How do you fight rising street crime as resources and the number of police officers are constrained?

By partnering with IBM, the Durham Police Department in North Carolina tapped into a wealth of digital evidence data to unlock hidden patterns and connections that helped catch criminals as part of an initiative called *Operation Bull’s Eye*.

Using sophisticated visual analytics tools, the department discovered unprecedented insight into criminal activity and networks. Better intelligence helped Durham PD direct its policing resources where they have the greatest impact – getting the most out of a tight budget, staying ahead of criminals, and making the streets safer for citizens. Operation Bull’s Eye has delivered impressive results, dramatically reducing violent crime and calls reporting other serious crimes.

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**The transformative results of Operation Bull’s Eye**
(over a seven-year period)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Down</th>
</tr>
</thead>
<tbody>
<tr>
<td>Violent gun crime</td>
<td>46 percent</td>
</tr>
<tr>
<td>Overall violent crime</td>
<td>39 percent</td>
</tr>
<tr>
<td>Drug calls</td>
<td>42 percent</td>
</tr>
<tr>
<td>‘Shots fired’ calls</td>
<td>53 percent</td>
</tr>
<tr>
<td>Prostitution calls</td>
<td>61 percent</td>
</tr>
</tbody>
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Efficiently targeted crime “hotspots” to maximize resources on a limited budget

Improved public safety allowed the Durham Rescue Mission to attract more volunteers and expand its facilities to house nearly 400 people

More focused police action targeted crime at its source, reducing repeat crimes

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Like many police departments across the United States, Durham PD felt the strain of ever-tighter resources and realized that winning the fight against crime meant going beyond traditional policing practices.

“Police work is often very reactive by nature.... We thought, what if we could go out and actively target crime instead of just reacting to incidents?” said Jason Schiess, Analytical Services Manager at Durham North Carolina Police Department. “The challenge we faced was finding where to direct our efforts so that they had maximum impact. We couldn’t simply throw cops everywhere and expect to see results – we didn’t have the resources to do that and, more importantly, using heavy-handed tactics would just turn the community against us.”

The department had mountains of digital evidence data on known gang members and their associates, incidents of violent crime and illicit activities. What they did not have was an easy way to unearth the patterns and trends buried in this data that would allow them to link key individuals and activities.

Operation Bull’s Eye brought together law enforcement, city and county agencies, and community stakeholders to lead an unprecedented fight against violent crime. At the heart of this initiative is an IBM intelligence analysis platform that allows crime analysts to rapidly piece together disparate evidence data and reveal the hidden patterns and connections that help catch criminals.

On average, we have seen a roughly 39 percent reduction in violent crime and other quality of life crimes across the board. And IBM i2 solutions have been instrumental to this success.

–Jason Schiess, Analytical Services Manager at Durham North Carolina Police Department
With IBM i2 Analyst’s Notebook we can visualize large amounts of data in a more meaningful way. This has allowed us to uncover links that we had no way of seeing before.

–Jason Schiess, Analytical Services Manager at Durham North Carolina Police Department

“‘In the past, our analysts spent the majority of their time simply cleaning data and getting it ready to work with, which left them very little time to actually evaluate the data,’” comments Jason Schiess. “IBM i2 iBase has allowed us to automate most of that preparation work, so our teams have more time to dedicate to actual analysis.”

IBM i2 solutions are helping us to close more cases and keep more criminals off the street, making Durham a safer place to live and work.

–Jason Schiess, Analytical Services Manager at Durham North Carolina Police Department

Learn how IBM can help you make your community safer.

Contact your IBM sales representative or IBM Business Partner.

To find out more, go to [ibm.com/government](http://ibm.com/government) and follow us on Twitter [@IBMindustries](https://twitter.com/IBMindustries).

About the Durham Police Department

Durham North Carolina Police Department provides law enforcement and investigation services in the city of Durham, North Carolina. The Department’s 547 sworn officers work to minimize crime and protect the safety of more than 252,000 residents. [www.durhampolice.com](http://www.durhampolice.com)