

A nighttime aerial view of a city skyline. The sky is a deep blue, and the city lights are glowing. A prominent clock tower with a white face and a dark spire is visible on the right side. The foreground shows a highway with light trails from cars and some greenery.

Smart Public Safety Solutions

**INTELLIGENCE-LED**

**PUBLIC SAFETY:**

**ACT IN REAL TIME AND BE READY  
FOR WHAT'S NEXT**

# GREATER DEMAND ON PUBLIC SAFETY



## HOW THE PUBLIC SAFETY LANDSCAPE IS EVOLVING

Operationalizing an ever increasing amount of data

Video and multimedia adoption

Smart devices and applications

Analytics

Interoperability needs

Rapid multi-agency response

Cloud-based services and applications

# DATA IS EVERYWHERE



2005

90%

OF DATA IN THE  
WORLD TODAY  
DIDN'T EXIST TWO  
YEARS AGO



2013

26X INCREASE

2010 – 2015 ACCOUNTING FOR  
100% ANNUAL GROWTH



MORE THAN **50%**  
OF ORGANIZATIONS ARE  
STRUGGLING TO GET VALUE  
FROM THEIR DATA

# DATA IS EVERYWHERE

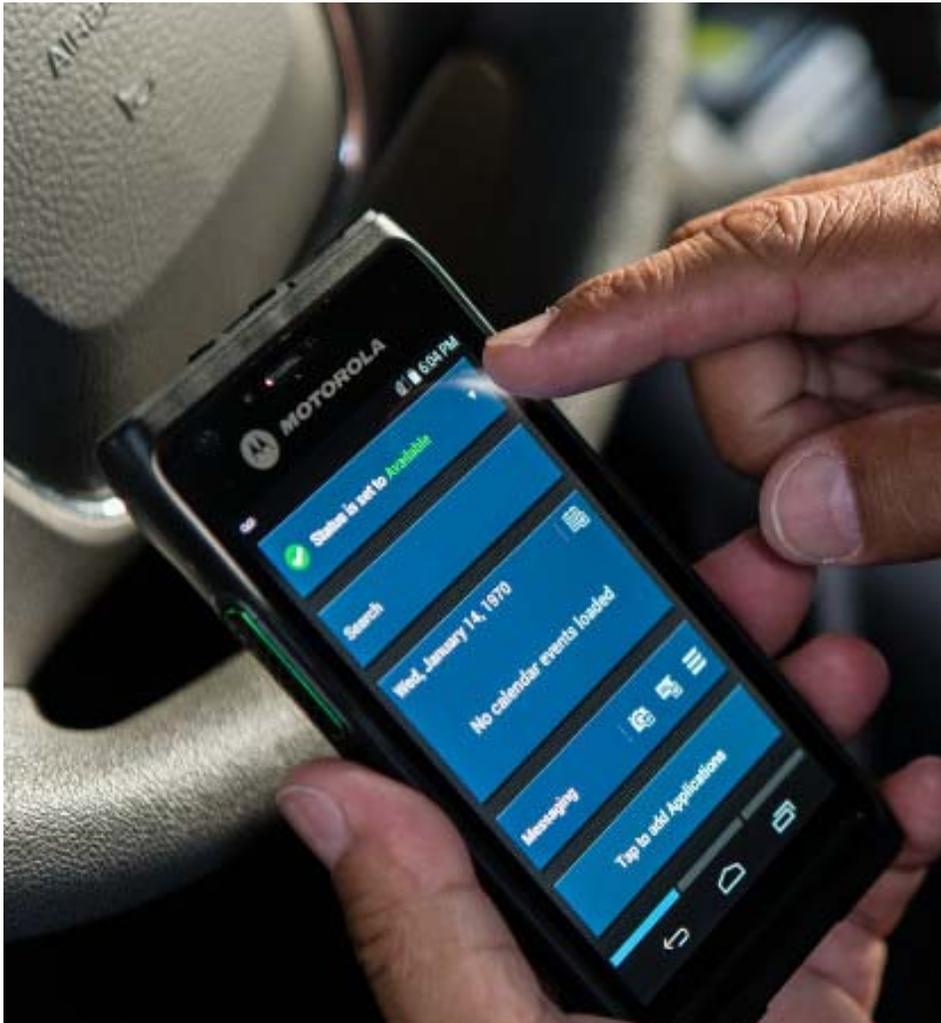


MORE DATA IS NOT  
THE ANSWER



ACTIONABLE  
INTELLIGENCE IS

# MOTOROLA'S FOCUS



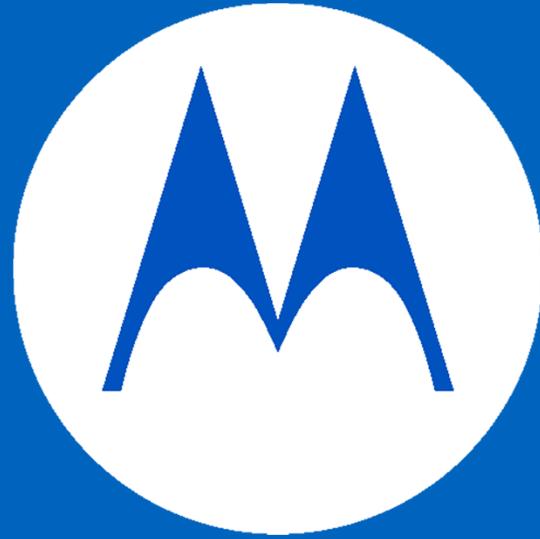
**RIGHT INFORMATION**

**RIGHT PERSON**

**RIGHT TIME**

**RIGHT DEVICE**

**INTELLIGENCE-LED RESPONSE TURNS NOISE INTO DATA,  
DATA INTO INTELLIGENCE, AND INTELLIGENCE INTO SAFETY**



**THANK YOU**