

Why Kinesense?

Developing a Business Case for Kinesense Solutions

This document is designed to help you understand the value of deploying the Kinesense range in your organisation.

Kinesense LE

There are a number of reasons why forces should deploy Kinesense; from speeding up the generation of key evidence in an investigation, to making collaboration between colleagues and external agencies, such as the Criminal Prosecution Service (CPS), more effective. In this document we will focus on the harder and more tangible, cashable savings.

Kinesense LE is a **capture to court** solution that helps officers automatically search lengthy CCTV footage to find critical evidence, such as 'red cars' or 'who entered a building', in a fraction of the time it would take to manually perform the same task. LE is designed to save time and numerous examples demonstrate how efficient it is, i.e. over a 12 month period, Northumbria Police in the UK analysed more than 428,000 hours of video but the actual viewing time after using LE was reduced by 96.6%; equating to each hour of video being cut to just 2 minutes! For some forces this is measured as a financial saving, as historically individuals watch video in real-time and often at overtime rates and for other forces it means faster charging decisions and greater operational efficiencies as officers can be re-deployed to other duties rather than chained to a desk.



428,000 Hours of
video analysed in
12 Months



Implementing
Kinesense LE



Viewing hours reduced
by
96.6%



1 hour reduced to 2 mins

What is the Return on Investment (ROI) on Kinesense DEM?

Kinesense Digital Evidence Management (DEM) solution for police is designed to make asset management and particularly video evidence management even easier for police.

The digitalisation of evidence is on every police force's agenda, but when implementing a new digital policing solution, you always have to look at the big question; **What is the return on investment (ROI)?**

When we think about the return on investment, we all have 2 main questions in mind:

- “Are we happy with the status quo or do we need to change?” and
- “how much money will I save if I change my workflow?”

By implementing the Kinesense DEM across the force to reduce the number of man-hours wasted on physical transfer, the removable media costs associated with it and the force's overall network storage costs, these three savings alone would potentially save a small force upwards of over five hundred and thirty thousand euros a year, and significantly more for larger forces.

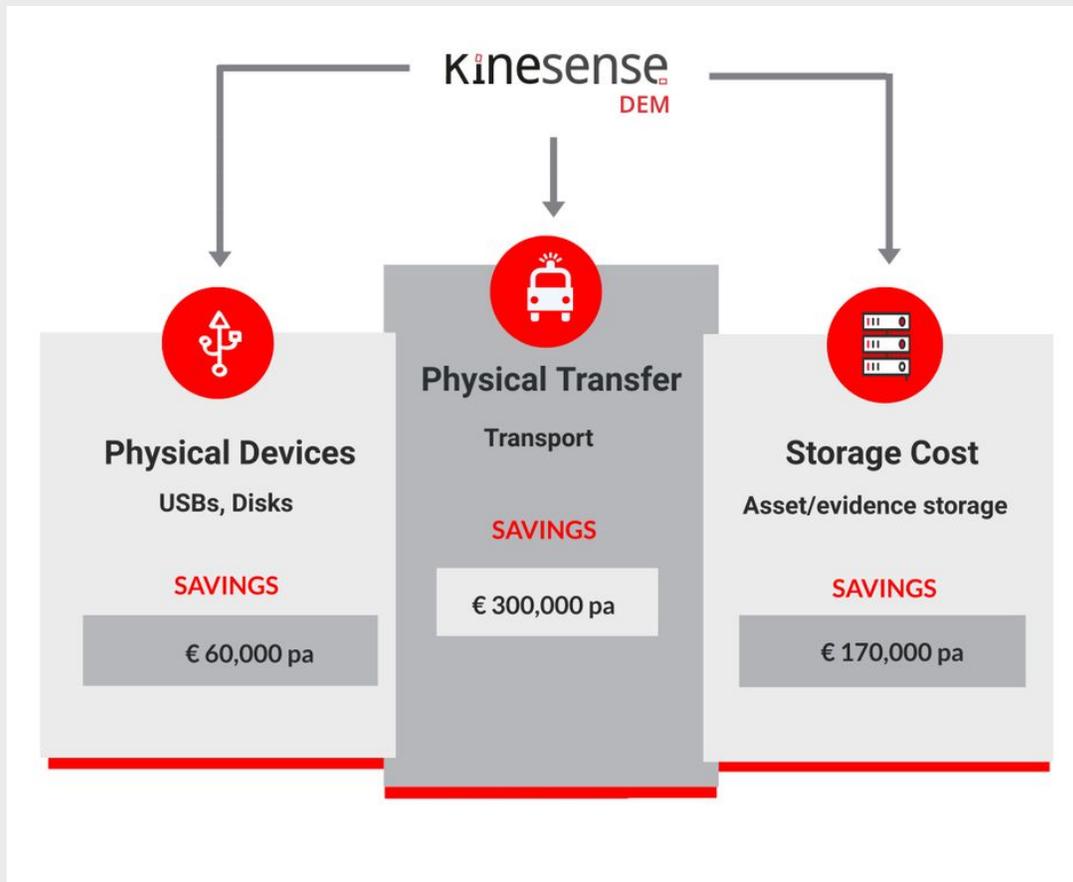
This would result in a return on investment many times over.

Kinesense
DEM



**Typical force savings upto
€ 530,000 per annum**

Let's take a closer look at some key issues that are associated with the traditional evidence management workflow and how Kinesense DEM helps in getting the maximum ROI.



1. Eliminate the use of physical evidence such as USB sticks, CD and other physical devices:

- Collecting and collating evidence is a major problem to be tackled by the police. At the best of times, it is difficult to physically transfer evidence from one point to the next. Most of the time the transfer of evidence is done using disks or encrypted USBs. Nearly every police officer has lamented there is “Not enough encrypted USB sticks to go around”.
- Not only do officers have to contend with a lack of supply of media, but they must also ensure all chain of evidence protocols are undertaken including bagging and tagging media. It’s an arduous process at the best of times.
- Kinesense DEM enables officers or organisations, regardless of their geographic location, to seamlessly collaborate; sharing any assets such as photos, CCTV and body worn video, interview recordings, documents, etc.; basically everything that you would normally see in an investigation, without the need to take USBs and DVDs or even paper documents out of the office.
- If you consider that a USB can cost between € 6-20 (encrypted ones cost more), It’s quick to see how much you can save. One UK force estimated that they could eliminate € 60,000 alone from their budget by cutting down on USB device purchase. So, ask your procurement office what your annual USB bill is and know that you can eliminate this easily with the adoption of a DEM.

2. Eliminate the cost of physical transfer of evidence

- Evidence and asset collection take place on a daily basis across the force. Typically evidence is obtained from the scene of crime, a witness or an external partner such as a local authority CCTV control room and to get it, someone has to physically get in a car or jump on a train and travel to different places to collect it. It would not be unrealistic for a medium sized force to take 20,000 separate journeys over a 12-month period, just picking up DVDs and USB sticks containing evidential material.
- If we assume on average that each trip could take 1.5 hours; 20,000 trips a year would equate to 30,000 hours of drive time, which at € 10/ hour would cost the force as much as €300,000 a year. This does not take into account the officers working hours that will add up to €900,000 a year. Eliminating this unnecessary expenditure would be the equivalent of giving a force back more than 20 additional officers.
- As Kinesense DEM is a web-based solution, it enables officers, trusted partners or even the general public to upload evidence directly. It can be accessed from a desktop PC/Mac, laptop, tablet or mobile device making assets and evidence collection easier.

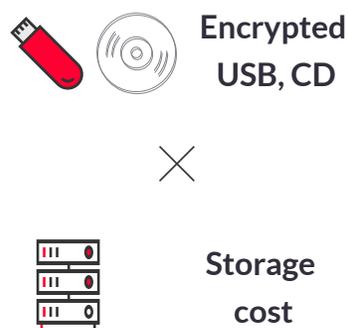
3. Cutting down on storage costs

- The storage of evidence is one of the biggest police burdens especially when you consider the traditional working practices of storing a master and making three working copies to share out on DVDs. The storing of CCTV evidence is particularly arduous. It can involve multiple days' worth of footage, which can take up a huge amount of your storage compared to other digital assets, such as audio, photos, or documents.
- By adopting a DEM you can eliminate some of those working copies as all you need is one centralised version stored securely. You can then make use of our extensive suite of video analytics to reduce the amount of video that you need to store. You can instantly search and extract only the relevant piece of evidence for your investigation, instead of having to store the complete evidence; significantly saving storage costs.
- As an example, one UK force typically cuts 98% of the video they must upload through using Kinesense analytics. The storage cost saving alone would be €170,000.

Without Kinesense DEM



Transport



Storage

With Kinesense DEM



Typical Savings on
Transport & Storage

€ 530,000