**ASU CIC - Albuquerque PD - Data Lake Press Release**

**Headline:**

**APD TACKLES CRIME WITH DATA**

APD launches all in one data system designed to help officers fight crime.

**Dateline and Overview:**

**Albuquerque (News Wire) July 1, 2020** The City of Albuquerque Police Department announced today the launch of new public safety data capabilities designed toimprove collaboration among law enforcement organizations and help reduce crime in Albuquerque.The new Duke City Heartbeat Data Lake brings key police data together in one place for the first time making it faster and easier for police officials to collect, access, share, analyze and report.

**Leader Quote:**

“City Hall is committed to the safety of Albuquerque residents and data is a powerful tool to help prevent and respond to crimes,” said City Councilor Tara Bite. “With our new data lake, Albuquerque has harnessed the power of data by bringing it all together in one place to give our police force new super powers to fight crime.”

**Problem + Opportunity:**

Before the data lake, the police officers and administrative staff had to continually track down and find the data they needed, figure out how to access and import it, standardize it so it could be used all while navigating multiple databases and platforms both inside and external to the department. With the data lake the universe of data sets the police use all live in the cloud where the data is secured and easy to access and use.

**Customer Quote**

“Being a Crime Analyst is a difficult, yet rewarding job. I used to spend the majority of my time acquiring data, running multiple queries from multiple sources, but now I get to do what I love- analyze!” said Anna Littic, ABQ PD Analyst. “Since I switched to the Duke City Heartbeat, I have become more efficient in my work! Instead of fighting data, I use data to fight crime. If you need to have all of your data easily accessible, DCHB is for you! Highly recommend it!”

**Customer Experience:**

Police officers and staff are now able to log into the data lake and access the data they need all in one place. Because the data is in one place, analytic and reporting applications can access and run more accurate queries in real time allowing officers to access mission critical information when they need it. Because the data lives in the cloud, the department’s applications are more reliable and no longer crash or freeze during complex queries. All of this saves time and money and improves the capabilities of the police to reduce crimes.

**Call to Action**

For more information on the Duke City Data Lake, please visit [www.albuquerquepd.com/datalake](http://www.albuquerquepd.com/datalake).

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