

OPUS™

Communication,
Engagement
and the Citizen
Experience

BLUE LIGHT

Emergency

Policing's Biggest Opportunity

Blue light services – police, ambulance and fire departments – are built entirely around a foundation of working in partnership with the communities they serve. The goal is to protect members of the public, prevent crime and improve the quality of life. With restricted budgets and with changes in the types of crime occurring, adopting technology to support the way teams communicate with each other and with their communities will build trust, security and make cost savings.



Nick Hurd, Minister for Policing, has recently stated that "while policing's greatest asset is its people, its biggest opportunity is technology." Emergency services need the best communication technology to help their people fulfil their demanding roles, ensuring they have the tools to equip them for their jobs and open up opportunities for convenience, speed and

transparency. With the right communication tools, the blue light sector can have quicker access to critical information. Those working on the frontline can respond to emergencies faster, leading to quicker decision-making and ultimately, creating a safer community.

The Challenge To Connect

Citizens want better responsiveness and immediacy in their interactions with emergency services. From emergency and non-emergency telephone calls, incidents and control room communications, the blue light sector needs the best tools to collaborate and communicate in whatever channel is the most efficient and timely, ranging from email, instant message, social media and more.



Communicating effectively and delivering emergency services, however, is no easy task. Faced with a unique set of complex technological infrastructure, the blue light sector's progress to transformation has been hampered. Working amongst thousands of legacy systems that are no longer fit for purpose, the sector is struggling to work in more collaborative and joined up ways. The siloed approach to delivering services has fallen short of how modern policing should work, causing missed efficiencies.

Stimulating A Shift In Communication

Many businesses are enjoying the emerging innovations in communication technologies, which is becoming one of the most dynamic areas to enhancing the

citizen experience. Synergizing communication tools can radically reshape how emergency services support their communities. So how can the emergency services achieve this synergy?

Businesses are currently experiencing rapid transformation in the shape of Unified Communications (UC) technology. Proven to meet the demands of the citizen experience, UC technology should be integrated into the blue light sector's digital strategy. Not only is UC technology a critical differentiator for staying ahead in a digital world, it can immediately release savings for the sector, delivering efficiencies across a wide range of areas and empowering emergency staff to work in more flexible and productive ways.

A Family of Technologies

Significantly better than a single solution, UC is an all-encompassing family of technologies that deliver new options and features for the blue light sector to change the way they communicate and collaborate.

Unified Communications are a family of technologies, a combination of innovations that seamlessly join up across multiple devices and media types. With UC, all types of communication channels are available from messaging to video conferencing, call control and speech recognition, as well as the integration of voicemail, email and SMS.

With Unified Communications, the way emergency staff work can be transformed, enabling rapid business decisions, immediate responses and significantly reducing human latency. Staff can communicate efficiently no matter where they are or what kind of device they're using – desktop PC, mobile, tablet or VoIP phone.

IT staff can enjoy the ability to easily manage systems at reduced cost, moving away from system complexity and allowing them to adapt to a fast-moving working environment. Citizen and community needs are met as they are able to seamlessly communicate in the best channels for their unique circumstances.



Unified Communications should be a central part of the blue light sector and should be recognised as being integral to the future safety of the public. The blue sector can benefit from achieving value for money by replacing its legacy technology, providing a common platform for innovation and data sharing, improving front-line operations and providing secure mission critical communications to keep the public safe.

Unifying Communication in the Emergency Services

Imagine achieving a myriad of successes with only one communication ecosystem. Unified Communication tools can support the emergency services in these key areas:

Audio & Web Conference

A special suite of audio conferencing and web conferencing (screen sharing) applications that are designed to improve collaboration and information exchange between emergency staff and the wider community.

Video Conferencing

Achieve better collaboration, use time more efficiently and improve staff interactions with HD quality video conferencing over standard IP networks.

Collaboration Tools

Enjoy seamless communication regardless of location or device with tools like visual voice mail, conferencing, desktop and application sharing. Bring together all methods of communications that works anywhere, any time, on any device.

Unified Messaging & Auto Attendant

Unified Messaging (UM) solutions simplify message retrieval and improves productivity, but allowing users to access and manage their voicemail, email and even fax messages from one synchronised message store, via the device that suits them best.

Instant Messaging and Presence

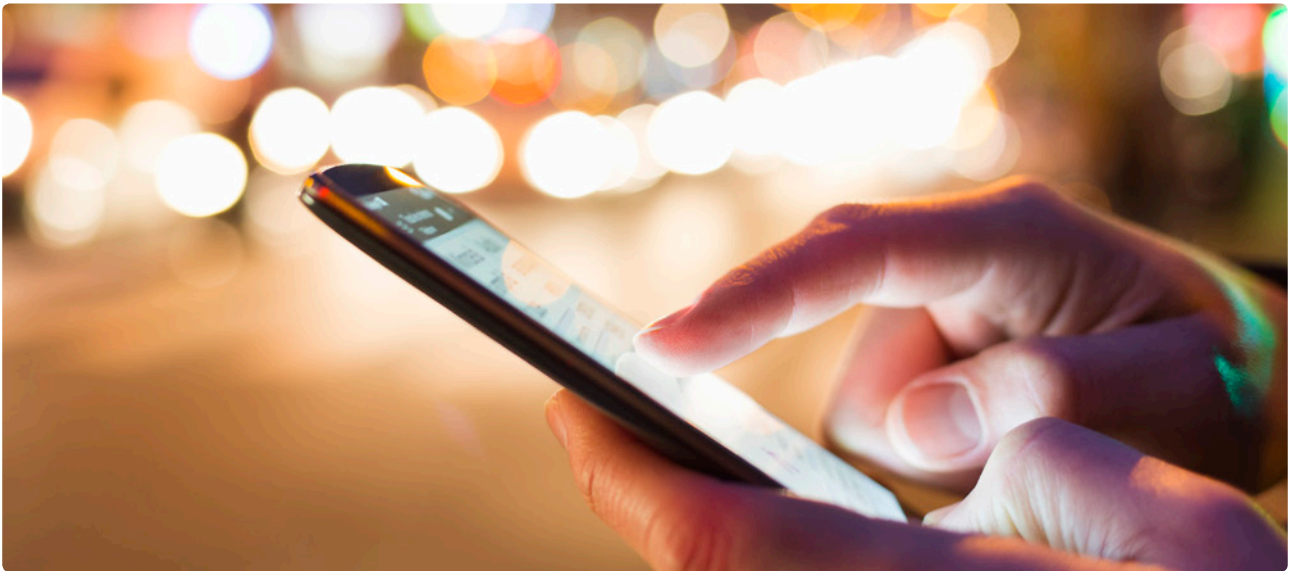
Facilitate rapid information exchange and real time decision making, improving organisational responsiveness and enhancing the citizen experience. Offers staff a visual indication of your status and availability on a range of devices – PC, mobile or desk phone.

Gaining Efficiencies in ICT

On-premise, hybrid or cloud-based, cloud telephony systems can deliver enhanced productivity, management reporting and citizen experience benefits to the blue light sector. It requires minimal-to-no on-site equipment, eliminating the need for equipment that requires valuable time from IT staff and space in your building.

Reinventing The Citizen Experience

Protecting the public with unified communications tools isn't just another programme or initiative. It's a way of business. It should be integral to everything the blue light sector does. Digital transformation in the blue light sector depends upon an investment in Unified Communication technologies as it can accelerate greater efficiencies and contribute towards better citizen services. The sector must commit to the transformative power of this unique family of communication tools to help adapt to the modern age, keeping government's value-based public service ethos alive and well.



OPUS™

Opus is a customer-driven and results-oriented technology company that provides end to end communications, IT and managed print services, to private and public sector organisations across the UK and beyond.

Founded in 1992, our aim is to be the most successful independent technology partner in the UK. Our purpose is to enable enterprises to succeed and thrive by providing purpose driven technology, backed by caring personalised service.



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Features of Unified Communications

Unified Collaboration

Benefit from tools that deliver seamless conversations, independent of channels and platforms.

Cloud Based Telephony

Enable users to easily communicate in any workspace using any media, device or operating system.

Microsoft Teams

Integrate existing solutions with Microsoft Teams for voice, video and contact centre solutions.

Omni-channel Contact Centre Solutions

Benefit from enhanced citizen engagement, by allowing them to contact you via the channels of their choosing and automate repeat questions with chatbots and self-serve solutions.

Mobility

Benefit from collaboration, video, voice and communication with contact centres, enjoying compatibility with multiple devices, apps and operating systems.

