

POLICE BEST PRACTICE

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Size Matters, Especially When it Comes to Marketing Your Wares

By Nicholas Ashton, Police Best Practice



You can have the *best mousetrap* in the world but never be #1 if you are a small company in the eyes of some. There are those that are fascinated by size, worth, power, and not by actually what they are achieving. Being a *billion-dollar* company does not mean you have the best products, customer service, or integrity. It is all a game that some believe they have to play to be part of the so-called club.

Policing and security practices work in this manner since they both began. Worth or size has been the key, not the actual issue of resolution or capabilities strength. The exacting power is how you operate and enact the demanded **Duty of Care**. If you are failing in your actions, understandings or negating your essential **Duty of Care**, the legal buzzards are hovering, ready for the courtroom kill.

**THE
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OF CARE
.COM**

Our society, which includes all commercial business, is negating its due diligence, and not enacting necessary steps and solutions. Information or data is at all our fingertips; it is there to be corralled, researched and used to define the information which makes us all safer in a world that has decreased in societal obligations.

Laziness or just doing the minimum a job requires is criminal in itself. There are 'worthless' employees in all walks of life that in itself leaves open a door for concerns. Security is at the top, protecting life, liberty, and the pursuit of happiness being a well-oiled statement of fact.

We are allowing anyone to enter buildings *carte blanche* without knowing a single solitary thing about them. Trusting they say who they are and what purpose they are entering your inner sanctum, placing all at risk.

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Why are we so trusting? There is access to so much information for our protection without contravening privacy issues! Which are more critical, known access, harm, or even employee and visitors' demise!

Police officers are connected to the public while conducting a *traffic stop* or a '*call for service*' and omitting the notate information that transpires during the event, which could be vital to another officer in the future. Under reported information is a death trap! These are the significant solutions we have designed from the inside out and necessary for today's age.

Currency, cash is the tool of the drug dealer trade and is flowing down every highway and byway. **Currency Tracking Solutions** vastly assist drug enforcement agencies in, improving the confiscation and seizure of such funds globally. Currency tracking is the most proactive part of worldwide law enforcement.

There are more **Closed Circuit Television Cameras** in the world today and growing exponentially by the minute. Sadly, most are fitted and installed and *forgotten!* Just like all the photographs on your Smartphone, *snap and forget!*

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CCTV Video Footage Auditing is another level of the **Duty of Care**. It must be checked daily by a human, AI, or Machine Language cannot complete this; that is another reason we have expanded our horizon for safety and security.

For decades, **License Plate Recognition** has been underutilized and underused. Not anymore, with the combination of our **Network Sharing Solutions**. Our ability to collectively modulize all we have stated makes a vast difference to the security and safety of all.



The tools for us all to feel more comfortable, solve crime with intelligence gathering and know that the underlying 3% of the population who are either full-time terrorists, criminals or have criminality in mind is on our radar, it is the missing link to bring our society back from the brink of destruction.

WE ARE IN THE NOW & KEEP YOU; IN THE KNOW...

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