



Aligning Industry with Criminal Justice and Public Safety

Good Reasons Clients Are Enthusiastic

- Premier continues to grow
 - Average of 56% increase in new reports each of last 3 years
 - Average of 35% increase in report updates each of last 3 years
- Enhancements to Premier application - new functionality
- Premier regional subscription
- CJIS LITE

Client and Prospect Feedback

“Premier is loaded with good information, now we need additional help and services”

- Training
- Sales Help
- Effective Business Planning
- Marketing Programs
- Proposal Assistance

Client and Prospect Feedback

“Premier looks very good, but we can’t use it now. Our company needs specific market research and data to make important business decisions.”

- Market Trends
- Market Sizing
- Competitive Analysis
- Product Evaluation

What Can CJIS GROUP Do?

CJIS GROUP researches and reports on Criminal Justice and Public Safety information technology needs, plans and projects for State and Local Law Enforcement, Courts, Corrections, Integrated Justice, Homeland Security, Emergency Management and other areas of Public Safety in the United States.

Many companies need more than good marketplace information regarding needs and requirements, they need additional training, planning and other types of data and strategies to be successful. “What do we do and how do we respond to and become a partner in this critical public safety community” is a question CJIS GROUP hears a lot.

CJIS GROUP CONSULTING provides custom services to compliment your company’s existing capabilities and help you build and grow your business. When you need subject matter and domain expertise, or other professional services – we will develop a custom program to help you achieve your objectives. Our team has years of experience and understands the implications of working with State and local law enforcement, public safety, courts, corrections, and homeland security agencies. Whether you are new to the market or need to refresh your approach, our custom services will help you save time and be more effective, as you stay focused on developing new business.

- ✓ Senior members of CJIS GROUP with many years of experience in the public safety, law enforcement, and criminal justice sectors. Our senior staff has over 90 years of practical experience in this domain.
- ✓ Practical domain experience on both sides of the law enforcement/public safety community – government agency and vendor.
- ✓ Market research team contacting agencies across the USA
- ✓ We have conducted over 130 extensive research and consulting projects over the past four years

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Market Background

- It is widely recognized that among the domains of public safety, law enforcement, first responders, and homeland security there significant opportunities to improve the level and quality of service by better utilization of information systems, communication services, and related technology.
- In a market with this potential, there is a high level of competition among many vendors.
- Government agencies have, by their contract awards, clearly stated that only vendors with good qualifications, a sound plan, and a commitment to this market are acceptable business partners.

Understanding a Challenging Market

A few of the many issues vendor's need to address:

- A better understanding of the state and local market segments: What do agencies need and how do you successfully approach them?
- A better understanding of the assets and resources of the vendor that can be leveraged by the new business initiative.
- What are realistic expectations for the initiative? Initial investment? Time needed to get measurable results?
- What is the appropriate marketing message that needs to be delivered to the target public sector audience?
- What are the effective methods of delivering the message?
- Who are the competitors in this area? How should the client position itself versus those competitors?
- What is needed to offer best-of-breed solutions? Partners, products, services, etc?
- Who are the appropriate contacts within the purchasing community? How does a vendor begin to meet the right people?

CJIS GROUP Offerings

Areas we help our clients:

- Strategies and Objectives
- Marketing – Programs and Research
- Customer Solution Requirements
- Sales Planning

Strategies and Objectives

- Assess market potential for products and services
- Assess the assets a company can leverage to develop offerings that meet the needs of the market.
- Provide client management and staff with an overview of the state and local markets, current trends, barriers to entry, and requirements for success.
- Identify the gaps in the client's ability to provide valued solutions and assess how to fill those gaps.
- Define specific target segments and the profile of the type of opportunities that should be targeted by our clients sales team.
- Understand the competition: what market share do competitors really hold, who are the companies that are up and comers in the market place, why are some companies winning and some losing.

Marketing

- Develop the 'message' that the client needs to convey to the market.
- Develop marketing plans to get the message out and to begin name recognition as a service provider to the market sectors.
- Development of necessary marketing and sales collateral.
 - Insure marketing literature captures the skill set and is presented in such a way to be useful in sales and business development programs.
 - Provide review, edit or rewrite assistance with marketing collateral.
 - Assist with the development of effective presentations about the corporation, services and products.
- Provide training to client staff in the area of public safety, law enforcement, and criminal justice to clarify how the various agencies interact and work together to provide services to the public.

Marketing (continued)

- Attend and participate in the selected marketing events, meetings, and key industry conferences. CJIS GROUP may attend as part of the client team to facilitate introductions to key people and to help present the message.
- Conduct market research on a variety of subjects or on solution or product development issues.

Research and Assessment

- Assess market potential for products and services
- Assess the assets a company can leverage to develop offerings that meet the needs of the market.
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- Identify the gaps in the client's ability to provide valued solutions and assess how to fill those gaps.
- Define specific target segments and the profile of the type of opportunities that should be targeted by our clients sales team.
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Customer Solution Requirements

- Analyze the customer driven needs and requirements, understand what this means in terms of delivering solutions and information management systems
- Evaluate how to leverage and maximize the use of client products and services in the delivery of solutions.
- Identify potential solution partners
- Identify and facilitate 'customer focus groups as products are under development or when existing products are going through refinements and updates..

Sales Planning

- Sales strategy
- Training staff
- Profile of qualified prospects
- Focus on developing a pipeline of sales prospects, getting engaged with customer decision-makers and influencers, submitting proposals, and using other sales or contract tools.

Value for our Clients

- The CJIS GROUP team brings the valuable advantage of perspective and experience gained working as members of the user community, the vendor community, and as industry analysts.

- Our approach has the CJIS GROUP team working 'hands-on' with our client to analyze what needs to be done, how to do it, and then to help drive and participate in the vital execution activities.

- Typical program objectives:
 - Understand the United States' public safety/law enforcement markets.
 - Prepare a business plan and strategies
 - Timely data to help assess markets and make business plans
 - Have initiatives underway to leverage the existing products and customers of the client
 - Have developed a sales pipeline of qualified opportunities
 - Be better prepared to deliver systems and solutions
 - Specific market research, analysis, and forecasts
 - Be able to make informed decisions about a business initiative directed at the law enforcement / criminal justice business market.

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**Example Engagements
Successfully Delivered by
CJIS GROUP
CONSULTING**

A nationwide software vendor:

Statement of Work:

Deliverables and format:

CJIS GROUP CONSULTING, in collaboration with Client's Government Group, will prepare a presentation (30 minutes) on the topic of information management needs and sales opportunities in the global market segments of public safety, law enforcement, criminal justice, and civil justice.

CJIS GROUP CONSULTING, will attend the Client's global sales conference and attend a dinner with Client's Government Group and make a 30 minute presentation during the conference.

Cost: The deliverables of this engagement shall be provided by CJIS GROUP CONSULTING for a fixed fee of \$3,000.00 plus expenses.

A large Venture Capital Firm:

Statement of Work and Deliverables: CJIS GROUP CONSULTING will provide information products and consulting services about the Public Sector/Government public safety and criminal justice market segment, including: business needs and trends related to communication and information management systems, funding and revenue, purchase volumes and trends, and vendors providing IT solutions. The purpose of this engagement is to provide the Client with an understanding of the public safety community as it relates to computer aided dispatch (CAD), record management (RMS) and mobile data (MDS) systems, trends in the acquisition of these systems and the vendor community selling within public safety. CJIS GROUP CONSULTING will deliver:

- 1 Agency data in an Excel workbook format. The data will include historical and current data about the purchase of information management systems to include computer-aided dispatch, public safety records management, and mobile applications by tier 1, local public safety agencies in the United States, which will include most of the 50 largest public safety agencies and dispatch centers for police, fire, and EMS. The data included will discuss incumbent vendors and targeted upgrade or new acquisition dates. *(It should be noted this is not an agency by agency survey but does include current relevant information about most tier 1 agencies.)*
- 2 Vendor data in an Excel workbook format. The data will include historical and current data about the vendors of information management systems to include computer-aided dispatch, public safety records management, and mobile applications by public safety agencies in the United States. This workbook will include data about contracts vendors are winning, at what agencies and at what cost. The top tier companies will be included, examples are: *Company names intentionally deleted.*
- 3 Public Safety market segment information in PowerPoint slide format to support and help explain the data in Items 1 & 2.
 - a . A review of the information management and communication business needs of public safety agencies, including: types of required solutions, funding and expenditures, business and technical trends, and role(s) of vendors in providing systems and solutions.
 - b . A review of the tier 1 business activity in the public safety segment (historical and current) that includes computer-aided dispatch, records management, and mobile applications and the role of leading vendors.
- 4 Presentation and discussion on the status of Federal Grant funding for the Public Safety sector.
- 5 Telephone consultation with CJIS GROUP CONSULTING to discuss, explain and answer questions related to the above deliverables. Consultation is to be reasonable and directly related to the current deliverables
6. **Fixed Fee:** \$17,500

A mid-sized software company moving into the Public Safety arena:

Work to be performed: CJIS GROUP CONSULTING will facilitate and participate with the Client's management and other staff to develop the company's strategic plan for pursuit of the law enforcement market.

Statement of Work: CJIS GROUP CONSULTING will assist and participate with the team from the Client in the development of the company's Strategic Plan. The Plan will reflect the current business status and expectations for the next 3-4 years.

Discussion topics may include:

- Company 'vision'
- Company goals
- Strategic objectives
- Sales
- Product development
- Customer service
- Organizational structure
- Execution philosophy and strategies
- Marketing and sales
- Product development
- Customer service

○*Deliverable and format:* CJIS GROUP will participate in a 1.5 day meeting at Client's site that consists of brainstorming and discussion with the Client's participants.

Fee: \$4,800.00 fixed fee for this workshop, plus travel expenses for two CJIS GROUP CONSULTING staff.

A large Nationwide CAD/RMS/PSAP Company:

Statement of Work:

CJIS GROUP CONSULTING will contact approximately 1750 public safety communication/dispatch agencies to ask specific questions and collect data about each agency's emergency communication systems, computer aided dispatch (CAD) systems, records systems, and potential future plans. The results of the survey data collection will be recorded, organized, and presented to the Client in electronic reports and files. To complete the project, CJIS GROUP CONSULTING proposes to perform the following tasks.

TASK 1: Prepare the contact list of approximately 1750 target agencies. The target contact list will be based on agencies (PSAPs) located in the states of *STATES INTENTIONALLY DELETED*.

TASK 2: Prepare the survey questions that will be posed to the agency representatives by the CJIS GROUP CONSULTING research department. The list of questions recommended by the Client will form the basis of the survey. The final list of survey questions will be approved by the Client before the project commences.

TASK 3: Prepare a data collection tool using Microsoft Excel to record the results of the survey.

TASK 4: Contact the target agencies via telephone and discuss the survey questions with the appropriate agency representative.

NOTE: While CJIS GROUP CONSULTING has a national reputation for obtaining this type of detailed information from criminal justice agencies, we cannot guarantee that all the targeted agencies will respond to the survey request. However, all agency contacts will be recorded, including those that decline to participate.

TASK 5: Record the data collected, including the answers to the questions and the current contact information for the agency. Prepare weekly reports in Microsoft Excel format with the data from "completed" surveys.

TASK 6: Prepare final reports in Microsoft Excel format after the research is completed. These will include a complete data report with the survey response for each agency that was contacted.

Fee: The deliverables of this consultant task order (CTO) shall be provided to Client by CJIS GROUP CONSULTING for a firm fixed price of \$33,000.00 USD.

An International Software Development Company:

Statement of Work:

This Consultant Task Order (CTO) is to conduct an assessment of the U.S. market potential for a solution based on the Client's application for law enforcement. This research and assessment project will include reports delivered to the management of the Client. The issues to be addressed include:

- Where can this application fit in the U.S. law enforcement application software market?
 - What business areas? For example:
 - Intelligence, investigation, and case management
 - Crime Analysis
 - Records and case management
 - What type of agencies are potential targets? For example:
 - Large police agencies – state, county, or city
 - Intelligence units
 - Detective and investigative units
 - Special task force units (organized crime, gangs, homeland security, serial crime)
 - Regional police consortiums – federal, state, county, or city
 - Homeland Security
- What current approaches or solutions are used today and represent the likely competition for this application?
 - What software tools or applications?
 - Who is the competition from an organizational viewpoint?
 - Software tool vendors
 - Application software vendors
 - In-house government software system resources
 - What is the market position of likely competitors?
 - What are the typical marketing approaches now used by competitors?
 - Typical prices for competitive software offerings
- What are reasonable estimates of market potential?
 - The total annual purchase amount estimates
 - The number of annual sales opportunities
 - Current and projected future market drivers or inhibitors
- What obvious and significant changes or enhancements to this application must be considered in the plan in order to be competitive in the U. S. market?

- Fee:** The deliverables of this CTO shall be provided by CJIS GROUP CONSULTING for a fixed fee of \$30,000.00 USD

An International Software Company:

Statement of Work: This Consultant Task Order (CTO) is to conduct a search, present candidates and assist Client in filling the position of Business Manager – US market. CJIS GROUP CONSULTING is granted an exclusive order to complete this CTO during the stated period of performance.

The services to be performed by CJIS GROUP CONSULTING include:

- Identify potential candidates
- Pre-qualify candidates
- Present candidates to Client
- Assist with the interview process
- Assist with the background check process
- Assist with the process to offer/negotiate with the preferred candidate (s)

The position is described by Client as follows:

The core purpose of the Business Manager (BM) is to secure profitable revenue from both existing and new customers within a designated sectors and geographical markets. To achieve this, the BM will prospect for business from existing customers and among organizations in the designated sectors and markets that fit the profile of potential customers identified by Client. Having qualified that an opportunity exists the BM will then managing the sales engagement process that will result in successful sale of the Clients products and services.

Fee: Contingent on successful hire, a fixed percent of first year earnings of the person hired.

A Mid-Tier Software/Services Provider

Statement of Work:

CJIS GROUP will conduct a 2 day workshop at Client's offices that consists of presentation by CJIS GROUP CONSULTING and discussion with the Client participants. This will be an inter-active workshop focused on helping the management of company validate and refine their business plans for the criminal justice market. Understanding that this is a dynamic process, of necessity the workshop format must be flexible as well. It is expected that the workshop outline will help the group stay on track but allow the needed exchange of information, debate, and creative thinking necessary to achieve the desired objectives. Therefore, the group may decide to change the order of discussion or adjust the allocation of time for a topic as the workshop progresses.

- Outline of the workshop program
 - **Pre-Workshop:** A briefing by Client for the CJIS GROUP consultants to review the solutions/products, central technologies, and customers of Client. The intent is to provide CJIS GROUP CONSULTING with the appropriate background and context prior to the workshop. The briefing will be conducted via teleconference and/or web, requiring 2-4 hours.
 - **Workshop**
 - Day 1
 - Session 1- A review of the criminal justice market
 - A multi-layered community of agencies and processes
 - Market size
 - The Criminal Justice Information Systems
 - Business process and information flow
 - The Public Safety/Criminal Justice dollars
 - State & Local funding projections
 - Federal grant programs
 - Communication and information management technology
 - Status and types of criminal justice integration
 - Example opportunities and projects
 - Trends and priorities
 - Vendor solutions offered in the market
 - Session 2 – Client's approach to the Criminal Justice Market
 - The solutions that Client has to offer– their strengths and weaknesses
 - Client– a review of 2007 business strategy

(Continued on next slide)

Continued:

- Day 2
- Session 3 – The Client Plan for 2007
 - Critique of Client's criminal justice business strategy for 2007
 - Profile of target clients
 - Message (s) to the market
 - Solutions and products
 - Market penetration strategies
 - Delivery models
 - Pricing models
 - Key industry organizations that Client should engage with to help get the message out to the marketplace
 - Criminal Justice Industry standards
 - Competition: Integrated Criminal Justice - the vendors competing directly or indirectly with Client?
- Session 4 – The Client's Plan: requirements for success
 - Get everyone (at Company) on board
 - Alignment of strategies and tactics
 - Establishing a leadership position in the market
 - Long and short term implications
 - Action items

Fee: The deliverables of this engagement shall be provided by CJIS GROUP CONSULTING for \$9,500.00 for all services related to the workshop preparation and delivery.

A Mid-Tier Public Safety Software Provider

Work to be performed: Review a Request for Proposal (RFP) and critique the Client's proposal draft document.

Statement of Work:

1. Review the RFP provided by Client
2. Review the draft proposal document prepared by Client
3. Provide comments on the draft proposal document
4. Discuss the review comments with Client via telephone

* This engagement grew into CJIS GROUP participating in a total re-write of the Client proposal. The Client was successful in winning the contract award.

Fee: The project services will be charged on a time and materials basis.

A Large Nationwide Systems Provider

Statement of Work:

CJIS GROUP will conduct market research activities to obtain as much market data as is reasonably available to develop answers to the following questions.

1. Who are the leading providers of public safety NCIC mobile query software (NCIC, NLETS, DMV, CAD/RMS, Mugshots, etc.)?
 - a. Of these (Top 10) what share of market do they have (for example, number of agencies, number of actual users or units deployed)
 - b. What differentiates the top 2 or 3 from the rest (if anything).
2. How is the software sold? Is it a one time license fee, is it a pay as you go use model, etc?
3. What are the Top 20 largest Police Departments and Top 20 largest Sheriff's Departments? What mobile client software are they using for database query (NCIC, NLETS, DMV, CAD/RMS, Mugshots, etc.) and messaging? What CAD are they using? What RMS are they using?
4. Did the large agencies procure this software (mobile, CAD, RMS) directly from the vendor or through a reseller (dealer, agent, value-added distributor)? What is the proximity of the software provider (mobile, CAD, RMS) to the agencies (in miles)?

CJIS GROUP will prepare reports that explain the data collected; the sources, and how the data support the suggested answers to the Client's questions. The reports will be submitted to Client in electronic documents. CJIS GROUP will conduct a project summary briefing via teleconference.

Fee: The project services will be charged on a time and materials basis.

A Large International Communications Company

Statement of Work: CJIS GROUP will provide professional services to help the Client outline a business development plan for pursuit of the state and local public safety/law enforcement markets. The primary deliverable of this engagement is to begin the development of a program plan that outlines how the Client will build this new business. The fundamental elements of the Program should include: Strategies and Objectives, Marketing Approach, Customer Solution Requirements, Sales Plan, Schedule of Activities and Milestones. CJIS GROUP will also provide hands-on assistance with the execution of key elements and activities of the plan, details are contained in the Work Order.

This SOW and accompanying work order represents a three month retaining Agreement where CJIS GROUP will furnish a full time program manager, for the full term of three months. CJIS GROUP will work with a Client manager and be directly responsible for the delivery of the tasks. Full time is defined as a 40 hour work week, holiday schedule to be the same as the Client Corporate schedule, with no other responsibilities except to Client to deliver the services contained in the CJIS GROUP work order. Two additional subject matter experts will be involved part time, as needed, to support the Client and Full time CJIS GROUP rep. in the delivery of the enumerated tasks. Part time is defined as that time required for consulting and supporting this engagement. These individuals will work directly with Client to accomplish the tasks and deliverables contained within the attached work order. The research department of CJIS GROUP and other consultants will be used as part-time resources for selected activities.

Fee: \$16,000.00 per month for each of three months, plus expenses. **This retaining agreement was renewed 5 times for a full 18 months, with the list of deliverables expanded with each renewal.

A Large Multinational Communications Company

Statement of Work: CJIS CONSULTING will provide professional services to Client in furtherance of a Land Mobile Radio project by researching and providing answers to the questions contained in Attachment (*Attachment is not provided*). A report detailing the results of the research will be delivered to Client. The report must the following:

1. Public safety communication projects in the U.S. - voice or data - wireless or land mobile radio technology
2. Projects awarded in the last three years
3. Concentrate on projects valued at less than \$100M US
4. Name of Vendor awarded the project contract
5. Purpose and objectives of the project as stated by the agency
6. Scope of the project deliverables: system design, units, sub-systems, integration services, etc.
7. Estimated amount of time allocated to complete the project
8. Budget for the project or dollar amount of the contract award (when possible to be designated per project deliverables – see point 6 above).
9. Frequency allocation - for example: 700mhz, 800mhz, 4.1ghz.

We understand that other parameters for this report are:

1. To include all contract award data we can find -- including but not limited to contracts contained in the CJIS GROUP public safety awarded contracts database.
2. The report data will be recorded in an Excel workbook with defined data cells for the awarded contract details. When possible, copies of winning proposals that are available via freedom of information policies of local agencies, will be requested and provided to Client.

Fee: The project services will be charged on a time and materials basis. .

Note: this project was completed in approximately 60 hours.

A Mid-Tier Hardware Software Systems Provider

Statement of Work:

1. Planning two day focus group meeting at Clients site.
2. Preparing a two session agenda to discuss:
 - a. What functions and features are required in a in car ruggedized laptop.
 - b. What is required as a handheld mobile radio? Questions to be addressed will include: Should the radio support both voice and data communications? How many model versions are needed? What is the price range that is acceptable in the public safety market? What are the physical features that should be considered? What operating features are important?
3. Identifying and inviting meeting participants from the public safety community. The participants will be from a variety of agencies including (if possible) Client customers. Individuals will be from a mix of roles - management, patrol, technical – at their agency.
4. Participate in Client meetings before and after the focus group sessions
5. Facilitating the focus group sessions and moderating the discussions.
6. Providing expense reimbursement to the agency participants that may include airfare, hotel fees, taxi fees, per diem, and other related travel costs.
7. Providing participant service fees, if required, for selected participants. This will be avoided whenever possible.
8. Submit all expense reports to Client for focus group participants and other meeting related expenses.

Client Responsibilities: Client will be required to perform certain tasks in order for the Focus Group meeting to be as effective as possible. These tasks include:

1. Providing a contact person to collaborate with CJIS CONSULTING on decisions that must be made in preparation for the focus group meeting.
2. Providing CJIS CONSULTING with a list of Client customers (names and contact details) that are candidates to attend the focus group.
3. Preparing presentations and product prototypes for use during the focus group sessions.
4. Scheduling the appropriate Client staff to attend the meetings.
5. Providing a suitable meeting facility at Client site.
6. Planning and paying expenses for an informal group dinner following the meeting sessions.

Fixed Fee: A fixed fee of \$30,660 is to be paid to CJIS GROUP CONSULTING for the performance of the Statement of Work. This fee is for consulting services only, and does not include any expenses.

Value for our Clients

- The CJIS GROUP team brings the valuable advantage of perspective and experience gained working as members of the user community, the vendor community, and as industry analysts.

- Our approach has the CJIS GROUP team working 'hands-on' with our client to analyze what needs to be done, how to do it, and then to help drive and participate in the vital execution activities.

- Typical program objectives:
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 - Have initiatives underway to leverage the existing products and customers of the client
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