

**NYPD
OGILVY & MATHER**

OPERATOR

Police operator 122. What's your emergency?

MAN

Yeah, a guy just robbed me. He stuck a gun in my face and took everything.

OPERATOR

Do you know what he was wearing?

MAN

No, I'm not sure. It happened so fast. All I know ... he had a tattoo on his neck.

OPERATOR

Okay, sir. Police are on their way.

(MUSIC)

JOE D'AMICO

On Saturday, November 5th, a ... a male walked into a midtown pizzeria.

BILL McNEELY

He ordered one slice of pepperoni pizza, sat down in the back of the pizzeria and remained there until closing. At this time, the owner approached him and asked him to leave. The gentleman produced a silver handgun, took the owner at gunpoint around the counter and removed a large sum of money from the cash register.

(CASH REGISTER SOUND)

JOE D'AMICO

On the way out of the location, the manager noticed that he had a tattoo on his neck. Had the word "sugar" written in it.

(MUSIC)

MIKE HORBACZ

We're heading north over here, and uh ... we're passing 11th Street and Avenue B, and that was a big block for uh, crime. Very big block. There was a place over here called the Brown Door which used to serve heroin and cocaine, and junkies used to flock all night over there to buy the stuff.

(MUSIC)

TRAVIS RAPP

Uh, growing up as a kid in the lower east side, it was not the best of neighborhoods. Drug use is very big. The crack epidemic, I saw a lot of that. Uh, there were also street gangs that ruled a lot of the neighborhood.

EVELYN ROSARIO

My parents wouldn't allow me downstairs uh, by myself.

JIM MOONEY

When I was in the detective school on the 110 in Queens years ago, I remember putting 189th robbery on a sheet.

(SIREN)

MIKE HORBACZ

When the NYPD focused on the uh, street level crime, that started the uh, changing of this neighborhood. Thompson Square Park, where the homeless used to eat pigeons ... now it served a squab on Avenue B.

RAY KELLY

In the aftermath of the attacks of September 11th, we simply had to do more with less. Our budget was cut. Our personnel were significantly reduced. It was a classic case of trying to be more efficient, more effective with uh, diminishing resources.

MARIANNE COOPER

I think the vision from Commissioner Kelly's standpoint was how do you utilize and leverage technology to do a better job of providing a knowledge based tool for the detectives so that they could in fact, be able to solve crimes more effectively.

JOE D'AMICO

Our old systems only gave us the capability to do certain queries, very limited search capabilities ...

RAY KELLY

I wanted to be able to get information ...

(NOISE)

RAY KELLY

... that we knew we had. We're kind of a classic case of a big organization not knowing what it knows.

MARIANNE COOPER

It was out there. It was in multiple forms, paper, separate databases, separate processes. And now the challenge was, how do you integrate all of this ...

(SIREN)

MARIANNE COOPER

... into an opportunity where there would be one place to go.

RAY KELLY

The question was, how do we gather the information and get it to our officers on patrol. The answer to that is the Real Time Crime Center.

(MUSIC)

JOE D'AMICO

The RTCC is a 24 hour, seven day operation which provides information and investigative support to detectives who are investigating violent crime, and the information is delivered to them right at the crime scene.

RAY KELLY

It is in essence, a data warehouse where we brought this information together.

CHRISTINE TYLER

Some of those databases are incident databases, arrest databases, patrol databases, corrections databases, warrants databases.

JIM ONALFO

We've taken a lot of the grunt work out of the hands of the detectives, and uh, given them the time to spend with ... we want them to do most ... which is hard nosed uh, detective analysis and solving crimes.

BILL MCNEELY

The Real Time Crime Center can give us information much faster than we can ever gather it ourselves.

RADIO VOICE

Perp is a male Caucasian, six foot two, sugar tattoo on his neck, last seen ...

JIM MOONEY

The detectives had reached out to us with the nickname of sugar.

JOE D'AMICO

We were able to back the man with a violent robbery history. We pulled up his photo and his physical attributes, and he matched the description to a T. We then helped him (sic) develop information on his possible whereabouts.

BILL McNEELY

Myself and a team of detectives from the midtown north squad went to a housing project. A group of us walked through the front door, up a flight of stairs till

we came to apartment 2B. We knocked on the door, and inside was our perpetrator.

(BANG)

JOE D'AMICO

If it wasn't for the technology that's available here, we wouldn't have been able to solve the case.

PAM DELANEY

Fighting crime is all about information. It's connecting the dots. There are literally hundreds of cases like Sugar, and when you have that information, you're able to connect it all using technology in a place like the Real Time Crime Center. You're gonna make New York and any city a safer place.

RAY KELLY

The Police Foundation has contributed significant (sic) amounts of money for components of the Real Time Crime Center.

PAM DELANEY

Ninety-five percent of the Police Department's budget goes for personnel services, leaving only five percent to pay for everything else. Our mission is to close the gap between what they need and what they have, and we do that through the generosity of ... of the citizens of New York.

(MUSIC)

EVELYN ROSARIO

I believe the city of New York is a safer place today than it was years ago.

JIM ONALFO

That's probably the most satisfying thing to hear, knowing that we're bringing something important to the police operation at the NYPD. It's improving the way they do business. It's improving the way they solve crimes.

MARIANNE COOPER

I think one of the terrific aspects of what IBM can bring to the table as something that differentiates us is that we can marry all of these aspects - technology, software, services um, to help the city of New York fight crime.

RAY KELLY

What can help us in ... in the short term and the long term? The obvious answer is technology and we're going to do everything we can to make certain that New York remains in the lead in that regard.

MIKE HORBACZ

Right now, we're at the waterfront of Brooklyn ... at Williamsburg, and all this is gonna be taken down and all new luxury high rises are gonna go over here. Now, before where they had gangs and grafittis all in this neighborhood ... now you see mothers with baby carriages walking into this park and people do calisthenics. Uh, somehow things changed.

(MUSIC)

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