

MOVING YOUR COMMUNITY IN THE RIGHT DIRECTION



WATCH YOUR COMMUNITY GROW WITH THE RIGHT TECHNOLOGY INFRASTRUCTURE

Traditionally, municipalities have dealt with separate vendors for telephones and telecommunications, specialists for radio frequency technology and network management firms for information handling and processing. Each of these vendors provides value, but different levels of connectivity.

Today's public safety environments require the immediate synchronization of information amongst many different departments. The notion of "synching" municipal resources involves connecting systems, physical buildings, individual workers and, often times citizens, to provide for a work flow that promotes safety, efficiency and information dissemination objectives. Fortunately, wireless technologies, when deployed properly, can facilitate new levels of synchronization down to the individual participant level.

Enabling this synchronization requires not only municipal cooperation, but also the cooperation of multiple vendors. The MuniSync program created by Beta Strategy is positioned to design and deliver a synchronized and cost-efficient communications infrastructure to your municipality. We have partnered with the "best of breed" vendors to ensure cooperation and success.

Today, through the ubiquity of the Internet Protocol (IP) standard, many costs can be eliminated or reduced while simultaneously enabling efficient work processes. Voice and data solutions have, in fact, converged such that they can use the same broadband connection eliminating redundant telecommunications charges. Voice mail, email and other systems can converge on mobile devices through what is called unified communications. For the first time in history, municipalities can grow with the right technology infrastructure by working with innovative partners.

Beta's MuniSync program offers value to you and your constituents through three important connection points:

FOCUSED MUNICIPAL COLLABORATION |

MUNICIPAL DEPARTMENT COLLABORATION AND FOCUSED ECONOMIC DEVELOPMENT

Municipal leaders often find it hard to foster collaboration between police, fire and operations personnel. Each operates independent of the other. This causes a high degree of redundancy in the purchasing of telephony and broadband products.

City executives must see the true collaboration point as customer relationship managers. Accurately collecting and disseminating information to police and fire, through proper permitting, MSDS, traffic data, and video surveillance, promotes a natural collaboration as information suppliers.

VENDOR COLLABORATION |

STRUCTURING PUBLIC PRIVATE PARTNERSHIPS THAT WORK

Often vendors monopolize markets. Prices are never monitored resulting in automatic price increases and overcharges. In some cases, outdated equipment still exists and customers are being charged monthly for telecommunications connections. Often, through a one time purchase of new off the shelf wireless equipment and process or work flow engineering, a city can eliminate recurring costs.

Small grant incentives are not sufficient enough to establish a solid private / public partnership. Beta has deep experience forming innovative partnerships that produce lasting, "win-win" relationships.

TECHNOLOGY SYNCHRONIZATION |

REALIZE THE GROWTH POTENTIAL OF NEW OR EXISTING VENTURES

Many vendors have made it impossible to integrate their devices with other vendor devices. They have implemented proprietary software standards and maintain archaic hardware devices which provide little in the way of information dissemination.

The MuniSync partners have designed and developed a cost-effective circuit that allows for open connectivity amongst disparate devices. Traffic data, video, waste treatment meters, etc. can be retrofit to push data back to our standards-based operations dashboard. This patent pending system allows for increased vendor neutrality and reduces the total cost of ownership of your infrastructure.

OUR PROCESS PRODUCES VALUE

ASSESS |

ENHANCE THE EXISTING OPERATIONS OF YOUR DEPARTMENTS BY UNDERSTANDING WORK FLOW.

Beta's MuniSync partners are uniquely prepared to offer accurate and timely information concerning your technology infrastructure. We provide a detailed audit of each circuit and phone line and determine how it is used and how it can be made more efficient. This assessment includes an economic development component that enables applications that enhance your ability to attract young companies to your geography.

DESIGN |

BUILD A SYSTEM THAT DOESN'T JUST FOCUS ON COVERAGE BUT FOCUSES ON PEOPLE.

Unlike other consulting firms, we believe that technology must be designed to manage costs for a positive ROI, while enabling as many civil workers and citizen-based processes as possible. This requires a detailed design that is staged to not exceed the budgetary expectations of your constituents. Our consultants provide detailed topographical maps and project plans that allow you to work alongside us with the same knowledge we possess. In this way, your system is designed for the long term.

IMPROVE |

INVEST IN PROFITABLE GROWTH OPPORTUNITIES THROUGH NEW ECONOMIC DEVELOPMENT INITIATIVES.

Before, during and after your MuniSync project, we work with you and your vendors to deploy the best solution for your community. Uniquely, we also ask these vendors to improve their role in the community by designing revenue sharing models that make sense and generate not only savings and incentives, but positive messages for economic development. This way, we can improve the future of your business retention and attraction efforts.



COMPLETE SOLUTIONS OFFERINGS THAT WILL GUIDE THE EVOLUTION OF YOUR COMMUNITY.



33 RIVER STREET | CLEVELAND, OHIO 44022 | 440.484.2234 TEL