# FIRSTTWO
## ARMED WITH INTELLIGENCE

*The NHAC recently caught up with FirstTwo CEO/Founder Niraj Shah. We spoke about the capabilities of the program and some new features that have recently been implemented.*

**1. I see you talk a lot about Visual Intelligence. What is it and why is it important for public safety?**
It goes back to the problem that we were originally posed with. There are massive amounts of data everywhere within and outside the agency. Open Source, Public Records, CJIS, CAD, RMS, Social Media, etc. Most of it is text based, limited to the office computer, limited to a few users, and hard to find the key intel when in response. Visual Intelligence for public safety changes all of that. We thought of what Yelp did with the Yellow Pages and geo-coding businesses on a map. Why not take all of this public safety intelligence and do the same. Simply, visual content is 60,000x faster to understand than text. Imagine now any officer on a mobile device can visualize key information when in location almost instantly.

**2. What are 3 things officers should remember when using FirstTwo?**

**1. Everyday use**

We built FirstTwo to help officers in the first moments of many situations. It complements an RMS and other investigative tools.
**2. Everyone in the agency has access**

Doesn't matter if it's patrol, investigations, dispatch, tactical, or administration, any officer can quickly gain access to a ton of visual intelligence while in location on any kind of device.
**3. Easy to use**

Open the app and it just works. No crazy passwords or need to share accounts. The app picks up where you left off on all your devices. Start on a PC or MDT and then move to your smart phone in the field without losing your place.

**3. Can we hear from an actual customer about their FirstTwo Layers experience?**
*"FirstTwo has altered the way we do normal day to day business as well as handle major incidents. Having the ability to add layers to the map, within FirstTwo, has allowed us to plot important and critical data in a visual format. This allows for immediate reference to both field units and supervisory/management staff. One layer that we have incorporated is a listing of all persons that are currently on supervised probation that have waived their 4th amendment rights to search and seizure. On a map, we can now visualize the address of record for those probationers. A second use we have with layers is the use of near real time situational information during critical incidents. This could include information during major natural disasters or during officer involved situations. During severe storms we are able to plot road closures, river and stream levels and other related information that would otherwise only be available by reading lengthy CAD entries. Recently, we used the map to plot resources during an active shooter incident. This gave a clear picture to not just commanders, but field units as well, as to where resources were deployed to have a better situational awareness of the incident. This includes, but is not limited to, things such as outer and inner perimeter lines, locations of police and fire command posts, physical locations of individual officers and deputies and SRT assets. Being a dynamic situation, having the ability to update the information and have it update after a map refresh is key. This is an amazing capability that we have not enjoyed in the past."*
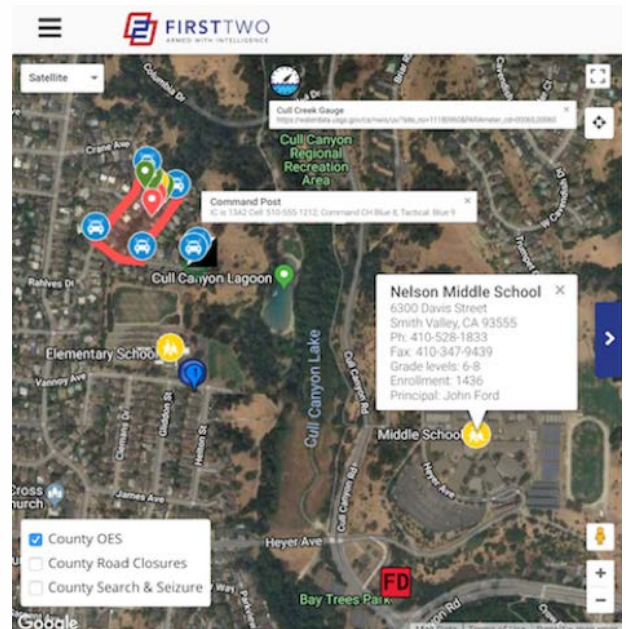*- Marin County Sheriff's Office*

**4. How did you onboard so many agencies and what is the pricing like?**

Simple. Its free to try and you don't have to talk to a sales person. Our product works out of the box for any police department in the United States. If you can surf the Internet, you can try our product.

And LE is a small community, so word of mouth is everything. Once we start building traction in an area, word spreads to other agencies. Today, we are still 95% word of mouth.

Pricing is also 100% transparent and on the website, so it's clear and predictable for any interested agency. HIDTA and Fusion Centers get a fixed $2500/year price for the full center. Unlimited Users, Devices, and Searches. Simple.

**5. We heard you added a new feature called Layers. Can you tell us more about it?**

In our first year, many customers asked us the same question "Can we add our data to the map?"

So we developed the Layers feature. Our goal was to keep it simple and easy for anyone in the agency to add data to the map. We do most of the heavy lifting and all we ask is the agency supplies us the raw data in a variety of simple formats.

The good news is data from most agencies was very similar across the country. That allows us to help them add good detail to a map layer. Imagine having map layers that show:



- ✓ Active Perimeters
- ✓ Parolees, Probationers, Gangs
- ✓ Schools, Hospitals, Malls pointing to Pre-Plans
- ✓ Road Closures, Weather Alerts
- ✓ Businesses (Proprietor name and contact)
- ✓ Trespass Authorizations
- ✓ Block Watch Captains and Neighborhood Cameras
- ✓ Beat Maps, Fire Areas, Flood Zones

**6. What do you see coming next?**

Expanding the number of agencies and getting this into more hands of first responder to provide them better tools to do their job. Also, keeping the app simple. Adding too many features can complicate things and make applications difficult and cumbersome for end users. This is where we have seen other products fail for law enforcement. We simply want to execute efficiently for our customers.

*For more information such as pricing and additional capabilities, contact Niraj Shah at niraj@firsttwo.com.*