

CIEMS Solutions

Community Information, Event Management and Safety.

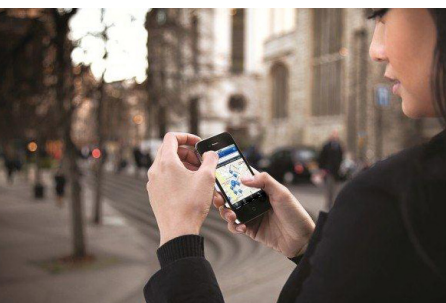
CIEMS Solutions, a suite of initiatives making a Community Information, Event Management and Safety network.

CIEMS Solutions delivers an integrated network of ICT infrastructure and web based applications designed to engage with the whole community, integrating a suite of initiatives and infrastructure to construct a community WiFi network. This Community Information Network can be used to freely deliver community information, provide WiFi Internet access to residents and visitors, enable targeted marketing and promotional programs for traders and assist in managing community safety and major events.

The use of WiFi enabled Smartphones and Tablets is growing globally. Mobile web browsing will become increasingly important as the community calls for mobility and easily accessible information on demand with high speed reliable access. CIEMS Solutions builds on this trend by developing a community WiFi network to deliver information and provide a platform for the delivery of a extensive range of services.

The network will support rich media content delivery and interactive communications. The management systems capture intelligence on community activity through geospatial mapping and provide user behaviour analysis vital for the future planning of services and public infrastructure.

Developing the core infrastructure needed in establishing a WiFi network accessible by the community, investment in network equipment and integration with existing infrastructure enables this information portal which provides WiFi access over large public spaces such as a town centre, tourist precinct, park or community centre.



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Business IT & Communications

The key requirements for a WiFi Communications Network are a well designed high capacity network with a flexible and manageable delivery platform.

What is CIEMS?

CIEMS Solutions utilises WiFi networks to establish communications between all members of the community over Internet enabled hand-held devices. Leveraging the rapid take up of WiFi enabled Smart devices and free wireless access; information can be delivered across large areas of the community. Information from user activity can be monitored, analysed and used to inform decision making within Local Government and partner organisations.

The CIEMS project provides a tool to improve the level of activity in the central business and other activity areas of towns and cities; assisting Local Government and businesses to become more effective and revitalise areas in decline or under social pressure.

The key aspects of a community based WiFi network include:

- Ubiquitous WiFi coverage in central activity areas, tourism and key community locations
- Unlimited Free WiFi access to community information
- Managed Free Access to the Internet
- Visitor Internet access plans with online payment
- Facility mapping and navigation applications for users
- Marketing and promotional support for the retail, tourism and hospitality industry
- Community Social Media communication initiatives
- Management support for major events
- Increased wireless infrastructure utilisation and reach for key community stakeholders
- Support for improved public safety through CCTV
- Communications support for collaborative Public Private Partnerships
- Enabling access to high bandwidth NBN services by the community over mobile devices

Why do we need CIEMS?

Internet enabled hand-held devices are recognised as a valuable resource for information delivery and discovery. They are in widespread use by all sections of the community and particularly so in education, business and tourism. The exponential rise of social media applications has been fed by these smart devices which have enabled people to communicate far more easily and dynamically than ever before at home and while travelling.

Offering high capacity data transfer rates and a broader range than other wireless proximity services, the information delivered to the mobile consumer over WiFi is capable of rich media applications containing highly relevant and personalised information.

Who is involved?

The CIEMS Solution is designed as a collaborative project between Local Government, private organisations and the community. It brings together public, private and businesses organisations to deliver this integrated network of infrastructure and application delivery.

The CIEMS group is structured as a management organisation which provides the services selected to be delivered to the stakeholders and the community from contracted services providers. Surplus revenue raised is reinvested within the Community WiFi Network to assist in development, network reach and range of services.

A steering group comprising the key stakeholders from local government, retail and tourism organisations and infrastructure owners is established to define the range of services the community requires operating under a Memorandum of Understanding with the CIEMS project development manager.

The Community Wifi Information Network is an initiative of the CIEMS Solution

How does it work?

A CIEMS solution leverages wireless technology applications and WiFi connectivity to deliver digital information and builds an ICT platform capable of bringing a wide range of services to the community.

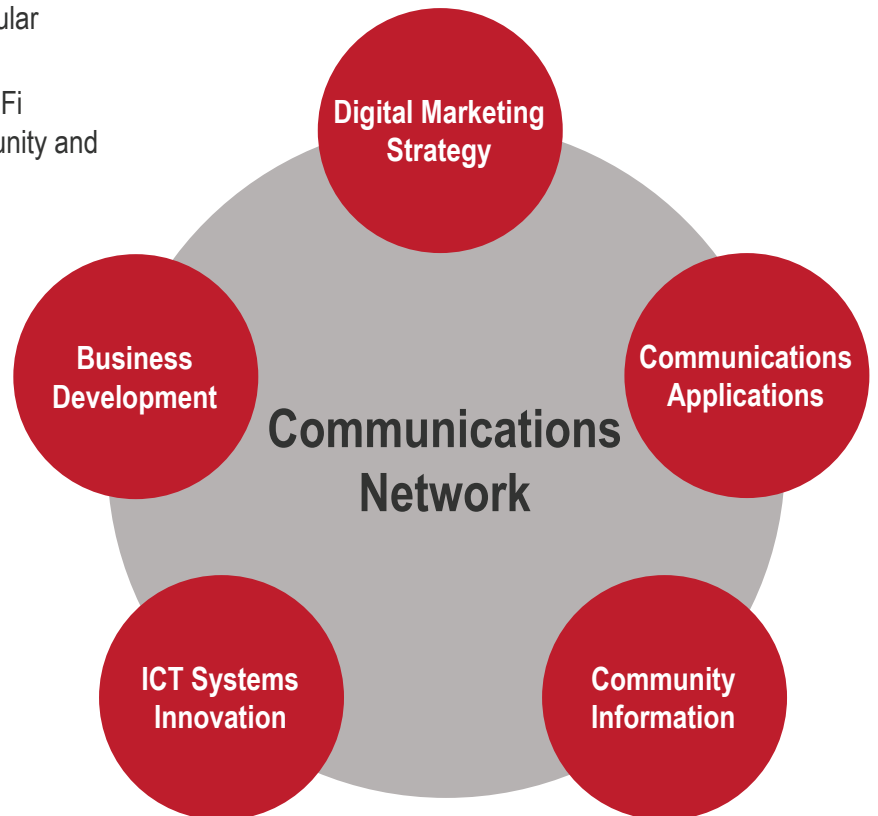
By building the core community infrastructure, investing in network equipment and integrating existing infrastructure, a unified network can be created which has ubiquitous coverage over large areas of the community.

The CIEMS Solutions methodology identifies:

- The key aspects of communication network deployment and management
- The range of services available to the particular community
- The benefits that can be delivered over a WiFi enabled network for members of the Community and visitors to the area

The CIEMS solution team can provide:

- Project Management during network development
- Manage community relationships
- Technical network infrastructure design and services options and scope
- Implementation, integration and network rollout
- Ongoing management of the information network and services support
- Application development in conjunction with community groups, marketing specialists and web developers.



A collaborative and comprehensive information and management solution for local communities.

What are the Benefits?

Cost Saving

Accuracy and timeliness of information delivery, cost savings by eliminating excessive printed information and the value in analytic user information will enhance service delivery to the broader community.

High Asset Utilisation

The integration and sharing of ICT resources developed by both private and government sectors in a unified network will be a major outcome for this project. The establishment of a platform and protocols that allow higher levels of shared ICT asset utilisation and reach will assist individual organisations and community members through the provision of ubiquitous and cost effective digital communications.

Increased Economic Activity

Economic activity will be increased through the attraction that the infrastructure has to event organisers, promoters and marketing organisations. An effective and efficient communications network is a significant factor in organisers' venue choice. Hosting of events from community markets or conferences to major national and international events can greatly influence the economic strength of any city.

Improved Public Safety

Increased Safety and Security for communities and physical assets will also be possible through the integration of CCTV and global positioning systems which provide real time and recorded monitoring of facilities and community spaces.

Social Media Communications

Initiatives utilising social media applications and interactive communications along with the development of micro business and community networking opportunities will foster a greater sense of belonging and cooperation within these community groups.