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## POLICING THE CLOUD

PUBLIC SAFETY AND BIG DATA





# POLICING

## PUBLIC SAFETY AND BIG DATA

BY CHRISTY GORDON, EDITOR

In 2011, worldwide research firm McKinsey Global Institute called big data “the next frontier for innovation, competition, and productivity.” Six years later, the big data market is still going strong. The IDC predicts that worldwide revenues for big data and business analytics will reach \$150.8 billion in 2017, an increase of 12.4% over 2016. And while big data means different things to different companies, organizations of all kinds are using data to grow and improve their business.

### Public Safety Data Challenges

Though opportunities in big data span a range of industries and applications, common challenges include capturing data, storing data, and keeping data secure. This is especially true for police agencies as they work to handle an increasing amount of data generated by technology like drones, body-worn cameras, and ruggedized devices.

“More than ever, police agencies are relying on technology to protect the communities they serve,” said Mike Gambrell, SYNEX’ Public Safety Program Manager and former chief of police in Greenville, SC. “And while this technology is invaluable, it also means that agencies must handle their data very carefully.”

Data storage and security is particularly important as police agencies need to access data quickly, easily, and securely. They’re also subject to state and federal regulations like the Criminal Justice Information Services (CJIS) Security Policy that dictate where data must be stored and for how long, among other things.

### Policing in the Cloud

To help resellers develop comprehensive and compliant solutions for their public safety customers, SYNEX works

# THE CLOUD

with services like Microsoft Azure Government, a cloud platform “built upon the foundational principles of security, privacy, compliance, and transparency.”

With a properly developed cloud service, public safety officials enjoy several benefits, including the ability to retrieve digital evidence quickly and efficiently, increased productivity in the field, and seamless integration when supporting emergency and disaster management programs, just to name a few. And these capabilities make it easier for resellers to build robust solutions for their customers.

“With Microsoft Azure, through the SYNnex CLOUDSolv marketplace, we enable our partners to drive deployment and provide comprehensive solutions that help them compete and grow their business in the government vertical,” said Darren Harbaugh, Vice President, Cloud & Emerging Services at SYNnex.

## Uncovering Data Opportunities

So, what’s the best way for resellers to uncover connectivity and data storage opportunities in public safety? Gambrell advises listening for certain requests or interests. For example, if a police chief or sheriff is interested in deploying body-worn cameras or drones, resellers can use that opportunity to open discussions about how to properly store and secure the data these devices generate.

“Depending on agency size and the amount of data they produce, your customers may rely on a variety of storage methods, including on premise, cloud, or both” Mike said. “Talking about storage upfront can help you guide them to the right solution as they acquire and deploy more technology.”

## Need Help?

From assessment and design to ongoing technical support and specialized expertise, SYNnex’ public safety team provides the support and services resellers like you need to be successful. To learn more about developing your public safety practice with big data, email [rescue911@synnex.com](mailto:rescue911@synnex.com).