

THE CONNECTION

Data Integration Initiative: How The Pieces Fit Together

In between trips to Trader Joe's loading up on pumpkin products this time of year, we've been thinking about how the DII's workflows achieve our objective: improve public safety response through better data integration.

Each of the working groups is an important piece of the puzzle that fits together enabling us to create deliverables that will achieve our mission.

Data Value: Identify data integrations of most value to public safety response.

Existing Data

Integration: Examine good examples of existing data integration and how they function.

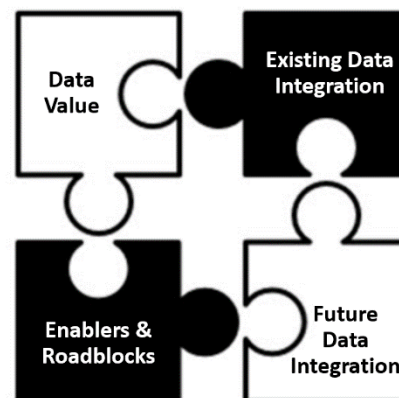
Enablers & Roadblocks:

Identify factors hindering or enabling data integration to provide future success.

Future Data Integration:

Analyze new integrations expected as technology advances.

Improve public safety response through better data integration



News Bytes

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- Welcome to new DII volunteers **Jeanna** (pronounced "Gee-na") **Greene** from T-Mobile and **Marc Baker** from FirstWatch! FirstWatch also is a new iCER T member. Both Jeanna and Marc have strong backgrounds in public safety as well as data and their experience will be invaluable to the team.
- Our own **Matt Schreiner** published a thought-provoking article, "The Aglet Did It: Cybersecurity and the Internet of Things," in the September/October 2020 issue of APCO's *PSC Magazine*. Congrats, Matt!
- The annual **iCER T Members' Meeting** was October 5-8 (online for the first time) and was well attended and packed with interesting agendas. DII leadership presented overviews of the DII and its working groups. It was a great opportunity to highlight the DII's activities, volunteers and goals.
- iCER T put out a **news release** about the DII on September 28 bringing broader exposure to the DII to a wider and more diverse audience.
- DII **volunteers are always welcome** and varied background and experience are important so don't forget to recruit your colleagues!

The Dashboard with Jay & Matt

Jay Paull, Chair & **Matt Schreiner**, Program Manager - Data Integration Initiative



Lots of progress has been made in a short period of time and, as Kim references below, iCERT members and DII volunteers are a group of "doers."

You'll read in the Working Group updates that activity is taking place with an eye toward deliverables and goals. Everyone wants

the DII to result in outcomes that produce valuable and useful information rather than simply academic discussions.

There are creative ideas with focus on a baseline report, webinar, hack-a-thon, and database. Several groups currently are

creating a survey to gather information and feedback as well as engage the constituent community. The survey is a good example of cross-collaboration among the working groups to achieve the same goal of improving public safety response through better data integration.



The Front End with Ellen & Kim

Ellen O'Hara, Chair - Board of Directors, iCERT & **Kim Robert Scovill**, Executive Director, iCERT

Thanks to everyone who attended iCERT's recent October 2020 Members Meeting. Among the many events, the Chairs of our Committees and Working Groups provided status updates for the membership. Members showed a keen interest in the progress of the Data Integration Initiative (DII), as did several speakers from third-party organizations who joined us for our event.

Why? At least two major reasons. First – the value of the project. Data integration can make a positive material difference in the public safety ecosystem. And second – iCERT's reputation for "getting things done." Our combined business acumen and commercial design moves iCERT forward when others stall. iCERT Members always find a way to make things happen!

That said, we need the continuing support of Members to energize the DII and keep the effort at full speed. Even if you can only volunteer for a limited period of time or your interest scope is focused on one specific topic, your contribution is important and appreciated.

If you have an interest in this endeavor, but haven't yet joined the DII, please contact executivedirector@theindustrycouncil.org. Thank you.



"Situational awareness is a key component of keeping officers safe on the streets and managing situations more effectively as they arise. In order to accomplish this, public safety agencies are integrating and layering data from different sources...in order to provide a more accurate snapshot of a given area for officers in the field."

-- Government Technology Emergency Management

Working Group Snapshots

Data Value

Matt Schreiner, *Team Lead*

The Data value team has been busy defining the attributes that define value in terms of individual data elements as well as the dataflows of which they are a part.

The Data Integration Initiative (DII) has

defined a somewhat “novel”, or at least non-traditional, public safety incident lifecycle which is being used by all the working groups to help define their individual outputs. The Data Value working group is currently using it to define survey

questions to get at the value of data from the perspective of roles, workflows and incident lifecycle, which will likely be issued as part of a larger, comprehensive survey issued by the DII.

Existing Data Integration

Robert Farmer, *Team Lead*

The existing data integration group has been diligently working on defining exactly what our end product will look like, how it will contribute to the larger goals of the Data Integration Initiative as a whole, and how to be respectful of each contributor’s IP as we

explore the capabilities of each vendor’s integrations. More importantly, our group has been discussing the methods with which to find what already exists. The concept across sub-groups about building some type of surveying tool

to find this information is being discussed.

I’m glad to have the opportunity to participate with this initiative and see how well the sub-groups are working hand-in-hand (rather than in their own little bubbles) to accomplish the overarching goals.



Enablers & Roadblocks

Lisa Madden & Francesca Schuler, *Team Leads*

Coordination with other public safety industry organizations is critical as we identify the current types and use of data today.

This group will be coordinating, through iCERT, with other industry organizations such as NASNA, NENA, APCO, and the National 911 Program Office to request guidance and assistance in reaching



their membership with a survey tailored to their needs. This survey will contain high level questions to provide a means for public safety to share their views on roadblocks and enablers for data integration within the scope of emergency response. The survey responses will be viewed by the iCERT community to identify

and prioritize problem areas to address. Identifying some use cases, and success stories, of how data is currently used will be helpful, as a story is much more descriptive of the benefits of data than any single list . . . so we will be collecting these as well.

Working Group Snapshots

Future Data Integration

Matthew MacDonald, Team Lead

"Who will listen to country music when trucks drive themselves?" and other philosophical musings can find their way into conversation when discussing the ways that emerging technology will shape our future.

This group is collating a list of emerging technologies which will find their way into future emergency response workflows. Within this list the anticipated application, data integration points, workflow modifications and stakeholders are being considered. This

list may form a basis of understanding how various industry stakeholders may have to consider positioning themselves to take advantage of these future integration opportunities and their anticipated benefits to emergency response.



Volunteer Spotlight

Laurene Heinsohn

Group Manager
NG 9-1-1 & GIS Portfolios
Intrado
Arvada, Colorado

City where I was born... Ravenna, Ohio, a small berg next to Kent State University.

Why do you like your job? I love being part of the Product Team at Intrado supporting our NGCS, GIS and ESInet solutions. Our motto is *work worth doing* and we embrace that sentiment every day. We strive to build and deploy better emergency management solutions such as improving the speed of response or providing actionable data at the right time to the right person, to protect our citizens.

Favorite food? Key Lime pie on a hot summer evening. Spicy chili on a cold winter day.

Top vacation spot? Santa Barbara CA for its small family owned vineyards, Sunday art shows on the beach, and its laid-back beat.

On a Sunday morning I'm usually.... Gardening, although my flower and vegetable gardens are very much a work in progress.

My last text was from... A very young entrepreneur in my neighborhood getting his lawn service business going. He has my full support!

Best thing about being an iCERT member? The great collaboration and exchange of ideas across many different stakeholders in the Public Safety space. We need more forums like this.

Something people may not know about me is... Over the course of my career, I have lived in 7 different states. I'm glad to have settled in Colorado which has so many year-round outdoor activities.

About iCERT

iCERT, the Industry Council for Emergency Response Technologies, is the only trade association exclusively championing commercial public safety response technology providers, software developers, cloud providers and all related organizations serving the public safety community.

The association leads the emergency response industry's efforts to promote growth and investment by facilitating industry collaboration, advancing effective public policies and developing best practices.

Learn more about iCERT, its activities and members at theindustrycouncil.org