis preparation—Integrates resource management with operational and back-office information to maximize visibility across the entire organization, helping to ensure that logistics, assets, training, communications, planning, and coordination operations are synchronized and ready.
  - Crisis response—Enables real-time information access and communication, improving coordination, collaboration, and decision making—anytime, anywhere.
  - Crisis recovery—Provides critical communication tools for public safety and security organizations to plan, conduct, and evaluate recovery efforts after natural disasters, terrorist attacks, biological threats, and other civil emergencies.

Qualifying Your Leads

- Are you looking for ways to raise the situational awareness of emergency responders?
- Do your resource planners, command and control centers, and public security authorities have the tools they need to respond appropriately to emergency situations?
- Have you had automated procedures in place to help expedite response time during crisis incidents?
- Can you effectively and quickly notify citizens about potential public hazards such as bomb alerts, fires, and medical threats?
- How rapidly can you coordinate communications and strategies in time-sensitive situations?
- Do your response teams have access to predictive geospatial information whenever and wherever needed?

Competitive Differentiators

- Cisco is the global leader in providing an intelligent, resilient network infrastructure that enables mobility and collaboration.
- Cisco advocates an open architecture, integrating best-in-class technology providers and relying on the expertise of specialized system integrators.
- Cisco safety and security architecture blueprints are standards-based, interoperable, and modular designs, using commercial-off-the-shelf products.
- Cisco continues to invest in safety and security technologies, which seamlessly integrate with our network architecture as plug-in services.
- Cisco’s end-to-end network provides continuous security and availability.

Learn More

For a more thorough discussion of this architectural approach and how it can help public safety and security organizations, visit the European Public Sector Wiki: Crisis Management Architecture Blueprint at:

http://zed.cisco.com/confluence/display/PSV/Crisis+Management+Architecture+Blueprint