



iCERT 2012 ANNUAL REPORT

Industry Council for Emergency
Response Technologies



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CHAIRMAN'S MESSAGE

NOW IS THE TIME

THE WORLD NEEDS THE EMERGENCY COMMUNICATIONS INDUSTRY, NOW MORE THAN EVER.

Never have the demands on the industry been higher. Yet, just as the need for state-of-the-art emergency communications systems is at its highest, the industry has lost ground in funding. The most essential part of our emergency response infrastructure is being asked to do considerably more with significantly less.

The path we are on is unsustainable. As the communications sector continues to take giant leaps forward, the world of emergency communications must keep pace, and that requires support from a broad coalition of backers. Gaining, growing and maintaining that support will only happen if the industry has a voice. iCERT represents that voice not only by advocating for enhanced funding, but also by gathering and disseminating research on the emergency communications field. This creates opportunities for industry leaders to connect, providing outlets for the industry to share knowledge and expertise and helping to spread that knowledge and expertise around the world.



R. Kevin Murray

Industry Council for
Emergency Response
Technologies Chairman,
and President & CEO of
Mission Critical Partners,
Kevin Murray



EXECUTIVE DIRECTOR'S FOREWORD

A UNIQUE OPPORTUNITY



Industry Council for
Emergency Response
Technologies
Executive Director,
George S. Rice, Jr.

AS A MEMBER OF THE EMERGENCY COMMUNICATIONS INDUSTRY, iCERT IS YOUR VOICE. iCERT is your primary means of having a say about key topics like the 9-1-1 fund diversion trend. The resources needed to construct, maintain, staff and update 9-1-1 communications centers and field operations are significant, particularly given the need to move to Next Generation 9-1-1, which includes Internet-based emergency calling. Local public safety officials are often prohibited from advocating for funds. No other association is taking up this charge with the focus of iCERT.

And it's not just funding issues that drive us. As you'll see in the coming pages, being a member of iCERT helps you be heard, be counted, be influential, be visionary and be global. Along with advocating for emergency communications, iCERT gathers leaders, conducts and disseminates research, and offers insights into the future of the industry. Whether it's analyzing and assessing the impact of new technologies on emergency communications, or implementing existing ones and learning from others in overseas markets, only iCERT provides members with a central repository of knowledge and leadership in the emergency communications industry from the inside out.

A handwritten signature in black ink, appearing to read 'G. S. Rice, Jr.', written in a cursive, flowing style.

George S. Rice, Jr.

BE HEARD

ADVOCATING FOR EMERGENCY COMMUNICATIONS



YOU WOULD BE HARD PRESSED TO FIND SOMEONE IN NEBRASKA WHO NOTICED A FIVE-CENT DROP IN HIS OR HER MONTHLY WIRELESS SURCHARGES IN 2012. The state's surcharge went down from 50 cents to 45 cents for every wireless caller. The result: \$1.56 million less in 9-1-1 funding over two years. Sadly, this is just one of many examples where 9-1-1 systems face inadequate staffing, outdated equipment and dangerous delays for callers as a result of cuts to funding.

Too often 9-1-1 is properly funded on paper, but in reality, the money is diverted into unrelated projects or held as a budget balancing tool. In New York, only seventy cents of every \$1.20 9-1-1 fee on mobile bills goes to emergency communications. Texas is using more than \$180 million earmarked specially for emergency communications to balance its budget. Missouri has no state 9-1-1 authority and relies on counties to fund their systems using taxes on wire lines only.

In 2012, iCERT launched the Keep the Promise: Targeted States Campaign. This advocacy effort holds state officials to their promises to protect their citizens with a very simple message: ensure that funding that was designed to go to 9-1-1 actually flows to 9-1-1.

Getting lawmakers to set policies is the first step. Once policy changes are made, iCERT fights to ensure adoption in the form of ordinances, ballot measures, legislation and legally binding agreements.

Finally, through monitoring and coordination, we hold leaders accountable. Policies are only as good as their execution. With a unique view of the 9-1-1 industry at a high level and on the ground, iCERT members are well suited to make sure policies are followed and real change happens.

AMPLIFIED VOICE

iCERT advocates for
you on all levels,
locally, statewide,
and nationally.



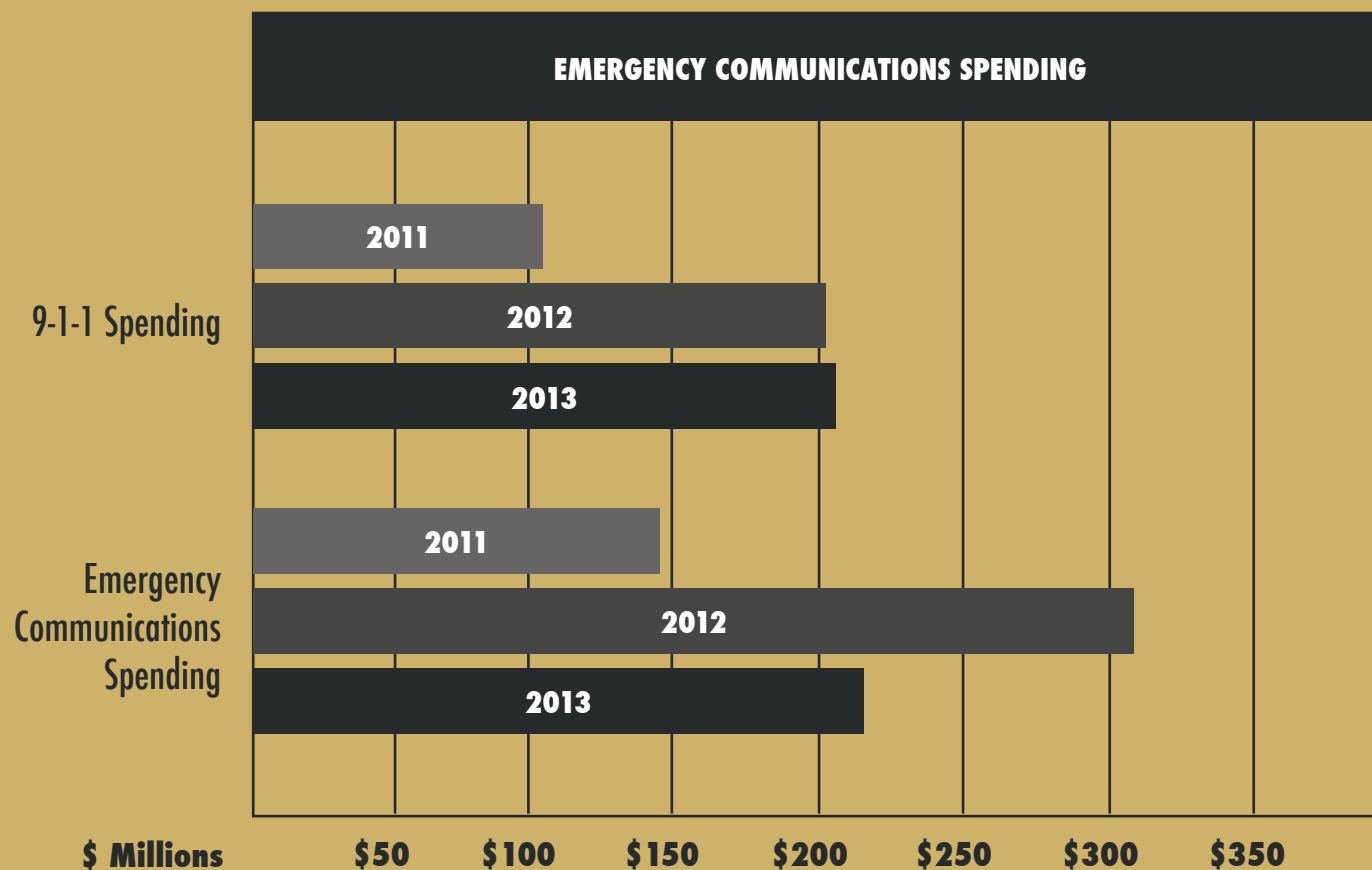
BE COUNTED

RESEARCH ON THE INDUSTRY



AT iCERT, WE BELIEVE THAT HAVING INFORMATION ABOUT THE EMERGENCY COMMUNICATIONS INDUSTRY IS CRUCIAL. To be the voice of the emergency communications industry, iCERT must gather relevant industry data.

Our research supports our advocacy work by strengthening our efforts to promote good policies on the local, state and national levels, helps members better understand market forces that affect our industry and raises awareness of important issues among the general public.



The progression of spending by states from fiscal year 2011 through fiscal year 2013 in the areas of 9-1-1 and emergency communications shows expenditures were comparatively modest in both categories during FY 2011, with substantial increases during FY 2012, particularly with respect to emergency communications. While communications spending has greatly outpaced 9-1-1 expenditures by states during fiscal years 2011 and 2012, far greater parity is in place regarding these same categories for FY 2013.



In 2012, iCERT partnered with the IJIS Institute and Deltek's GovWin to create the Justice and Public Safety Market Overview. This excerpt exemplifies how solid research can aid advocacy and outreach efforts.

A blurred photograph of a conference room. In the foreground, a table covered with a white cloth has two microphones on stands, a glass pitcher of water with lemon slices, and a small glass. In the background, several people are seated at tables, also covered with white cloths, in a room with wood-paneled walls.

**IN MARCH OF 2012, iCERT BROUGHT
80 INDUSTRY LEADERS, SPEAKERS AND
PANELISTS TOGETHER FOR A FORUM
ON SOCIAL MEDIA AND EMERGENCY
RESPONSE. SEE THE RESULTS ONLINE AT
WWW.ICERTSOCIALMEDIAFORUM.ORG**

BE INFLUENTIAL

BRINGING TOGETHER INDUSTRY LEADERS

iCERT BRINGS TOGETHER ALL OF THE KEY STAKEHOLDERS.

We are built on the core premise that business leaders' expertise can assist public policymakers and government emergency communications professionals as they address complex choices regarding advanced communications technology alternatives.

iCERT fosters the exchange of ideas by creating events and forums that bring together a variety of perspectives on a given issue. In March of 2012, iCERT brought 80 industry leaders, speakers and panelists together for a forum on social media and emergency response. In the spirit of a social media focused event, during the one-day forum iCERT shared 26 tweets, including links to panelists' websites, research sources and more.

Events like the social media forum are not just good for the industry; it's good for public safety. iCERT events and forums allow the corporate community to hear what the market needs, firsthand, while giving the public safety communications sector input into the technologies that are being created. This kind of public-private partnership is unique to iCERT in the public safety communications space.

GET INVOLVED

iCERT provides a variety of ways for you to be influential, starting with our own committees and working groups.

Policy Committee

Membership Outreach Committee

Governance Committee

Public Safety Data Exchange Standards Working Group

Public Safety Communications Working Group

Social Media and Emergency Response Working Group

Keep the Promise: Targeted States Campaign

For detailed descriptions of these member groups visit:
www.theindustrycouncil.org/programs



**NOT JUST 9-1-1: FIRST RESPONDERS
DEPEND ON ADVANCED INTEROPERABLE
COMMUNICATIONS IN THE FIELD TO
KEEP THE PUBLIC SAFE**

BE VISIONARY

PROVIDING TECHNOLOGY THOUGHT LEADERSHIP

AS THE VOICE FOR AN INDUSTRY THAT CONTINUES TO ADVANCE AT A RAPID CLIP, iCERT PLAYS A PIVOTAL ROLE ADVOCATING FOR EFFECTIVELY IMPLEMENTING ADVANCED PUBLIC SAFETY COMMUNICATIONS TECHNOLOGIES. As the industry continues to push technology's limits, we must also be cognizant of the public sector's limitations.

iCERT helps to strike a balance between bleeding edge and outmoded technologies and advocates for realistic, but forward-thinking next steps for public safety communications technology. For example, iCERT endorses making Long Term Evolution (LTE) the worldwide standard for 4G emergency communications broadband networks. LTE is capable of providing emergency service agencies and governmental organizations with a cost-effective way to meet their broadband communications needs.

Here in the United States, iCERT supports constructing the nationwide public safety broadband network (NPSBN). This network will give first responders access to the advanced interoperable communications they need to effectively protect the public. In 2012, Congress enacted the Middle Class Tax Relief and Job Creation Act (The Spectrum Act), which provides a NPSBN framework. The act assigned 20 MHz of spectrum and allocated \$7 billion in funding to support the network. It includes provisions to promote integrating 9-1-1 services into the design and operation of the NPSBN and developing Next Generation 9-1-1 services.

The Spectrum Act also provides a governance structure, the First Responder Network Authority (FirstNet), for effectively managing the NPSBN. In 2012, iCERT provided guidance to FirstNet in five key areas:

1. Focus on the primary mission of ensuring effective emergency communications
2. Ensure nationwide interoperability while also facilitating local control
3. Leverage the assets and capabilities of FirstNet's State and local government partners, including investments in early deployments
4. Promote effective public-private partnerships that leverage the significant investments made by the private sector
5. Plan the integration of 9-1-1 services (including NG911) into the NPSBN from the outset
6. Establish a timeline that promotes rapid deployment with priorities given to those areas of greatest need, and establish actionable-measurable objectives

The NPSBN must be designed to meet the needs of the nation's first responders. No public-private partnership should undermine this objective. The unsuccessful D Block auction showed that business models that compromise either public safety or commercial interests rarely satisfy either side. iCERT believes effective partnership is possible, but should not compromise FirstNet's primary goal.

BE GLOBAL

THE VOICE FOR THE INDUSTRY AROUND THE WORLD

EMERGENCY COMMUNICATION IS A GLOBAL ISSUE. Between 2007 and 2011, the global telecommunications services market saw a compound annual growth rate (CAGR) of 4.4%. Market consumption volumes increased with a CAGR of 10.3% between 2007 and 2011, to reach a total of 5,610.5 million subscribers in 2011.

As telecommunications grow worldwide, so does the need for effective ways to communicate during emergencies. As technology advances, so do public expectations of emergency communications. That is why iCERT aims to have a global impact.

Because of our wider focus on emergency response technologies, including but not limited to three-digit emergency calling, iCERT is uniquely positioned to give voice to the industry on a worldwide level. Partnerships such as those iCERT has formed with the Association of Public-Safety Communications Officials (APCO) in Canada, Australasia and the U.K. give iCERT a voice in the worldwide discourse on public safety and communications.

As we saw during the Arab Spring, communications plays a huge role in today's ever-changing geo-political world. iCERT is working to ensure that public safety keeps pace with advancing technologies.





SERVING A SHRINKING WORLD

As global tourism and business travel continue to increase, it becomes more of a challenge to ensure the safety and security of the traveling public. iCERT seeks to provide expertise and guidance internationally to make sure that a visitor to any country has access to the host country's emergency services by dialing their homeland emergency access number. Through iCERT's efforts to create a unified perspective on worldwide issues, the emergency communications industry can address global challenges like this.

BECOME A MEMBER

THE POWER OF ONE

YOU ARE JUST ONE PERSON. Yours is just one company. What can one person do to safeguard the future of emergency communications? What can one person do to improve the standing of communications among the entire emergency response industry and spread innovative ideas? You can join iCERT, where your insights and expertise will add to the many ongoing considerations in the emergency response industry.

Joining iCERT means you're not alone. iCERT represents the best of the emergency communications industry, advocating for enhanced funding for 9-1-1, bringing leaders together to share visions of a safer, more secure world through better communications, studying the emergency communications arena and sharing expertise with other stakeholders. iCERT is the only organization that brings the entire industry together. Why? Because when we speak with one voice, we can move mountains.

BECOME ONE OF US. JOIN iCERT TODAY ONLINE AT
WWW.THEINDUSTRYCOUNCIL.ORG





iCERT **MEMBER LIST**

Industry Council for Emergency
Response Technologies

EXECUTIVE COMMITTEE BOARD MEMBERS

“Social media needs to be seen as a reputable good source of information, not only for us in the public sector and the 9-1-1 space to provide information to people but more importantly, for people to be able to provide information to public safety.”

Paul Fahey
iCERT Secretary

Mission Critical Partners

Kevin Murray, President & CEO
Chairman of the iCERT Board of Directors

Intergraph

Bill Campbell, Senior Vice President, Americas, Intergraph
Security, Government & Infrastructure
Vice-Chairman of the iCERT Board of Directors

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Mary Boyd, Vice President
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Don Brittingham, Vice President, National Security and Public Safety Policy

“Technology has made a number of advances that can reduce the cost to implement top-tier solutions that improve service and provide better response to citizens.”

Bill Campbell
iCERT Vice-Chairman

“Technological changes and their adaptation to public safety and public safety’s proper handling of those changes all depend on funding. That is why iCERT is such an important resource.”

George Heinrichs
iCERT Past-Chairman

GENERAL MEMBERS

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Bill Svien, Senior VP

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Agero

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Craig Dollar, Founder / President

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Jerry Eisner, Group Director, Public Safety

Robertson & Associates

Jeff Robertson, Managing Partner

TruePosition

Mike Amarosa, Senior Vice President of Public Affairs

Winbourne Consulting, LLC

Jeffrey P. Winbourne, Chief Executive Officer

Zetron

Kathy Broadwell, VP Product Management & Marketing
Clark Emerick, Product Manager

RESEARCH PARTNERS

Delteck-GovWin

Jeff Webster, Manager, State
and Local Research

IHS Research

Jennifer Shortland, Control
Room Market Analyst



iCERT

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