

BAPCO²⁰²⁰

The Annual Event for Public Safety Technology

10 - 11 MARCH 2020

RICOH ARENA, COVENTRY

BAPCO-SHOW.CO.UK



Unravelling the Digital Human

How can public safety organisations equip themselves amidst changing behaviours in a highly connected and technology- led world?



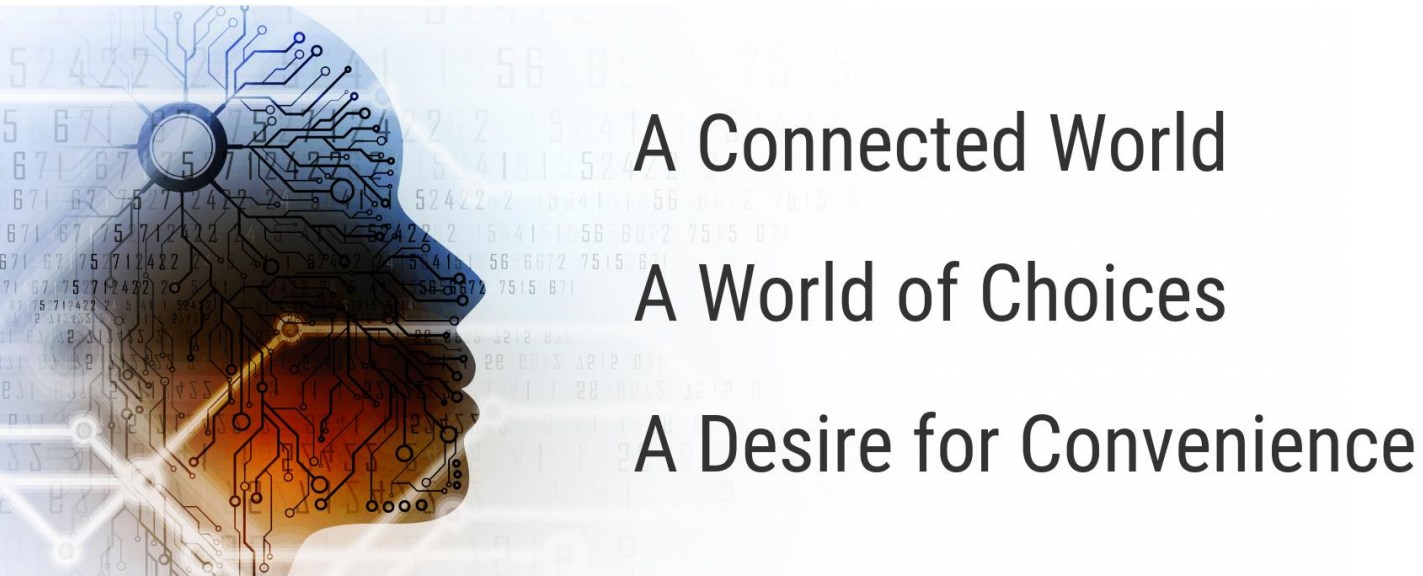
Reimagining The World

Over a decade of the Smartphone...

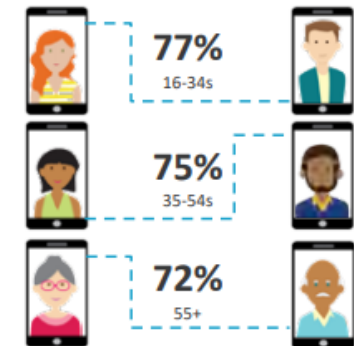


Digital is no longer just an add-on or something for the future.

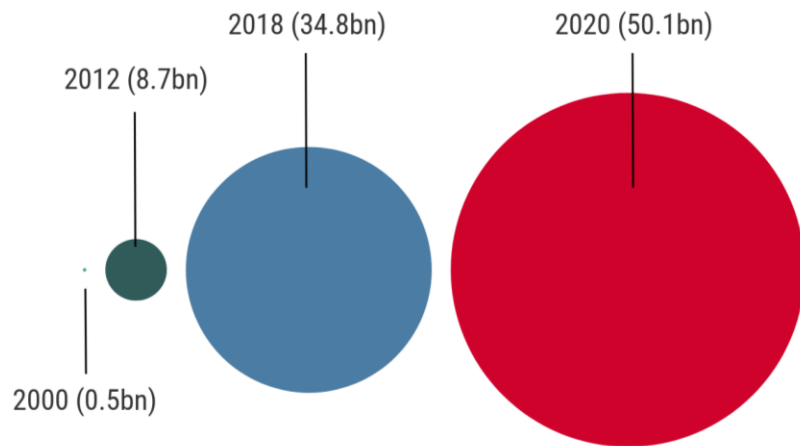
The Digital Human



"Being online helps keep
me close to / in touch
with friends and family"



“Our physical and virtual networks influence our decisions and the way we behave.”



Number of IoT Connected Devices



44 Bn minutes of fixed line telephone calls in 2018

51%
voted smartphone
most important device for accessing the internet.

Vs



161 Bn minutes of mobile telephone calls in 2018

75%
of time spent online
is accessed via a smartphone or tablet.



Digital isn't the next industrial revolution. The revolution is **now**!



The phone is dead...
Long live the phone.

74%
phoned a contact centre
in 2019 (2015: 64%)

A Desire for Convenience



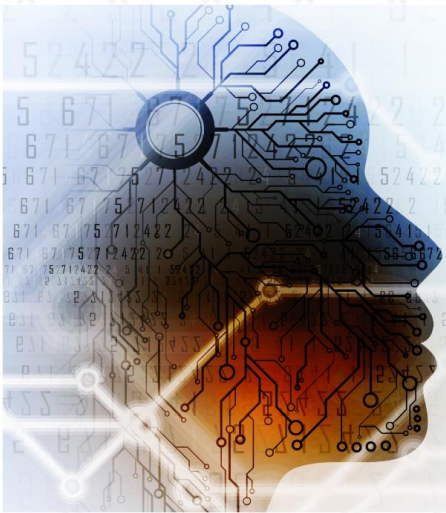
We live in a ME-economy. We want our problems solved and our needs met almost instantly.



77%
of population
are members of a loyalty programme.



Key Principles



A Connected World

A World of Choices

A Desire for Convenience

Whole Journey. People First.

Responsible Digital Transformation

Digital State of Mind



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Whole Journey. People First.



Don't mistake *technology*
for digital transformation.

53%

WANT IMPROVED CUSTOMER SERVICE

to be the key outcome for their digital transformation.

21%



UX

Technical skills
like logic



UI

Visual taste,
aesthetic

BAPCO



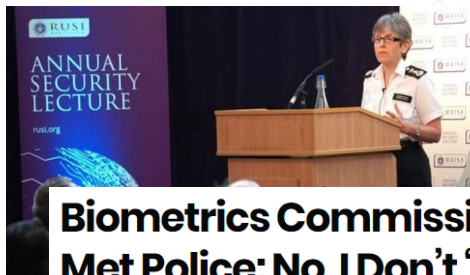
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The Annual Event

2020

“We cannot push digital barriers if we do not put ethics absolutely at the centre.”



Biometrics Commissioner to Met Police: No, I Don't "Support" Live Facial Recognition

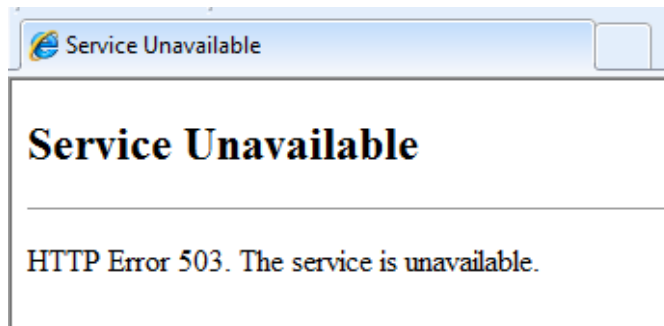
CONOR REYNOLDS
12TH FEBRUARY 2020

— INCREASE / DECREASE TEXT SIZE —

Met chief rejects criticism of surveillance technology

Cressida Dick says use will 'augment' policing and has public support

Technology has
No Ethics





Digital transformation is social transformation. It transforms human relationships.



1 in 5 Digital Transformation programmes have **stalled** or been **cancelled** in last 12 months



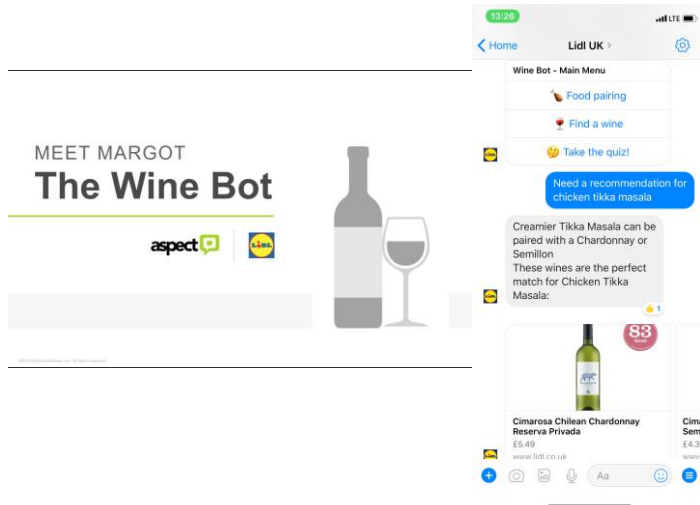
Try.
Fail fast.
Learn fast.
Move on.

Think Differently





Digital isn't just putting data in a cloud, it is about making sense of that data in order to add value.



Recap...

“ Think about the human at the centre of the digital world.



A Connected World

A World of Choices

A Desire for Convenience

Whole Journey. People First.

Responsible Digital Transformation

Digital State of Mind

Learn More

Upcoming whitepaper:

Unravelling the Digital Human

Available April 2020.

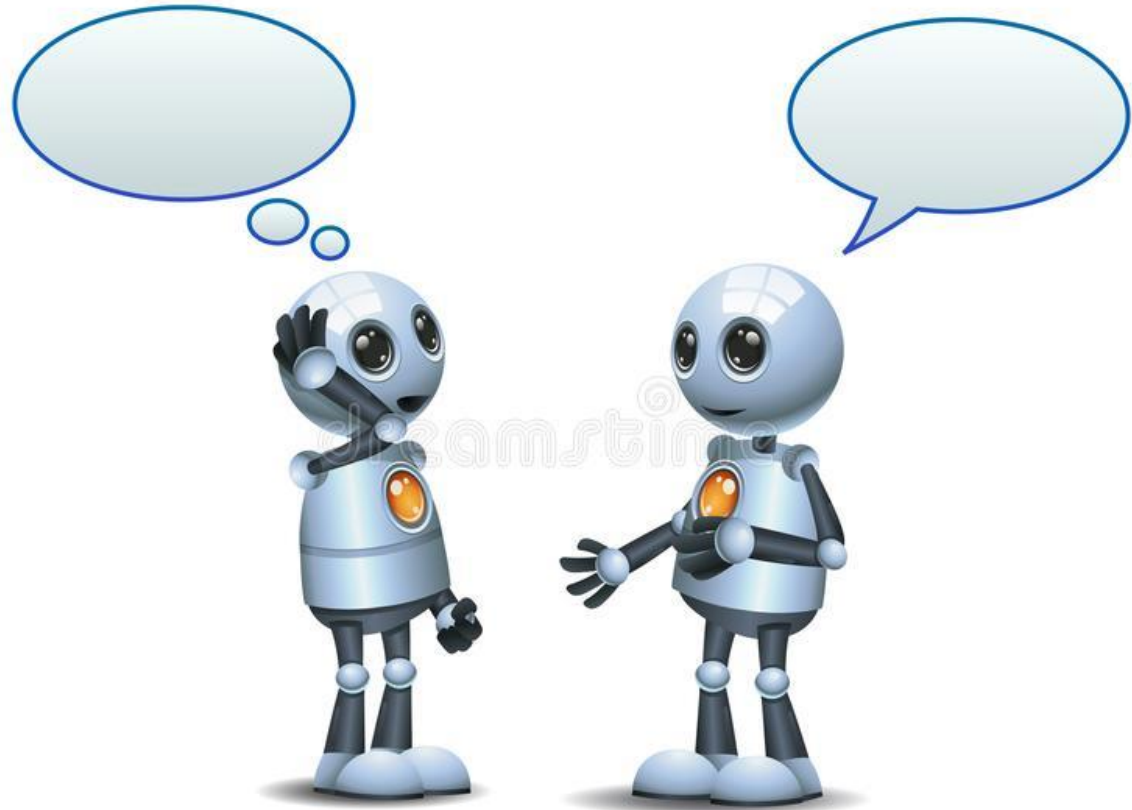
Sign up for the launch event at

bit.ly/DigiHuman



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Questions and Conversation



Get in Touch

G24

VISIT US ON OUR STAND

Let's talk all things Digital Human and Digital Transformation.
Test drive the latest SmartSTORM Command and Control
features.

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The Annual Event **2020**



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