

An aerial photograph of a paved plaza with a grid pattern. Several cyclists are riding their bikes across the plaza. Long shadows are cast by the cyclists and their bikes, indicating a low sun position. A semi-transparent grid is overlaid on the entire image, creating a geometric pattern.

# **SEATTLE POLICE DEPARTMENT LEADS WITH INSIGHT**

**Understanding the big picture  
with the help of analytics**

**accenture** > consulting

# PROACTIVE POLICING



**Imagine the amount and variety of data flowing through the largest law enforcement agency in Washington State. The Seattle Police Department (SPD) had immense data from records management, human resources and other police systems. But there was one major problem: they were not connected.**

Another catalyst for integrating data was a federal consent decree that highlighted concerns around “use of excessive force” in Seattle. SPD leadership took this issue very seriously and immediately took steps to understand the problem and address it. But to better understand and manage use of force incidents, the SPD needed a clearer picture of what was happening. Collecting data about officer behavior, real-time data from incidents and activities, and other metrics allows leaders to conduct sophisticated analysis and draw insight and intelligence from across the force.

What’s more, the SPD could look at facts to determine what was going wrong—and fix it.

Accenture won the public bid to create a Data Analytics Platform (DAP) that connects data from six disparate source systems, helping to ensure that high-quality data reaches police in an instant. The Department uses the platform to consolidate, prepare and analyze data related to a variety of operational matters – including police calls and incidents, interactions with the public, administrative processes, officer training and workforce


management. One of the most innovative features was the ability to look at an officer’s chain of command to identify if there were patterns of use of force common to a particular squad, Sergeant, or Lieutenant.

Now, rather than data sitting in systems, it is synthesized into insights that help in day-to-day operations and investigations. Having clean and reliable data in one place also allows law enforcement professionals to spot crime patterns or inform crime prevention strategies.

For the first time, SPD is able to accurately report out on its use of force, stops and detentions, and crisis events with timely and accurate information. The department took the extra step of pushing this data out publicly to “crowdsource” the analysis to supplement the on-going, internal analytics. This level of transparency is unprecedented.

With timely and accurate data, leaders can improve their ability to track use of force and officer performance across multiple measures, and more importantly, proactively intervene to address concerning patterns.



 **This integrated platform has improved our ability to track use of force and officer performance across multiple measures. These analytics not only promote accountability, but also enhance police operations by supporting proper management of personnel—helping SPD officers deliver high-quality policing to the communities they serve.**

Former Seattle Chief of Police, Kathleen O'Toole

---

# **BETTER DATA. BETTER OUTCOMES.**



**Police departments have experimented with analytics, but few have developed such a holistic platform that is flexible to grow, expand and add on new capabilities over time.**

This transformational platform is helping the SPD to unlock the power and value of analytics to enhance its operating and investigative capabilities. With the help of Accenture, the Department is improving its leadership monitoring, administrative processes and oversight of policing activities.

Having facts based on integrated data allows police to have situational awareness about policing activities like never before. Furthermore, making this data available to the public via the Department's website creates a new level of transparency. Police and the community can have more meaningful conversations and find common ground in keeping the streets of Seattle safe.

## Authors

### James Slessor

Managing Director,  
Global Public Safety Industry,  
Accenture

✉ [james.w.slessor@accenture.com](mailto:james.w.slessor@accenture.com)

🐦 [https://twitter.com/slessor\\_james](https://twitter.com/slessor_james)

in <https://www.linkedin.com/in/jslessor/>

### Jody Weis

Director,  
North America Public Safety,  
Accenture

✉ [jody.weis@accenture.com](mailto:jody.weis@accenture.com)

🐦 [https://twitter.com/Jody\\_Weis](https://twitter.com/Jody_Weis)

in <https://www.linkedin.com/in/jodyweis/>

## About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 459,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. [www.accenture.com](http://www.accenture.com).

### Disclaimer

This document is intended for general informational purposes without regard to reader’s specific circumstance or current developments. Accenture disclaims, to the fullest extent permitted by applicable law, whatever liability arising from the accuracy and completeness of the information as well as for any acts or omissions based thereof. Information does not intend to be a substitute to any professional advice. Accenture recognizes that trademarks which were descriptively referred to may be owned by others. The use of any trademark herein is not an assertion of Accenture’s ownership, representation or association to the owners of the trademark.