

**PRESS RELEASE**

May 22, 2017 (Des Moines, Iowa) Des Moines, Iowa’s 15<sup>th</sup> murder is not just a local issue, it is a statewide concern and must be reviewed by all Sheriff’s & Police Departments in total. We cannot continue seeing a life lost through murderous actions every ten days!

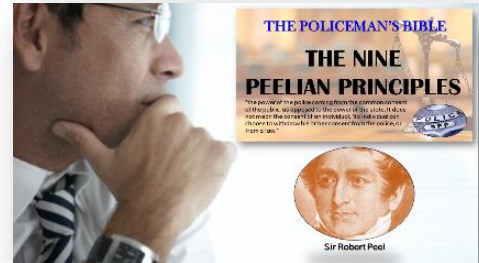
Metro, city, town’s and counties have a common thread of most criminal actions, drugs. Gangs might have changed over the last five years in their attitudes in their actions of now killing for just a simple ‘**Disrespect Attitude**’. For instance as simple as, another guy taking out gang members former girlfriend, in their twisted mind it is disrespect and worth killing for!

Communities and law enforcement must cohesively communicate and work directly together, to not just stem the crime issues but eradicate the opportunities.

The police cannot fight the crimes on their own. They are only one of you! **No City is exempt!**

The **Nine Peelian Principles** which were written in 1829 by Sir Robert Peel, stand more than firm today. Add Digital Policing which encompasses:

- ❁ **Crime Analytics**
- ❁ **Predictive Analysis**
- ❁ **Social Media Interaction**
- ❁ **Pied Piper Project Implementation**
- ❁ **Coaching & Mentoring**



This digital triangulation is tantamount to quelling crime with the reduced budgets and staffing levels.

**CommSmart Global Group, a LexisNexis Risk Solutions Partner** is taking a firm stand on what changes are required to assist law enforcement and the communities to take a well-founded grip on this escalating dire problem.

Our knowledge of global policing, the street issues and the demands placed in this budget cutting social age are with us every single day and can and will be changed.

Our full teams understand Iowa’s needs and necessary actions and we will work alongside police agencies to make the difference. We are not some digital *Silicon Valley* software organization, we are a global company with Iowa roots, who are ex-British and American law enforcement, with an important working knowledge and communication skill set which enables our abilities to introduce solutions, coach and mentor like no other organization globally.

With 1,000 public safety agencies just in the USA, we have a daily opportunity to make Iowa stronger in its ability to cohesively work together in resolution.

It is after all the information age and we must have all data and facts at our fingertips, across all Iowa's 99 counties, sharing all crime and public data which when combined with social media, leaves no criminal stone unturned.

Since February, 2017 our CEO, Nicholas Ashton has been meeting with government, law enforcement, Department of Public Safety, Department of Revenue and local city chambers of commerce to understand both sides of communities. Ashton is now a resident of West Des Moines and wants to see Iowa have the opportunity to be the leader in the USA in making the societal change for the security of all.

Hence Ashton is speaking out and wants to spearhead this demanded change!

The increased crime cities and counties are to be invited to a Digital Policing Symposium in the early summer, allowing them to see for themselves the capabilities of productive crime fighting. Which will allow all crime data, public data and social media interactions to be in the palm of their hands 24/7/365.

***It is productivity personified!***

## **WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...**

**CommSmart Global Group – Virtual Crime Center**  
**A LexisNexis Risk Solutions Partner**

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 <p><b>DIGITAL POLICING</b> COMMSMART GLOBAL GROUP A LexisNexis Risk Solutions Partner <a href="http://www.commsmartglobalgroup.com">www.commsmartglobalgroup.com</a></p>	<p><b>WHERE HAS TRUST &amp; RESPECT WITHIN SOCIETY GONE?</b></p>	<p><b>LISTEN UP...</b> The police are the public and the public are the police; the police being only members of the public who are paid to give full time attention to duties which are incumbent on every citizen in the interests of community welfare and existence. Sir Robert Peel, British Home Secretary - 1829 The Nine Peelian Principles <b>INVOKE THE 10TH PEELIAN PRINCIPLE</b></p>
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