

Cloud-Based Citizen Crowdsourcing with Mobile Alert

For iOS and Android Devices

Crowdsourcing to collect data about city infrastructure is quickly growing in popularity. Engaging citizens to provide information helps resource-thin public works agencies by providing them with a reliable, cost-effective source of actionable information. While cities benefit from enlisting the masses to help catalog their surroundings, citizens gain an avenue to contribute to their community at large. And, citizens are great data collectors, since most always have a GPS-enabled smartphone or tablet handy that can generate a location for reference within approximately 5-10 meters accuracy.

Engaging in this type of open innovation and e-participation with citizens is also a step toward developing a Smart City, an area where governmental leaders utilize technology to the fullest to gather data and make smart, efficient management decisions. In doing so, governments improve the collective intelligence of the city's institutions, placing importance on citizen participation and co-design.

What is Mobile Alert?

Mobile Alert is a cloud-based service that provides crowd-sourced location information to subscribing organizations such as local governments or utilities.

Anyone can use Mobile Alert for free to send information about their communities to authorities. Local government agencies and utility companies subscribe to analyze the crowdsourced information in the Mobile Alert Viewer – a dynamic Smart M.App dashboard, receive the incident notifications by email or integrate with other in-house systems through the Open Geospatial Consortium (OGC®) Web Feature Service.

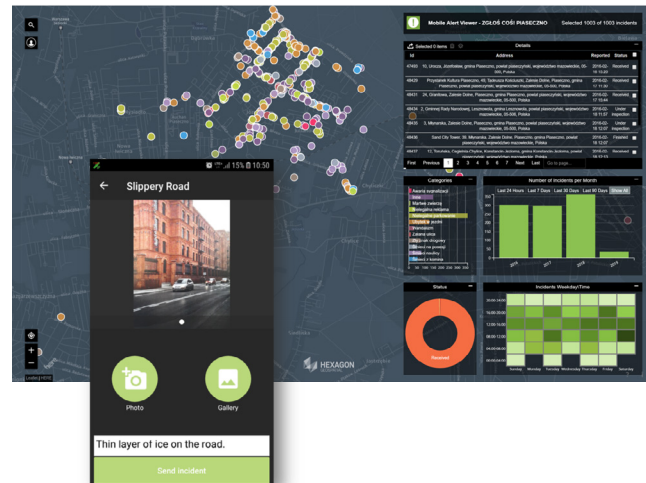
What Types of Information Can Citizens Provide?

Your needs are unique to your organization and any solution needs to be easily adaptable. With up to 30 customizable categories for submitting information, organizations can crowdsource data across multiple departments.

Incident Reporting

Mobile Alert is ideal for incident reporting. Concerned citizens can register issues involving anything from graffiti and illegal trash dumping to road problems such as potholes, burned-out street lights, or broken signage.

Engaged citizens can either remain anonymous or they can opt in to receive updates. Opting in allows the subscribing organizations to provide status updates or to request additional information about the reported incidents.



Within seconds of being reported, incident notifications are directed to appropriate personnel in the subscribing organization. Powerful Smart M.App portals connected to the organization's other geospatial data help to analyze reported incidents.

Other Uses for the Service

Mobile Alert can be used to meet many needs while engaging citizens in the process. In one example, representatives of a city or municipality ask citizens to provide the best imagery of their municipality, significantly increasing its amount of proprietary imagery of the area's infrastructure.

In another, citizens might be encouraged to report nuisances, such as after-hours fireworks. The municipality gets help with reporting while keeping public safety officers focused on more vital issues.

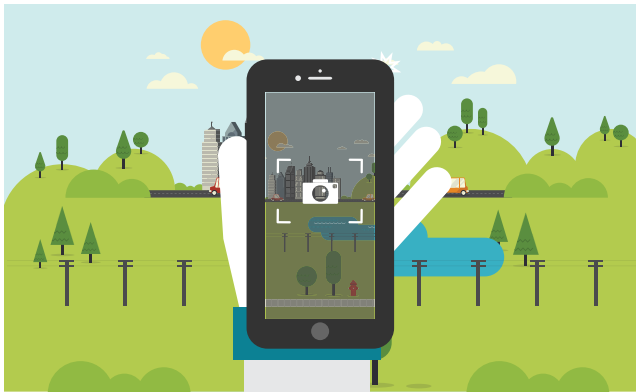
Is it Easy to Use?

Hexagon's Geospatial division provides a total cloud-hosted solution, including the hosting environment, processing logic, and downloadable application. Citizens simply download the app for free from an app store. This straightforward app makes it easy for people to:

- Take a photo of an area
- Choose an appropriate category
- Write an optional comment
- Enter location (if GPS accuracy is poor, Bing Maps can be used to pinpoint location)
- Optionally, provide contact information for authorities to follow-up

Viewing and Analyzing Incidents with Mobile Alert Viewer

Understanding historical and emerging patterns is vital to Smart Government. The Mobile Alert Viewer Smart M.App pinpoints real-time incident reports on a map for the subscribing organization. Selecting an incident displays details such as incident type, identifier, address, and comments. Interactive charts also present incidents per month and categorically filtered occurrences.



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You can also share reports from Mobile Alert Viewer with citizens, colleagues, and stakeholders by exporting data to a CSV file and then opening it in a spreadsheet program.

Customize Your App with Mobile Alert Configurator

Hexagon Smart M.Apps are dynamic applications that combine content, business workflows, and geoprocessing for powerful data visualization. Two companion Smart M.Apps have been developed to complement the solid framework of the Mobile Alert system.

Mobile Alert Configurator Smart M.App lets subscribing organizations define areas of interest, categories, email notifications, and more. All of this is done in four easy steps, with no GIS or IT knowledge required, and the configuration can be updated at any time. Mobile Alert Configurator is provided as part of the Mobile Alert Bundles.

Mobile Alert Viewer shows real-time incident reports, pinpointing them on a map by latitude and longitude for the subscribing organization. Selecting a report will show details such as incident type, identifier, address, and comments.

Interactive charts also present incidents per month and categorically filtered occurrences.

You can also share reports from Mobile Alert Viewer with citizens, colleagues, and shareholders by exporting data to a CSV file and then opening it in a spreadsheet program.

Crowdsourcing Made Easy

Mobile Alert enables community members to quickly and easily assist government agencies and improve their own communities, all while aiding in the evolution of a Smart City. Also, since Mobile Alert is a fully-hosted solution for subscribing customers, all installation, software upgrades, support, and maintenance of the system are done by Hexagon's Geospatial division, removing any IT strain on organizations.

About Hexagon

Hexagon is a global leader in sensor, software and autonomous solutions. We are putting data to work to boost efficiency, productivity, and quality across industrial, manufacturing, infrastructure, safety, and mobility applications.

Our technologies are shaping urban and production ecosystems to become increasingly connected and autonomous — ensuring a scalable, sustainable future.

Hexagon's Geospatial division creates solutions that deliver a 5D smart digital reality with insight into what was, what is, what could be, what should be, and ultimately, what will be.

Hexagon (Nasdaq Stockholm: HEXA B) has approximately 21,000 employees in 50 countries and net sales of approximately 4.4bn USD. Learn more at hexagon.com and follow us @HexagonAB.