

Industry Update

New Challenges for Public Safety

With the arrival of NG9-1-1 and FirstNet, our industry is faced with an entirely new set of challenges, as well as highly unique opportunities. What was once a product-driven market has become an integrated solution environment, an industry where leaders in their respective core competencies can come together to create application-based systems in collaboration with their customers. Where once we operated in a hardware-centric environment with clear lines of demarcation; software solutions and IP networks are no longer tangible and distinct. While the boundaries and physicality of systems is changing; how we approach each initiative brings a new set of challenges as well as limitless opportunities. Where once there was a clear set of models for building a PSAP solution using hardware; the dynamic of software-based solutions and logical networks have changed the entire composition of how we assess, plan, execute and optimize.

This paradigm shift requires new approaches to the business of Public Safety, fresh views and most importantly, subject matter experts (SMEs) who understand the complexities of systems integration and how to prepare technology roadmaps based on operational needs. Winbourne Consulting has long been recognized for its thought leadership and operational modeling and, as such, has invested in the future for our clients to bring our offering to a new level and lead with you into the Next Generation of Public Safety and Security. While our government clients require advice and guidance, we have come to realize through our consultation with system providers that while experts in their respective fields, many are challenged with aligning their systems according to these operational dynamics. This is particularly true for the "new breed" of solution providers entering this industry. Technology providers who have the ability to solve significant challenges yet don't have a clear direction or strategy as to potential partners and what their solution portfolio can (and should) accomplish for the end customer. Providers experience the same challenges as users, and when aligned accordingly, the complex challenges this paradigm shift presents can effectively be addressed by all parties.

Additional Capabilities – Serving NG911 and FirstNet

To accomplish this, Winbourne Consulting is now offering commercial client advisory services, helping the vast array of systems integrators and FirstNet market entrants understand the specific requirements of our industry and how to effectively meet the needs of our nation's

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**Public Safety
facing a
paradigm shift**



many Public Safety entities. With many of these firms being new to Public Safety, we are educating them as to the operational nuances of this industry and how to help all agencies accomplish the mission at hand - building the most advanced broadband system the world has seen.

Complementing our existing strengths and areas of expertise, our **Commercial Client Services** team now offers our clients an array of services focused on helping them not only enter the FirstNet arena, but shape their solutions to adapt to the needs of this evolving industry, services such as:

- Industry Training
- Operational Modeling
- Technology Roadmap Assessments
- Strategic Advisement – Market Penetration Planning
- Partner/Provider Advisement – Solution Alignment
- Integration Portfolio Planning

Combined with our existing **Government Client Services**, Winbourne Consulting is paving the way for the Next Generation of Public Safety by addressing both ends of the spectrum; committing ourselves to helping the industry to define the best paths forward and ensure that the needs align with the solution roadmaps. Our **Government Client Services** include:

- PSAP Consolidation
- NextGen/911 Strategic Planning and Implementation
- Public Safety Communications and Telephony
- Public Safety Applications and Systems Requirements and Implementation Support
- Mission Critical Facilities Design and Fit-out
- 311 Call Centers Planning and Implementation
- PSAP Staffing and Operations Analysis

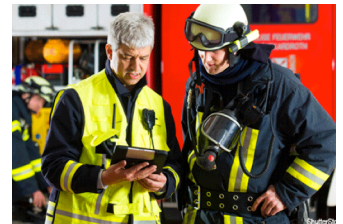
Current Engagements – NG9-1-1, FirstNet and Dispatch Operations

To further our commitment towards the betterment of Public Safety, Winbourne Consulting continues its leadership position in NG9-1-1 preparation, providing the following Government Services Clients the foundation to move into this complex domain. Certain clients are already beginning to see the benefits of a Winbourne-led NG transition, clients including:

State of New Jersey

As the lead subject matter expert, Winbourne Consulting is assisting the State of New Jersey in a preliminary assessment of their current 9-1-1 infrastructure in anticipation of moving to NG9-1-1. The project and our responsibilities includes research of trends, analysis of offerings and like-kind initiatives in other states, cost and funding models and recommendations forward.

Winbourne Consulting announces new services for FirstNet/NG9-1-1



National Capital Region (NCR) – Fairfax County

Winbourne Consulting has recently been selected by Fairfax County, Virginia to perform an assessment of their current E9-1-1 customer premise equipment for a vision on moving towards NG9-1-1 and support of the current systems for the next 3-5 years. Do to the changing landscape for 9-1-1 systems, Fairfax County needs assurance that budgeted dollars are spent wisely on systems and services that will best serve the public safety agencies and the citizens and visitors in the region. Winbourne Consulting is looking at industry trends, evolving technologies and support services options for the County to have the best information available to make these decisions.

The Fairfax County 9-1-1 CPE Assessment Project is taking place in conjunction with a US Department of Homeland Security Office of Emergency Communications Technical Assistance Project for the National Capital Region to develop a NG9-1-1 Implementation Plan, and is also being supported by Winbourne Consulting.

Looking Forward – Plans, Events and Forums

Our team has already begun working with certain providers to help in their transition into this industry, preparing them for the needs of FirstNet and the integration requirements with NG9-1-1 therein. In the coming months you will find Winbourne team members at FirstNet briefings, FCC meetings, representing industry through iCERT and at regional forums. Team members will be attending the first major venue of the year in March at IWCE, meeting with firms to understand their portfolios and perceived challenges. Our ongoing relationship with the Department of Homeland Security brings us to local areas on a regular basis, with the coming period affording us the opportunity to hold educational forums in the State of Nevada and the Commonwealth of Virginia.

Industry Articles of Interest

Net Neutrality and Potential Ramifications of FCC Ruling

<http://www.latimes.com/business/la-fi-fcc-net-neutrality-20140115,0,7350475.story#axzz2qUt2uNCX>

FirstNet Single Point of Contact Quarterly Briefing

http://www.ntia.doc.gov/files/ntia/publications/140115-spoc_webinar_slides.pdf

FirstNet Board Resolutions

<http://www.ntia.doc.gov/other-publication/2014/firstnet-board-resolutions>

European Emergency Number Association (EENA) NG1-1-2 Long Term Definition

http://www.eena.org/ressource/static/files/2013-03-15-eena_ltd_v1-1_final.pdf

Link to NTIA Website

See us at IWCE in March

European Emergency Number Association (EENA) NG1-1-2 Transition Models

http://www.eena.org/ressource/static/files/2013_12_19_ng112_models_v1_0_final.pdf

Winbourne Consulting on LinkedIn – News you can Use and Industry Insight

http://www.linkedin.com/company/winbourne-consulting-llc/products?trk=tabs_biz_product

Winbourne Consulting offers a full range of public safety services, including strategic planning, systems integration, specifications development, solution acquisition, and implementation project management and quality assurance.

Our Areas of Expertise encompass all segments of Public Safety, including:

PSAP Consolidation

NextGen/911 Strategic Planning and Implementation

Public Safety Communications and Telephony

Public Safety Applications and Systems Requirements and Implementation Support

Mission Critical Facilities Design and Fit-Out

311 Call Centers Planning and Implementation

PSAP Staffing and Operations Analysis

Our Clients include city, county, State, and Federal agencies located throughout the United States and the world, as well as countries in Europe, the Middle East, Asia, the Caribbean, and South America.

For more information about our solutions and services, please visit our website at www.winbourneconsulting.com.