



## **Catch them in the act.**

You're under pressure to get more done with less. Then you discover that you've got even more to deal with. Like a rising crime rate. Or new ones surfacing.

### **Get to the scene. Before the crime.**

The city of Lancaster, CA had grown by 30% between 2000 and 2010. And its crime rate rose, too. Then the recession hit - along with serious budget cuts.

The city needed a better picture of where crimes were occurring - and where they were likely to occur. So they could save time and money by catching criminals in the act. And prevent future crimes from ever happening.

They turned to IBM SPSS for Crime Prediction and Prevention to develop predictive models and analytics for crime prevention. As a result, they were able to start seeing patterns, trends and the impact of crime on the city.

- 2007: 449.4 crimes per 10,000 residents (benchmark)
- 2010: Down 35% after models and analytics were fully implemented.
- 2011: Down 42% against benchmark

Average annual cost savings: \$1.34 million.

Annual return on investment: 1301%

### **Time for a turnaround.**

The Memphis, TN police department saw productivity rise and crime rates drop when they took an analytic approach to identifying, targeting and responding to crime.

- Violent crime, property crime and part 1 crimes: down 28% over 5 years.
- Annual cost savings: \$7.2 million.
- Annual return on investment 863%, includes improvement in:
- Overall visibility into crime activity
- Communication inside and outside the department
- Productivity among officers

### **Predict and act.**

- Predict which events are most likely to escalate into serious crimes.
- Deliver information to the field where and when it is needed.
- Take advantage of more crime and incident data sources - including incident reports, witness statements, e-mail and social media content.
- Improve budgeting and planning as a result of knowing what's likely to happen tomorrow, next week or next month.



**Don't get caught in the dark.**

See for yourself how law enforcement agencies like yours are combating crime before it even happens. Learn more about IBM SPSS Modeler for Crime Prediction and Prevention and how it's helping the city of Lancaster at <http://bit.ly/CityofLancaster>.

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