IBM Emergency Management Center

Rapidly deployable, mission-based solution

Highlights

- Work with existing systems and coordinate resources

- Increase situational awareness

- Speed collaborative responses

Keeping the public safe is one of the most important strategic objectives of municipal governments. From hurricanes and earthquakes to fires and criminal activity, emergencies threaten to endanger lives, damage critical infrastructures, destroy property and interrupt essential public services. In recent years, disasters have become more widespread, more frequent and more intense. They are affecting more people and recovery is requiring more financial and personnel resources than ever before. In addition, the complexity and interconnectedness of cities demands more from today's emergency managers.

Because managing an incident involves many agencies, often governmental systems and processes struggle to transition from normal to extreme operations. However, advancements in technology have made it possible to integrate existing resources, so emergency managers are better able to adapt to rapidly changing situations to provide faster and more coordinated emergency responses. The IBM® Emergency Management Center solution can provide emergency managers with near-real-time situational awareness to help improve speed and accuracy in making decisions. By connecting multiple incident management agencies, emergency managers can provide more intelligent responses and better analyze information to improve future preparedness.

Work with existing systems and coordinate resources

Traditionally, critical information about a city's operations has often been managed by agency-specific systems, which made it difficult for city departments to work together. The Emergency Management Center is

designed to help authorities with coordinated planning, mitigation, response and recovery efforts. Geospatial and analytical software is used to help aggregate information from various sources, identify adverse conditions, determine and assess multiple responsive actions, and monitor the implementation and effectiveness of the actions.

When an emergency situation arises, decision-making services facilitate a common operating picture and provide real-time insights to help emergency managers proactively manage risks and improve operational efficiency. The Emergency Management Center solution has been designed to allow city leaders to:

- Reduce the impact of crisis situations with the ability to access integrated, city-wide information in a single, unified view for a common operating picture.
- Deliver rapid, coordinated responses to events and incidents using tools for sharing information and collaborating across departments and agencies.
- Optimize operational efficiencies and improve planning by taking advantage of advanced analytics, asset management and key performance indicator (KPI) tools.

Increase situational awareness

Cities must be ready for a wide range of sudden and potentially large-scale emergencies, so effective information management is vital. Yet in many municipalities, governmental systems and processes struggle to transition from normal to extreme operations. Basic societal needs also have become increasingly interconnected and complex. At the same time, citizens expect basic services such as power and water to remain uninterrupted or, at the very least, to have service interruptions minimized.

The primary focus of the Emergency Management Center is increasing situational awareness, helping to enable rapid deployment, and development of mission-critical services.

The solution combines "current operational status" with "consequence analysis", which results in a real-time geospatial framework that provides command and control functions.

Along with traditional tabular reports and dashboards, the Emergency Management Center solution offers visualization across space and time. You can access real-time analytics and run analyses on specific factors or perform what-if analysis. Using the Emergency Management Center, you can:

- Minimize disruptions to public services and activities for citizens living and traveling in the area.
- Preserve critical services and resources and minimize issues.
- Allow the city to recognize events as they arise so responses can be put in place to both manage their impacts and manage the consequences in order to get back to a steady state as quickly as possible.
- Allow a city to monitor its progression using KPIs that can be published to the general public or benchmarked with other cities.

Improve collaboration and decision-making

Although public protection is a top priority of cities and regional organizations, incident management is a not owned by any single entity. Critical information about a city's operations is often managed by agency-specific systems, which makes it difficult for city departments to coordinate resources and collaborate on response efforts. Effective and efficient responses depend on strategic collaboration and tactical decision-making. The ability to identify potential incidents can help ensure that residents are protected from harm.

The Emergency Management Center solution helps you anticipate and proactively plan with a dashboard that shows a real-time, unified view of operations so you can see what resources and personnel are available and where they are needed. Using the dashboard, you can dispatch the correct

equipment and resources based on information coming from the scene. The solution also can include those agencies that are not directly responsible for response or enforcement, such as transportation, weather services and utilities, so you can coordinate the response between agencies to minimize duplication of activities. Cities can rapidly share information across agency lines to accelerate problem response and improve the coordination of efforts.

The event processing and delivery framework in the Emergency Management Center help you recognize, visualize and act on events so you can draw intelligent conclusions about how events relate to each other. Instead of simply reacting to events, by using the Emergency Management Center solution you can better anticipate what is likely to happen. You can better predict future needs and optimize operations. The Emergency Management Center helps you:

• Increase efficiency and deliver situational awareness to first responders by using predictive analytics.
• Make better use of available information and improve strategic and tactical decision-making, including anticipation, prevention and resource deployment.
• Openly share information that can benefit the public, such as crime maps and effectiveness assessments.
• Provide a unified threat assessment and response by sharing information and resources across departments and jurisdictions.

Deployment-ready integrated solution
The IBM Emergency Management Center solution can improve system operations and satisfy citizen needs by improving situational awareness. The open architecture of the Emergency Management Center provides the foundation for achieving cross-domain synergies with other agencies. The "wizard" type interface within a deployment-ready package speeds customization, education and standard

procedures development. The result helps maximize the value of your existing infrastructure investments while simultaneously helping to minimize the total cost of ownership of the system.

Why IBM?
Cities everywhere are reinventing themselves to better integrate across functions and collaborate with new partners to create and nurture the strong, differentiating identities that attract new citizens and businesses. Successful reinvention requires improved emergency management and increased network capacity to enable continued growth.

For more than 100 years, IBM has been designing and integrating systems that solve business problems. This experience has resulted in one of the world's most powerful analytics portfolios with a range of deployment options including cloud SaaS, on premises, and shared. When combined with the deep expertise derived from helping thousands of cities deliver real outcomes, it comes as no surprise that Navigant Research ranks IBM as the number-one smarter city supplier.[1]

"By harnessing data from a variety of city departments and automating the event planning and permitting processes, we'll be able to provide a common view of the city's operations to aid decisions such as reducing traffic congestion or avoiding conflicts such as roadway maintenance near a busy event."

—Bill Oates, CIO, City of Boston

For more information

To learn more about the IBM Emergency Management Center solution, please contact your IBM representative or IBM Business Partner, or see **ibm.com**/smartercities.

Additionally, IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management, and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward. For more information, visit: **ibm.com**/financing

[1] Woods, Eric and Gartner, John. 3Q 2013. "Navigant Research Leaderboard Report: Smart City Suppliers." Navigant Research.

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