

Leverage Data to Protect Your Staff and Facilities



Whether you run a mom & pop shop or a major multinational corporation, one of your greatest concerns is protecting your most valuable assets. Organizations invest immense amounts of time and money figuring out how to ensure the safety of their equipment, facilities, and workforce.

Unfortunately, the processes and systems in place for asset protection often remain inefficient. Organizations lack real-time, location-based data and alerts that alert them of threats to their resources, including extreme weather, crime, traffic issues, and social unrest.

Many organizations devote significant staff to monitoring different systems and looking out for potential problems, but they are nevertheless often caught off guard when major problems occur. Employees at a bank branch in a turbulent region of the world may not know until the very last minute to secure the facility due to a riot or a demonstration. It shouldn't be up to each corporate branch to monitor and prepare for storms and flooding that may cause damage to life and property.

Organizations similarly lose business due to false alerts or imprecise analysis. For instance, a major retail chain may choose to close down a store due to expected storms that never arrive or that arrive much later than forecasted. Security personnel may be deployed to check up on a store after-hours because an alarm was triggered by a gust of wind or an animal. These improper decisions are a result not just of bad alerts, but an inability to get the whole picture of a situation in real-time. Alarms may not be linked to video surveillance, and security cameras may not be accessed remotely, leaving organizations in the dark about what's going on at their properties.

The stakes are clear:

- In 2017, U.S. businesses lost over \$300 billion due to natural disasters
- In 2018, U.S. retailers lost \$777,000 of losses due to crime for every \$1 billion in assets
- Workplace injuries cost U.S. companies more than \$1 billion per week

While some losses are inevitable, organizations can dramatically reduce them by increasing their situational awareness and enhancing the accuracy of their assessments.

While many organizations have sophisticated tools that have dramatically improved their ability to track assets and anticipate challenges, the many different data feeds are often separate from each other. Rather than seeing all of the relevant data on one screen, they see different kinds of data in isolation, which makes it harder for them to have a comprehensive view of the situation and make well-informed decisions.

All of these inefficiencies cost time and money. Most importantly, they put an organization's most valuable asset, its people, at unnecessary risk.

There are companies who offer technology geared toward providing in-depth data analysis and real-time alerts that can address some of these problems, but they tend to provide extremely expensive customized solutions that demand specific equipment and constant maintenance. They are often unable to integrate with new software programs or existing platforms, constraining the organization's ability to evolve.

A flexible, affordable alternative

What both local and global organizations are searching for is a single platform to visualize all of the real-time data and provide alerts to focus attention on their assets. They are seeking an interactive, user-friendly platform that allows them to see all of the information at once, on a single pane of glass.

Live Earth provides these features and is the only cloud-based solution that delivers this game-changing experience. Organizations can integrate any of their existing data feeds with Live Earth's aggregated data and intuitive GIS map, where the data is visualized in real-time. Any number of data sources can overlay, so that different data types and feeds can be pulled up onto the screen, alongside any number of other feeds, providing a customized view for different groups within the organization.

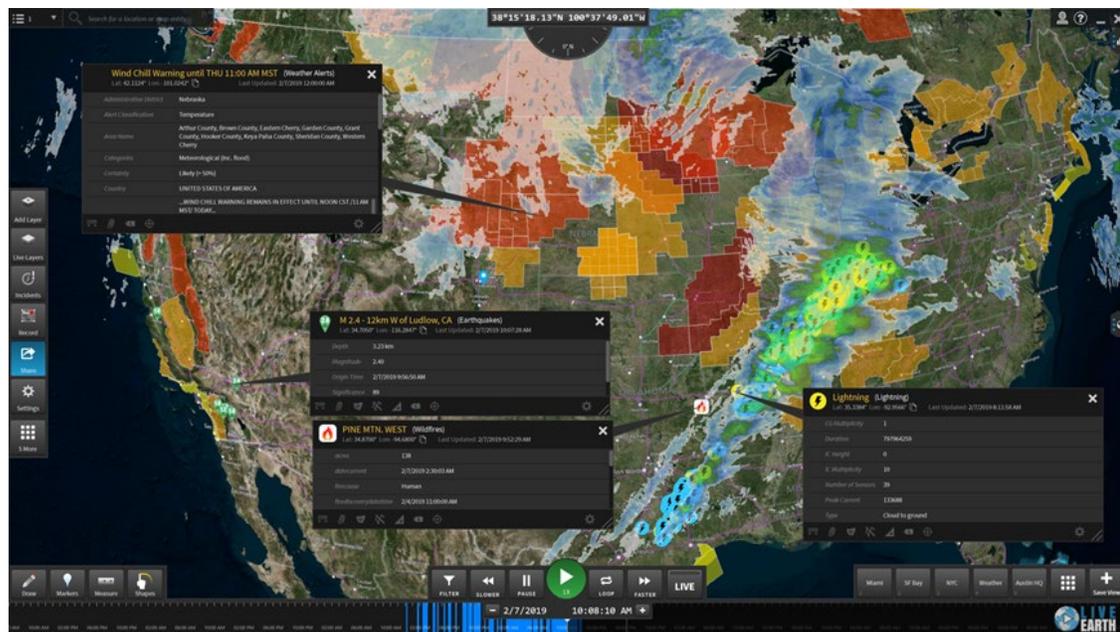
Because it is cloud-based, Live Earth is system-agnostic and doesn't require capital purchase. It can integrate with any existing software program and operate as a consolidated platform on a Windows computer or from a web interface. All that is required is a desktop or laptop that runs Windows 10, or a web browser that supports the graphics interface.

Data that protect assets

Weather

Major organizations need to know when a major weather event may put their assets in jeopardy. Live Earth integrates with programs such as IBM Weather, Fathym (Weather Cloud), USGS flood sensors and Earth Networks to offer hyperlocal forecasts with automatic alerts. The data is able to forecast with extraordinary accuracy when precipitation or other weather hazards will hit a precise location and at what point the area will become dangerous. With this knowledge, operations managers can plan evacuations, route changes or facility closures with much greater confidence, reducing the risk to employees or customers and minimizing unnecessary downtime.

Many organizations rely on Live Earth to provide real-time alerts of key weather events. The platform not only provides an automatic notification of any extreme event within a certain distance of an asset, but it provides immediate analysis of the number of facilities and personnel affected.



Hyper-local weather forecasting for rain, snow, cloud cover and more with global weather satellites and radar that provides real-time weather alerts based on custom configured alerts relative to your assets and facilities.

People Tracking

Live Earth can help ensure that management knows where their employees are and are aware of the location of employees who are traveling. The platform integrates with systems or programs that connect to GPS track on employee badges, phones, access controls, cameras, HR systems or other systems providing location awareness. An organization can instantly pull up the location of every critical employee on the map so that it knows where workers are and if they may be in danger. This can help to track employees working in areas where there are potential safety risks (crime, political instability, extreme weather, dangerous conditions), whether they're working on or off-site.

Surveillance Footage

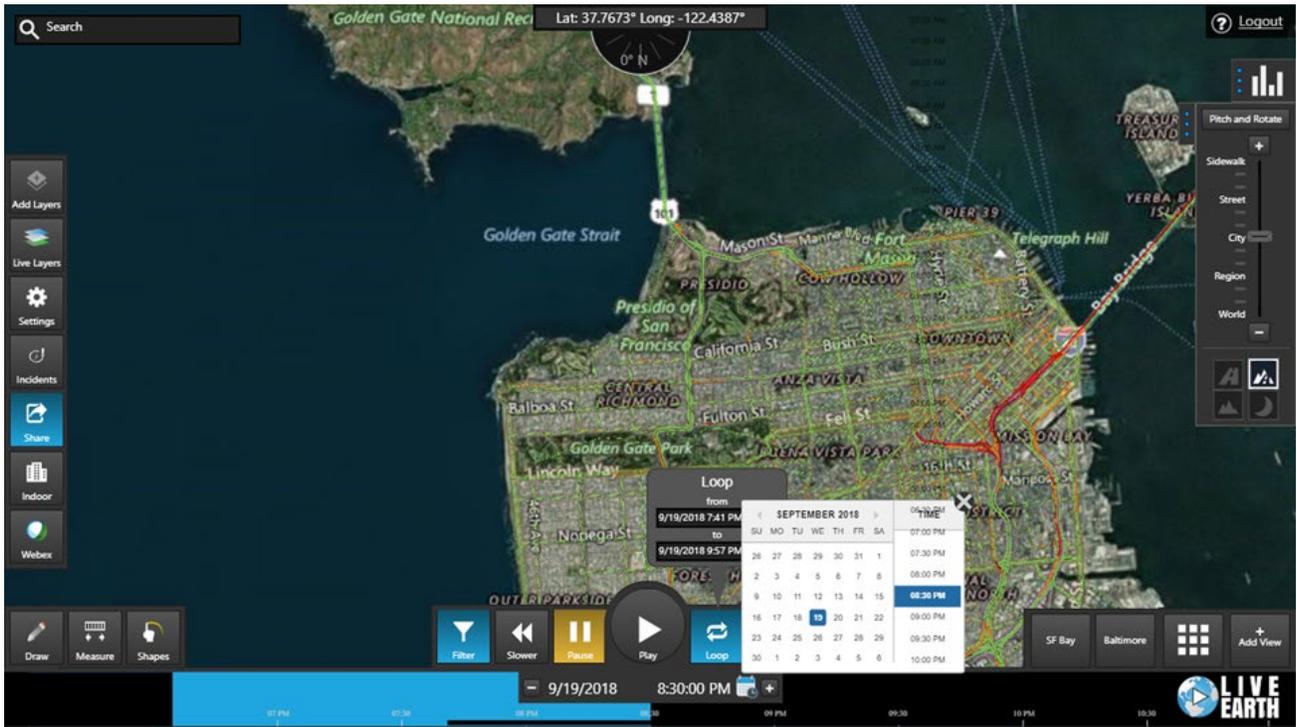
An organization can integrate its existing surveillance network with Live Earth so that security personnel will receive real-time alerts from sensors and be able to immediately consult live video from any of the organization's connected surveillance cameras. This not only improves response time and decreases the chance of security breaches, but it reduces the likelihood of time-consuming false alarms. For instance, an employee who is off-site may receive an alert about a failed access point with a locked door. In the past, that employee or others might have to go to the site to investigate. Now, that worker can pull up the associated video feed (and rewind the footage if necessary) to determine whether there is truly a problem that needs to be addressed and if so, how it would best be handled.

Social Media

Live Earth integrates with social media analysis programs, such as LifeRaft, Looking Glass and others. Those programs use advanced analytics to identify potential safety threats, such as protests, riots or military activity. With these programs integrated into the Live Earth platform, organizations can enable customized geofences that prompt alerts when major events are detected within a certain distance of a facility or personnel.

Forensic Analysis

Live Earth not only allows organizations to react to situations unfolding in real-time, but its Play, Pause, Rewind feature makes it much easier to analyze past events. Any approved user can quickly cycle through past surveillance footage or any other type of data as they try to understand why something occurred or how it could have been handled better. These capabilities help organizations rapidly identify the source of problems and learn from them.



The Play, Pause, Rewind feature provides the ability to render data and reconstruct historical events to give organization's the tools necessary to view footage from different angles for a deeper understanding.



Corporate campuses, universities, transportation and logistics rely on a real-time understanding of IoT data collected from multiple sensors and security systems.

Conclusion: The data where you need it, when you need it

When it comes to real-time data, we are only beginning to scratch the surface of what is possible. Every day millions of connected items generate billions of pieces of data that offers organizations the ability to better understand the conditions the environments in which they operate. However, right now that data is often difficult to access. Different data feeds exist in different silos, making it impractical for leaders to view all of the relevant information at once and understand how the data relates or fits together.

Live Earth offers an opportunity for leaders to gain a clearer, fuller view of everything that is important to the organization's success. As a result, organizations can keep the things they value safe: their facilities, their equipment and, most importantly, their people.



For more information, or answers to any questions, please contact Live Earth at www.LiveEarth.com.



Live Earth produces the world's fastest live map. Live Earth is a Real-Time visualization platform that connects data streams from various systems, sensors, vehicles and video, providing one operational view. Its unique and interactive features like play, pause, and rewind, instant alerts, and out-of-the-box integrations are intuitive and easy to use.

Live Earth was originally developed for military use and is trusted to manage complex and critical operations. The platform is CJIS ready and SOC II compliant and designed to protect sensitive information. Live Earth is a trusted solution for top public safety and physical security organizations, providing critical information and proactively helping solve real-time problems that require a combined operational view.

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