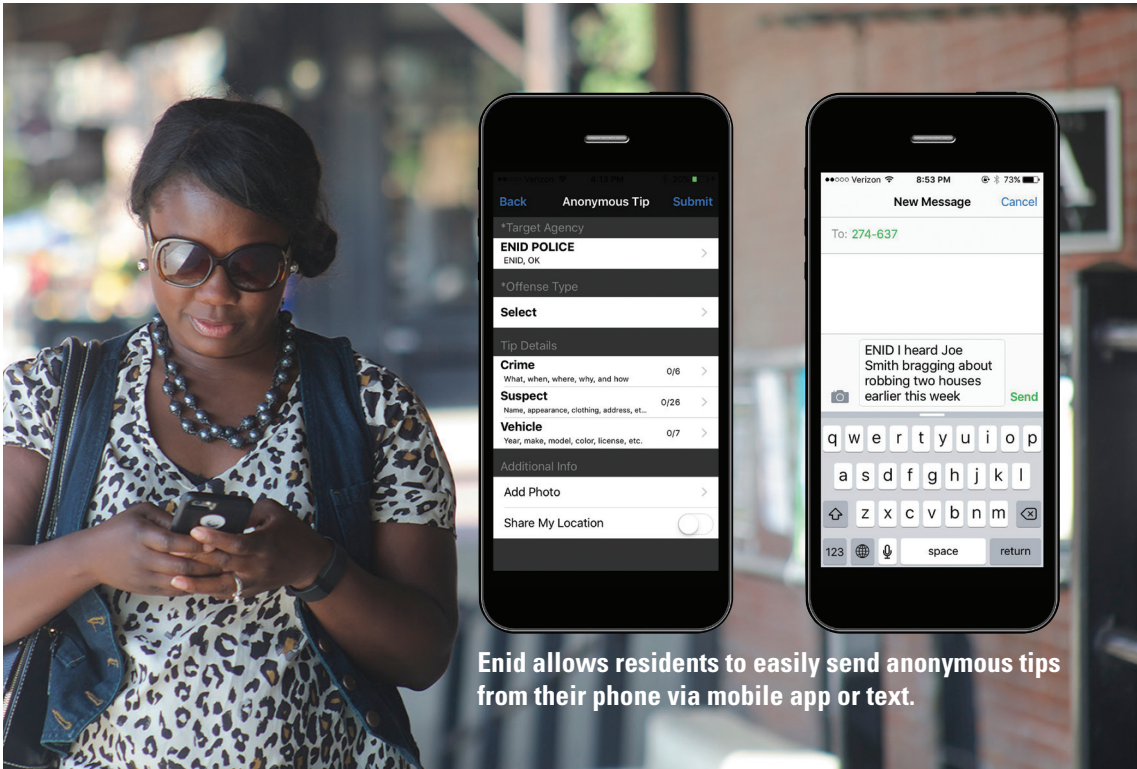




ANONYMOUS TIPPING IMPROVES CASE CLOSURE AND COMMUNITY ENGAGEMENT

ENID POLICE DEPARTMENT FIGHTS CRIME USING TIPSOFT



Enid allows residents to easily send anonymous tips from their phone via mobile app or text.

CUSTOMER PROFILE Enid, Oklahoma Police Department

- Located in North Central Oklahoma
- Serves over 50,000 residents
- 100 officers
- Receives approximately 750 tips and follow-ups annually
- Has received over 4,000 tips and follow-ups since TipSoft adoption in 2011

Like most police departments, the Enid PD knows that community involvement is key to safe and secure neighborhoods. An engaged community is a force multiplier for police, increasing police effectiveness, building trust and expanding their knowledge base.

Although the Enid Police Department has always encouraged citizens to help them fight crime by passing along information, many citizens worried about anonymity, fearing retaliation or being labeled as a snitch.

To make it easier and safer for citizens to share information, the Enid Police Department turned to TipSoft, a solution that enables citizens to submit crime tips digitally—via text, smartphone app or online—easily and anonymously.

"Prior to TipSoft, the only way to contact the police was by phone, email or in person. The only way to remain anonymous was to call and ask that your name not be

used," says Lt. Tim Jacobi. "People had a hard time imagining that we would truly allow them to remain anonymous. With the technology that TipSoft provides, people are a lot more comfortable; it's really opened the door for people who may not have stepped out and said anything before."

"TipSoft has been very helpful for us. It's allowed us to close a lot of cases that may have lingered without it. We would highly recommend it to others."

Lt. Tim Jacobi, Enid Police Department

RESOLVING CASES FASTER WITH TIPSOFT

The Enid Police Department is now receiving more tips than ever in their history. The combination of anonymity and easy access to the police has made the difference. Not only do the tips make police aware of more criminal activity, they can resolve cases faster by engaging in anonymous two-way conversations with tipsters.

The Lieutenant explains, "It's not just a tip that comes in anonymously and that's all the information we have. If there's something more we want to know, we can inquire, we can have a lengthy conversation." The system protects the tipster's identity even during prolonged discussions, whether the tip is sent through text, the TipSoft app or tipsoft.com.

"In high profile cases, we often receive tips almost immediately and in many cases make arrests within minutes."

Lt. Tim Jacobi, Enid Police Department

Lt. Jacobi cites an example of an address that they had no idea was a drug house. They followed up on an anonymous tip and were able to quickly clean up the problem—a problem they may never have known existed without TipSoft.

Lt. Jacobi says that the activity peaks while high profile crimes are in the news, but over time the use of the program has been growing consistently. And over time the Enid Police Department has amassed a sizeable database of tips. They have discovered that it is an important resource when researching the history of individuals or locations to resolve cases. The key to making this information valuable is the ability to extract the right data at the right time to make it actionable.

"The way that the database is set up, you can search by the type of crime, name and address," says Lt. Jacobi. "And when something happens today that rings a bell from the past, you simply search for keywords and it will pull everything that hits on that word or phrase sorted by date." The police can even attempt to reconnect with a tipster from years ago for clarification or more information. The result is stronger cases, more convictions and faster case resolution.



CONFIDENTIALITY FOSTERS INFORMATION SHARING AND INCREASES LEADS

School bullies, gangs or other violent suspects often leave victims afraid to go to the police. Lt. Jacobi believes that TipSoft's confidential nature often allows Enid residents to protect themselves and their community in times where they would otherwise be unable.

"We had a rash of armed robberies of businesses that generated a lot of press," said Lt. Jacobi. "But there were a lot of people who were afraid of this one particular suspect. They just felt like he was pretty

violent and unpredictable." Lt. Jacobi found that TipSoft provided a safe and easy method for these residents to communicate with the department. "We received quite a few tips that assisted us in arresting the perpetrators... by some of the things the tipsters wrote, they were only doing so because they knew they could remain anonymous. We would have never heard from them if they had needed to call us or meet us in person. I don't believe for a minute we would have heard from them."



ENABLING COMMUNITY PARTNERSHIPS THROUGH TECHNOLOGY

Community policing is still all about building trust through positive interactions—ideally creating an environment where citizens feel encouraged and empowered to work in proactive and equal partnerships with the police to solve problems of crime. But to achieve this requires constant communication.

The advent of technology has enabled the human element of community-oriented policing to spread faster and farther than ever before. The Enid Police Department realized that while the fundamentals of good policing remain consistent, it was important for them to embrace the new mediums through which they can keep their community connected, safer, and more confident.

The department understood that their citizens possessed a wealth of knowledge about criminal activities and events in their community and many were eager to share this information with law enforcement. However, without a simple, anonymous way to communicate, citizens were less likely to share important details with police. Adopting TipSoft helped them to resolve this dilemma, using technology familiar to their residents. Now citizens can use their smartphone or go online to share what they know, anonymously.

Whether it's alerting police to drug houses, providing the whereabouts of those who have an outstanding warrant or letting police know of crimes in progress, the Enid community is now intimately partnered with their Police Department in the fight to stop crime and make Enid a safer place.



For more information visit: motorolasolutions.com/tipsoft.

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