



## Vizalytics Technology

### Local Insight™ for Governments

#### Real-time Insight from Open Data Silos

Local Insight™ Open Data solutions from Vizalytics enable governments to identify and distribute value insights surfaced from disparate Open Data sets. Local Insight simplifies complexity by applying knowledge analytics to Open Data, multiplying its value for internal use while opening new opportunities to connect with their constituencies.

Partnering with municipalities and government agencies, Vizalytics Local Insight is easily configurable to help reinvent constituent services, focus on neighborhoods, connect with local businesses, and create or revitalize 311 programs.

### Born in a Storm – a Smart City Cloud Solution

Vizalytics was born in the aftermath of Hurricane Sandy, which affected thousands of businesses and underscored the need for fast access to government data for shopkeepers struggling to survive and recover. Local Insight™ grew from the realization that governments struggle as much as small business owners do to access and make sense of disparate sources of open data.

But government goals are much broader and interconnected. “Smart Cities” want to use data to attract new businesses and create jobs. They want to improve service levels for businesses and residents. They want to connect with and improve quality of life for neighborhoods and communities – and enable those communities to function more cohesively. Governments want to cut red tape. They want to streamline processes and bridge silos of information. But how?

### Analytical Power

Local Insight™ begins with a browser-based enterprise-level dashboard for internal desktop or mobile use that aggregates information from multiple sources of governmental and public data, generating custom insights for each user. The Dashboard draws on the analytical power of the Vizalytics Knowledge Graph, producing a multi-layered view of conditions, events, and changes within a specified geography. It assists public employees with facts, contextually relevant trends, insights, and predictions to improve communication and expedite problem solving for local businesses and residents.

As client needs dictate, a total solution might also incorporate...

- The Vizalytics [Mind My Business™](#) mobile app for shopkeepers. We collect information from a range of government and public data sources and feed it to our users via context sensitive real-time alerts about construction, traffic, regulatory issues, health and safety concerns, fines,

**Vizalytics Technology** enables smart cities by unlocking the potential of open data, connecting the governments that create it to the citizens and businesses who need it. The cloud-based, patent-pending Vizalytics Knowledge Graph receives a continuous stream of data from hundreds of public and private open data sources. The Knowledge Graph then applies context-focused analytical lenses to the data and feeds insights to our users, in real time, via geo-located alerts, visualizations, and maps. Vizalytics clients – local businesses, neighborhoods, governments, enterprises, and individuals – receive predictive guidance about our changing world, saving money and time, increasing efficiency, and uncovering opportunities. They also avoid risk with their data securely protected in international data centers that meet U.S., European Union, and other global data protection and cloud computing standards.





events, and 311 information. The app helps shopkeepers make more informed decisions, creating opportunities and saving them time and money while improving compliance.

- A Vizalytics “neighborhoods” website, similar to New York City’s [neighborhoods.nyc](http://neighborhoods.nyc) site that provides a hyper-local information and a connection to city services for communities and residents in more than 400 neighborhoods. It uses Vizalytics Knowledge Graph analytics to provide traffic, transit, quality of life, health, inspection, event, and other information about each neighborhood in the city. A “neighborhoods” site is both a resource for residents and a catalyst for community organizing and change.

### Less Complex, More Certain

Vizalytics can deliver a pilot instance of Local Insight™ in as little as four weeks. These economical Software-as-a-Service (SaaS) deployments require no customer development or knowledge engineering and can be delivered as dashboards, apps, or via APIs available to your IT staff and/or system integrator.

As your Smart City ecosystem grows, so does Local Insight™. Your deployment can scale on demand, in step with the cloud-based Knowledge Graph. Based on your requirements, Vizalytics will configure our analytical context “lenses” to identify the insights, trends, and predictions that support your data delivery goals – and those of your communities and constituencies. With Local Insight™ you will eliminate complexity and uncertainty while delivering immediate value to your agency and your users, when and where they need it, with easy integration into existing processes.

Local Insight Quick Start includes a free Open Data Audit for your city followed by a consultation with executive stakeholders on your Smart City goals and objectives. During this consultation Vizalytics experts review the audit findings and collaborate with stakeholders to scope out specific examples of high value insights your city’s existing silos of Open can power using the Vizalytics Knowledge Graph. The consultation is followed by a proposal for an affordable six month Local Insight Pilot using your city’s Open Data deployed to a target use population within four weeks for testing and feedback.

To learn more about how a tailored Local Insight™ solution can help your government agency improve service levels in an era of budget cuts and reduced staffing, please [contact us](#).

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