



Analytical Services

Prepared by
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640 Plaza Drive Suite 340
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Executive Summary

- **BAIR Analytics provides both remote and embedded BAIR Crime Analysts to perform crime analysis functions.**
- **The analyst can either be remote, working part or full time or can work full-time at the customer's location.**
- **The analyst will be trained in all aspects of crime analysis (operational, tactical, strategic, and administrative crime analysis).**
- **BAIR will provide reach-back support for embedded analysts in their absence (sick, vacation, training etc.) thus providing the agency with 52-week coverage.**
- **The cost for an embedded BAIR Analyst is \$70,000 with one-year contract.**
- **The cost for a remote BAIR Analyst is \$85 per hour with a one-year contract.**
- **Resumes will be provided to the customer in aiding in the selection of the embedded BAIR Analyst for approval.**

BAIR Analytics Inc.

BAIR Analytics Inc. (www.bairanalytics.com) is an analytical software and service company dedicated to providing public safety, national security and defense entities the innovative tools and subject-matter expertise needed to identify, analyze and resolve problems created by the actions of offenders and their networks that threaten our citizens, our communities and our nation.

BAIR's analytical software and services provide the tools needed to assist in collaborating and analyzing real-time data in order to strengthen the efforts of the customer. BAIR has an extensive history of providing analytical solutions to the private sector, law enforcement, and defense. In 2010, BAIR partnered with Northrop Grumman, MITRE and NCIS to integrate ATACRAIDS into LinX (Law Enforcement Information Exchange), an enterprise web solution providing regional intelligence and mapping to approximately 900 law enforcement agencies across the United States.

BAIR has also provided software and service to the Department of Defense's JIEDDO (Joint Improvised Explosive Device Defeat Organization) for more than six years. JIEDDO is a multi-billion dollar hallmark project for the Department of Defense showing how numerous defense departments and private sector companies can integrate to achieve the mission of eradicating IEDs as a weapon of strategic influence. BAIR provides the software and pattern analysis capabilities within JIEDDO that identify and predict IED patterns.

BAIR has extensive experience solving regional issues through its work with the Sacramento Fusion Center, ATF, Mesa East Valley Fusion Center, El Paso Integration Center, Los Angeles and San Diego County Sheriff's Department as well as other regional data sharing systems including DDEX/LINX and the DOD's DARCRAIDS. With our own RAIDS and ATACRAIDS systems, we have integrated hundreds of agencies worldwide into a common data structure and interface to perform local, regional, national and even international analysis. DOD, DHS and numerous other national and global organizations are turning to BAIR for their investigative and analytical needs.

The following sections outline our proposal to provide regular analytical services to the customer, improving its efficiency and effectiveness while substantially reducing costs.

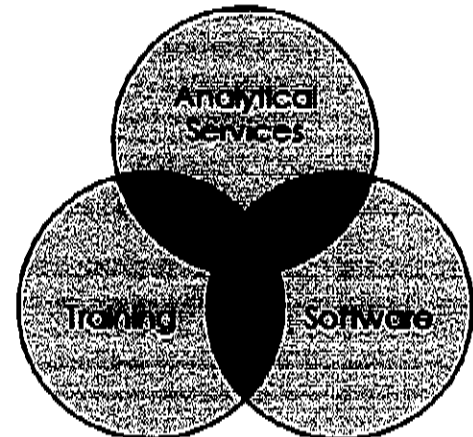
Capabilities:

BAIR is a financially and organizationally stable company. BAIR is a woman-owned small business and has been serving the public safety, defense and private sector for more than 15 years. BAIR holds a Top Secret security clearance, is able to process employees for security clearances to the highest levels, and has more than 60% of its staff at TS/SCI level. We understand, house and analyze the sensitive data for our customers and our nation.

Our staff is comprised of former soldiers, police officers, intelligence analysts and crime analysts. More than half our staff holds advanced degrees in mathematics, statistics, sociology, psychology, criminology and business. BAIR has seen double digit growth over the last 7 years, was recognized as one of the top 50 Colorado Companies to Watch, and has recently been awarded a \$12.5M sole source contract from the Department of Defense for crime pattern analysis services and software. Our success is guaranteed for years to come.

BAIR Technical Capabilities

BAIR provides a unique balanced system of support for our customers in the realm of public safety, national security and national defense. The three complementary and symbiotic layers are: **software** (innovative tools designed specifically for the identification of predatory patterns in data), **training** (comprehensive curriculum and teaching system that is certified by government organizations, educational institutions and private industry), and **analytical services** (onsite and reach-back subject-matter experts with advanced technical skills necessary to provide direct support in Pattern & Predictive Analysis for its customers in the law enforcement, defense, intelligence and private security operating spaces).



BAIR is proposing to provide the customer with a variety of analytical services. BAIR Analysts are more cost effective and will make the customer more efficient and effective.

Analytical Services

Analytical services provided by BAIR Analytics mean no human resources or training costs for your regional partners.

BAIR Analysts have been highly respected members of the law enforcement and defense analysis community for well over two decades. Our experience and three pronged approach to analysis (Analytic Services, Software and Training) ensures BAIR Analysts will not only hit the ground running, but will immediately enhance the overall analytical capability within The customer. Our expertise in both crime and defense related analytics makes us unique in our ability to support your analytical needs.

Benefits for your regional effort:

- **Reduced training expenses:** All analysts are fully trained, so there are no training expenses
- **Reduced human resources costs:** Since analysts are BAIR employees, agencies save thousands of dollars on benefits normally covered by the agency
- **Improved efficiency and effectiveness:** BAIR Analysts are fully trained to perform work in the most efficient manner

The following is the costs for an **embedded** BAIR Analyst for the customer:

40 hours per week	\$70,000	\$ 1,346
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**Plus 3% annual increase.*

Products

All of our reports contain input from the various analytical expertise within our shop. In today's analytical world, it has become too costly and unrealistic to hope that any one analyst can have the acumen of link analysis, spatial analysis, temporal analysis, statistical analysis, behavioral analysis, coupled with and in the context of all the discipline specific knowledge of the criminal justice system. In addition, in order to perform high-quality analysis, an analyst not only needs to have knowledge of these areas but also how to leverage data sources, be accustomed to extensive data formats and even possess basic knowledge of database design and use. It is too much to ask of any one analyst and thus, the agency is forced to either make everyone a generalist or hire more analysts which possess any one of these skills. Once the regional

agencies designate the needed analytical reports and schedule, BAIR Analysts will efficiently complete their analysis and deliver findings on time.

We can provide many different analytical reports and at a frequency desired by the customer:

- Annual Report-Annually.
- COMPSTAT-Weekly, Bi-Weekly, or Monthly.
- Predictive Analysis-As needed.
- Hot Spot Analysis-As needed.
- Trend Analysis-Ongoing.
- Space-Time Prediction Analysis-As needed.
- Geographic Profile Analysis-As needed.
- Tactical Bulletin-As needed.
- Full Analytical Report-As needed.

BAIR can create analytical reports that include simple analytics such as time of day charts, statistics, COMPSTAT, and temporal topology, and can also do more robust analytics such as density clouds, geographic profiling, space-time prediction, MPH Prediction, prediction buffers, and forecasting.

Data:

BAIR understands data and has extensive access to it even beyond what the customer could access. With RAIDS and ATACRAIDS, both national incident sharing systems developed and housed by us, we have access to a vast array of relevant data. In our RAIDS/ATACRAIDS systems we have the following current data:

- Nearly 20 million Incident records.
- 330+ agencies and adding more each day.

We have the ability to use the meaningful data and our expertise to search for specifics such as:

- Gun Crime: Ability to search through narratives for all guns or specific guns.
- Gang Crime: Ability to search through narratives for specific gangs, signs, tattoos, etc.
- We can search all of our data all at once because it is housed in one location.
- We have “reach-back” capability to HQ to identify other national security issues before they arise.

In addition, we have systems that allow us to access arrest and warrant history, residence history, phone numbers, addresses, criminal and civil records, relatives and associates, driving records, bankruptcies, corporate records and more.

Strategic Benefit of Analytical Services

The International Association of Crime Analysts conducted a survey in 2008, using 778 Crime Analysts. The survey produced some very interesting results that illuminated the restrictions Crime Analysts face. Below are some highlighted outcomes from the survey, and how BAIR Analytics offsets these disadvantages:

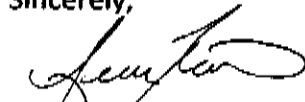
- **Only 29% of Analysts hold a Master's degree, and only 29% hold a Bachelor's degree.** More than half of BAIR employees hold advanced degrees in mathematics, statistics, sociology, psychology, criminology and business.
- **Nearly 80% of Analysts have been in the Crime Analysis field for less than 10 years.** BAIR Analysts have decades of combined years of experience in Public Safety, Intelligence, and Data Analysis and over 25% are military veterans.
- **85% of Analysts only speak English.** The BAIR Team has a combined fluency in Arabic, Russian, French, Spanish, Portuguese and Italian.
- **Majority of agencies only have one analyst.** BAIR Analytics utilizes a team approach when performing analysis. We draw upon collective experiences and educational backgrounds of our current analysts who are versed in sociology, psychology, business and economics, statistics, mathematics, and justice studies. BAIR has subject matter expertise analysts including: Pattern Analysts, Intelligence Analysts, Military Analyst, Research Analysts, and Civilian Analysts. By leveraging the team approach to perform our analysis, we overcome the common problem of "if all you have is a hammer, every problem looks like a nail." We use the right analyst for the right job and avoid the issue of trying to have one analyst know all aspects of analysis.
- **81% of Crime Analysis Units do not have their own IT development staff.** BAIR has a team of IT and support specialists that are readily available if any technical issues arise.
- **Most Analysts are limited to Microsoft Office, their RMS, and a GIS provider as their main software for analysis.** BAIR has access to the most advanced hardware and software including but not limited to ATAC Workstation, ATACRAIDS, ArcGIS, ArcGIS Spatial Analyst, i2 Analyst Notebook, Tracers.com, MS Office, PhotoShop, Illustrator, and a HP Design Jet 500 Plotter.
- **Most Analysts perform strategic analysis and threat assessments, mapping/GIS, and prepare charts and reports only as needed or as requested.** BAIR can perform many different types of reports (listed below under products) and at any frequency desired by the The customer.

- **The majority of Crime Analysts said 80% of their time is spent in a reactive role rather than a proactive role.** BAIR Analytics has the capability to automate routine reports, use automated identification techniques, and scan for trends and patterns. With meaningful data, scheduled reports, and continuous pattern identification, The customer would be able to take a proactive role and deploy resources where they are most needed.
- **The most significant obstacles that Crime Analysts face are: (1) budget constraints (2) a heavy work load (3) lack of technology and tech support and (4) lack of training.** (1) BAIR Analytics is not burdened by budget constraints and is cost effective for The customer (2) with reach back capabilities, BAIR is able to leverage all of our resources (3) BAIR Analytics is always equipped with the most advanced hardware and software and (4) all BAIR Analysts are fully trained.
- **61% of Analysts believe their unit is understaffed and over worked.** The customer will never face this problem with a BAIR Analyst because they will get 40 hours of analysis 52 weeks a year and will always receive the requested reports at the frequency chosen.
- **Most Analysts wish there was some form or regional data sharing.** With ATACRAIDS, BAIR is able to see millions of crime incidents throughout the entire country. There are currently more than 330 agencies on the map with more being added every day. We are able to scan for trends in the surrounding bay area in efforts to stop any serial offender from committing the same act within the county's jurisdiction.

BAIR Analytics desires to provide the customer with an embedded crime analyst and do so in a cost-effective and efficient manner. By utilizing BAIR's analytical services, the customer will not only save money, but will save time and make the most of its limited resources.

Thank you for this opportunity and your consideration in contracting with BAIR Analytics to fill your analytical needs.

Sincerely,

A handwritten signature in black ink, appearing to read "Sean Bair", written over a faint circular stamp or watermark.

Sean Bair
President

Corporate Information

BAIR Analytics Inc.	
Tax Identification Number (TIN):	86-0942368
DUNS:	787038160
NAICS (All Other Professional, Scientific, and Technical Services):	541990
NACIS (Software Publishers):	511210
SIN (Prof. Labor Service):	426-7
SIN (Maintenance of Software as a Service):	132-34
Product Service Code:	R414 Professional Services
CAGE Code:	4KWQ4
Special Classifications:	Woman-owned Small Business
Employees:	25-50
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Figure 6-1: Table of Corporate Information and Data