



optima

PEOPLE MOBILISATION

Introductions

 Chris Mackay

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Sales Director

 Dr Geoff Goodhew

Product Specialist

Agenda

- 🌀 Introductions
- 🌀 The Optima Corporation
- 🌀 The Optima Conference
- 🌀 Real World Examples
- 🌀 Optima Predict
- 🌀 Optima Live

Optima Introduction

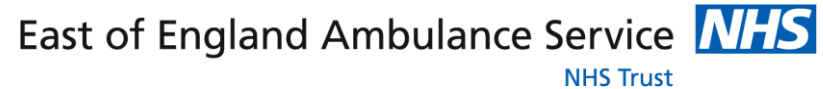
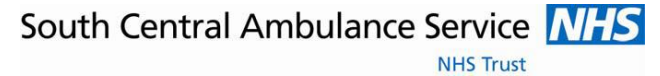
- 🌀 The *only* commercially proven simulation-based planning and deployment solutions designed specifically for emergency services
- 🌀 Expertise in Operations Research
- 🌀 Currently 58 installations in 9 countries
- 🌀 Strong, steady growth
- 🌀 Primary focus is EMS, but now extending into Fire, Police and Utilities markets

EMS Environment

- 🌀 Risk Averse
- 🌀 Conservative
- 🌀 Bureaucratic
- 🌀 Underfunded
- 🌀 Archaic
Technology
- 🌀 Paper based maps



We Have Helped...



The Optima Conference

- 🌀 Held in UK March 2013
- 🌀 Attracted 100+ industry delegates from 9 different countries
- 🌀 Featured a number of customer case studies illustrating real world applications of our solutions
- 🌀 Building an enthusiastic network of EMS professionals contributing to on-going product development

Optima's Solutions

Optima Predict

Simulation-based Strategic Planning Solution

Allows a user to answer endless “What if...??” questions about the operation

Provides robust evidence for making strategic decisions

Optima's Solutions

 Optima Predict

 Optima Live

Real Time Decision Support – dispatch and deployment

Uses optimisation and a sophisticated rule framework

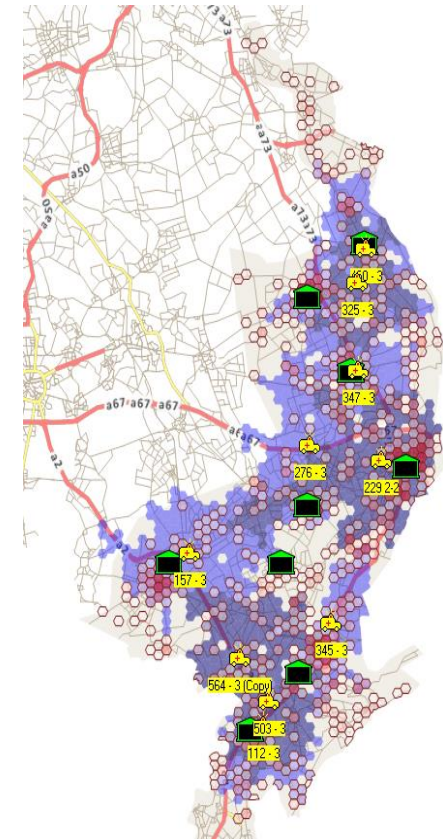
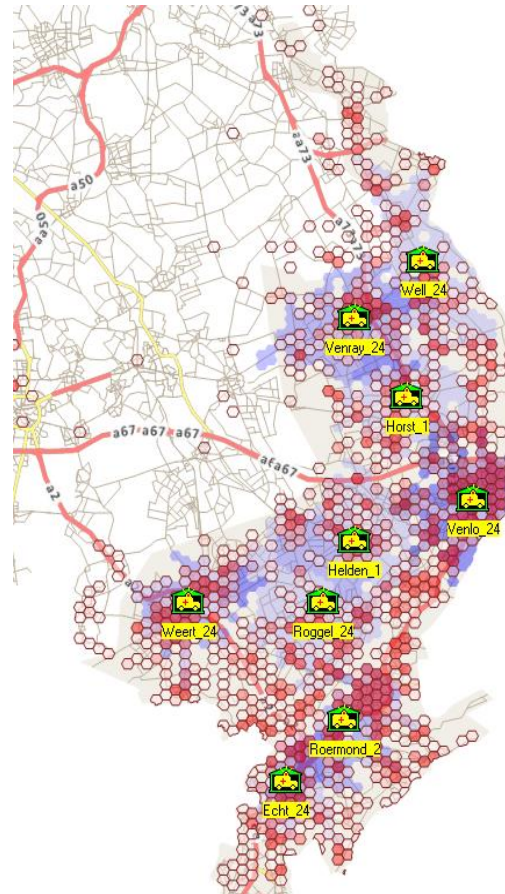
Ensures decisions are fast, accurate and consistent

Case Studies



Limburg Noord

- Optimising Resource Locations
- 5% Performance Improvement



Scotland

Rota Design

Nationwide Project

Change to Meal Break Policy

Matching Resources to Demand

Adjusted all Staff Rosters

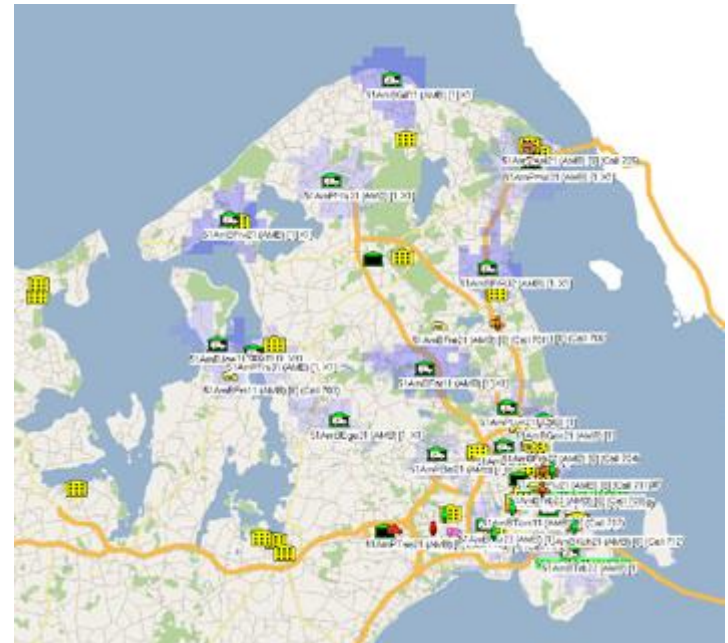
Region Hovedstaden

Design an ambulance service

How many resources?

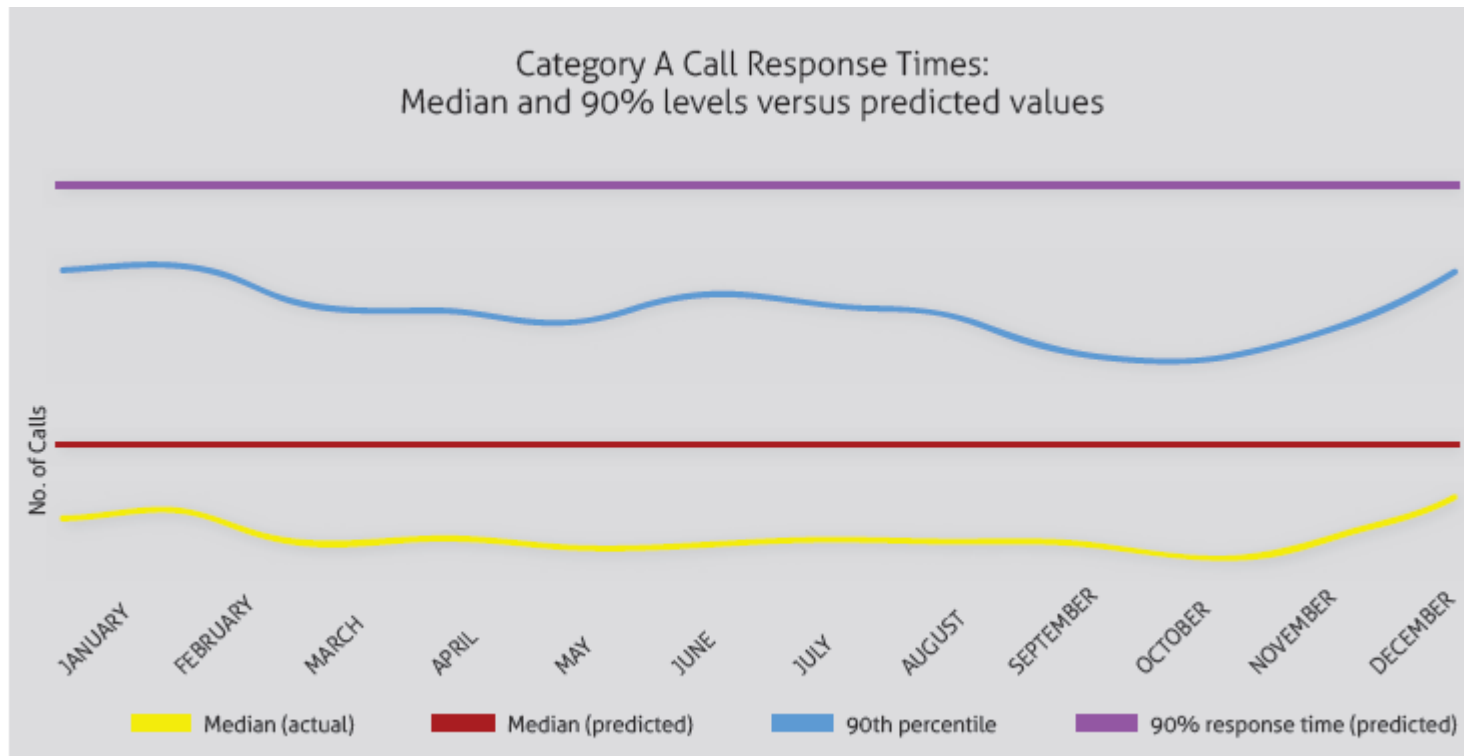
Where to put them?

No visibility of the
operation



Region Hovedstaden

- 🌱 Design an ambulance service
- 🌱 Accurate Estimate of performance



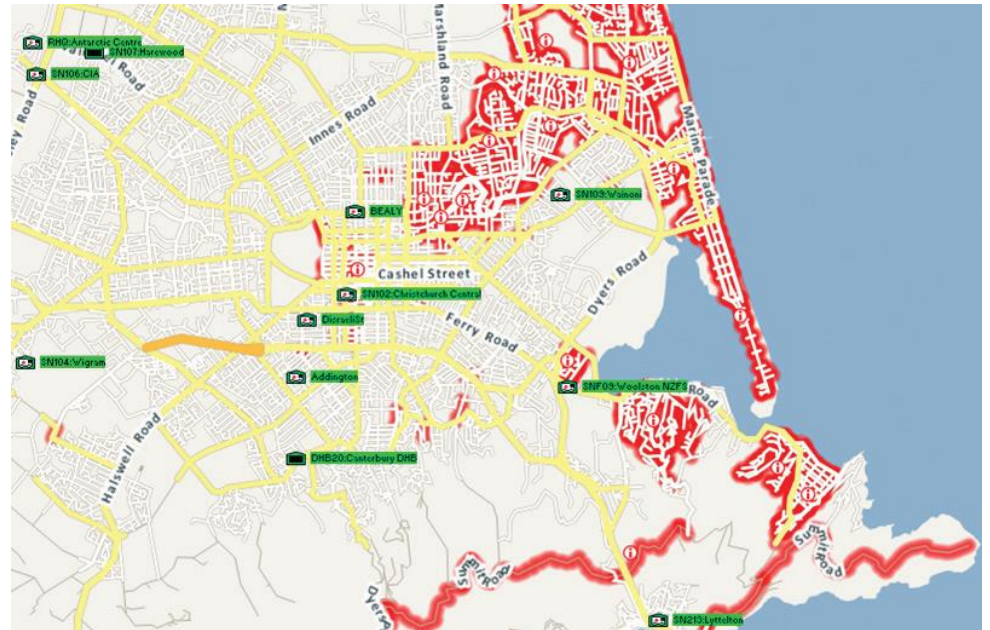
St John New Zealand

Recover from the Christchurch Earthquakes

Damaged roads

New demand profile

Where to build?

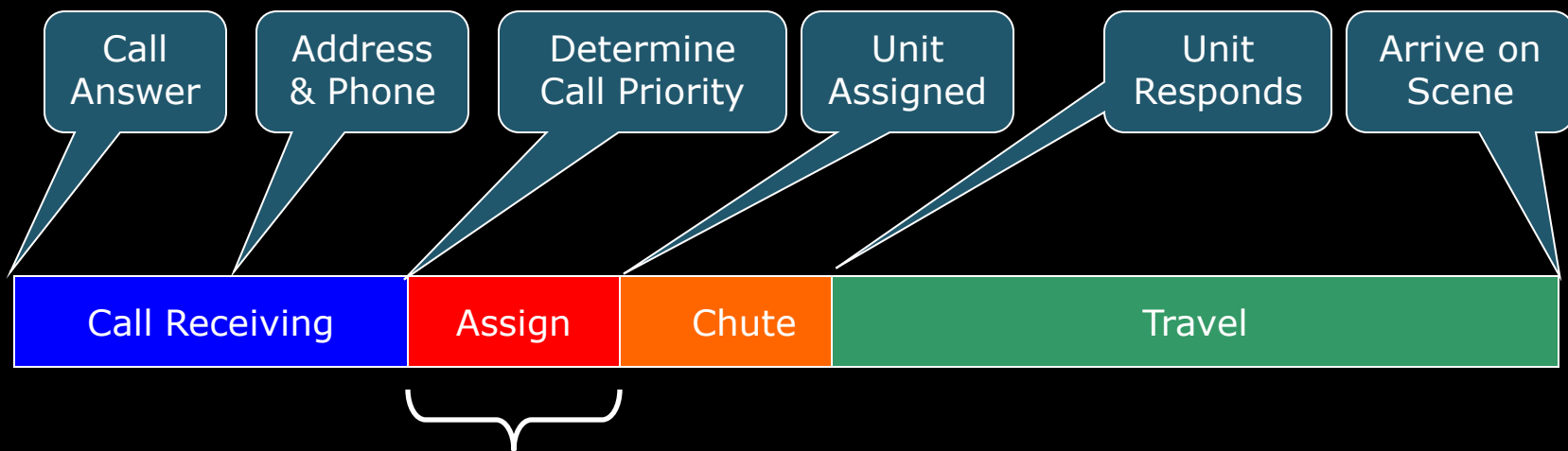


“Optima Predict has given us the information which has allowed us to make informed decisions every step of the way”

Craig Bartlet Performance Manager

Toronto EMS

Control Room Redesign



Assign the most appropriate units quickly

Unit Assignment Decision Support

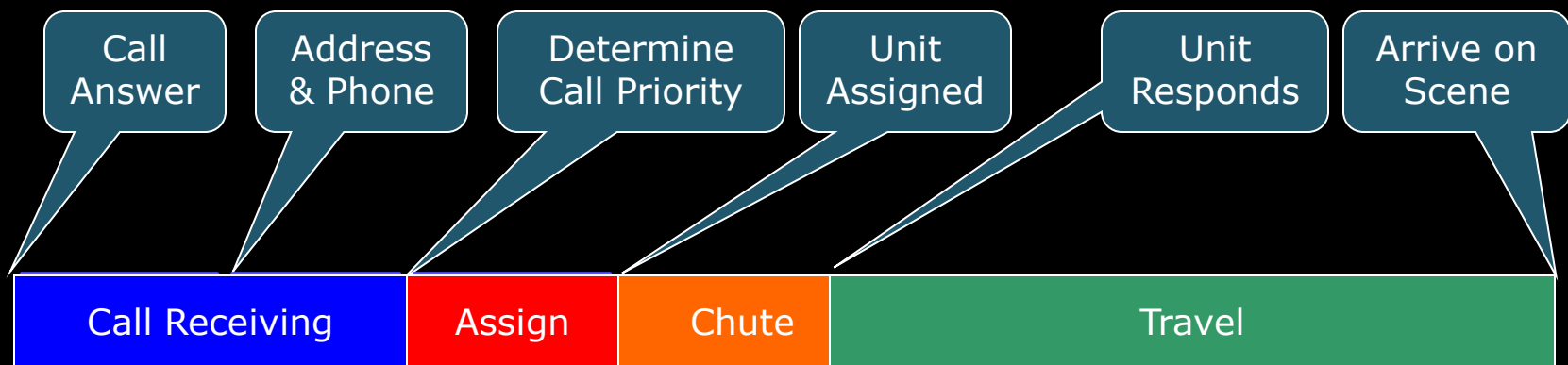
Improvement ~ 1 – 5 min

Optima Dispatch: Manual Recommendation

Response Time Improvements

Echo	1:26
Delta	0:59
Charlie	1:29
Bravo	2:01
Alpha	5:18

Measured @ 90th Percentile



**Move available units
closer to the calls**

...before they occur

**Deployment
Decision Support**



Optima predict



**Reference
Data**

**Background
Map**

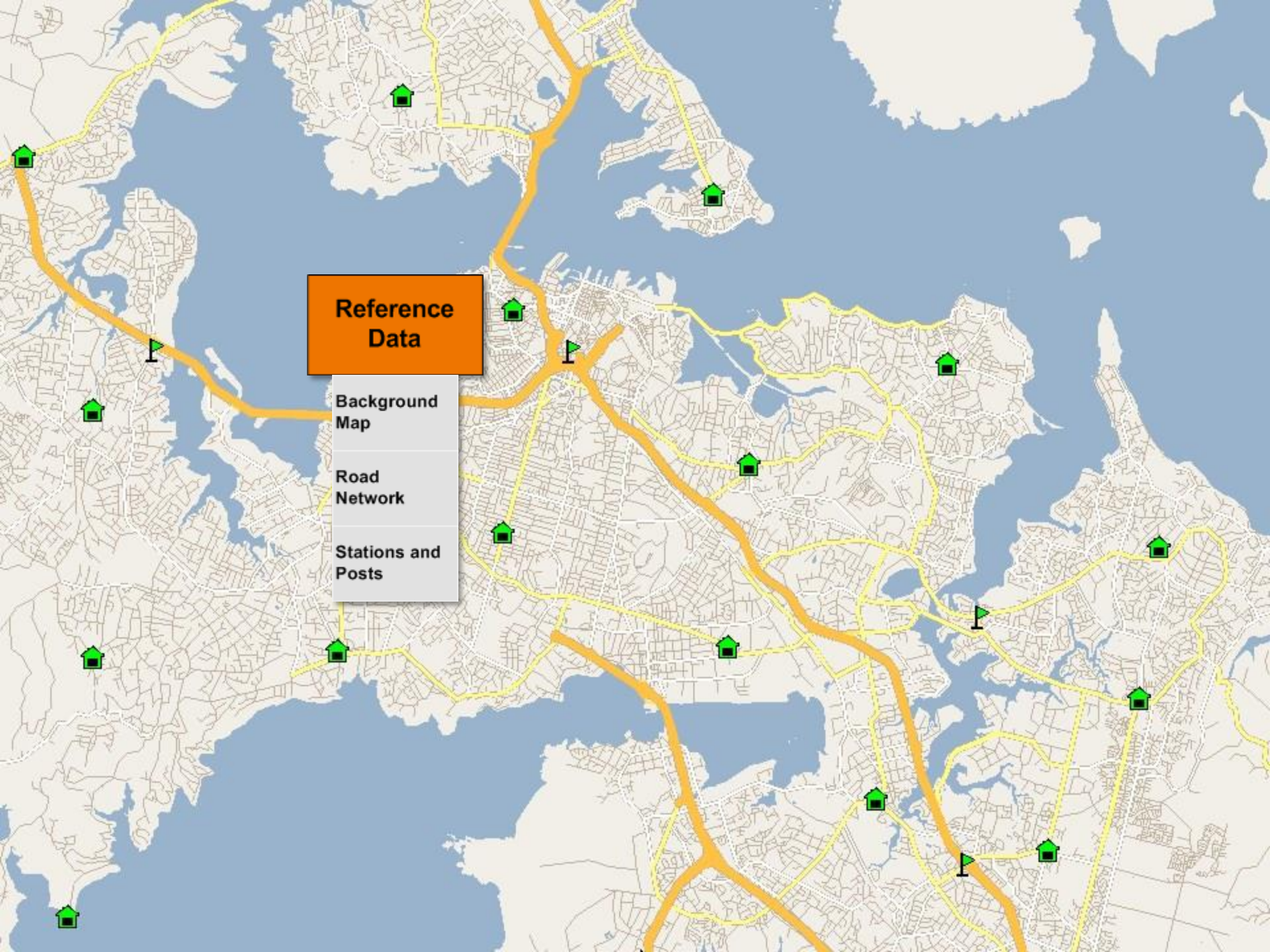


**Reference
Data**

The image shows a map of a coastal urban area with a complex road network. A thick orange line highlights a specific route through the network. A legend on the left side of the map identifies the components: 'Reference Data' (orange box), 'Background Map' (light gray box), and 'Road Network' (white box). The map features a dense grid of roads, with major thoroughfares highlighted in yellow and the specific route in orange. The surrounding area includes water bodies and some green spaces.

**Background
Map**

**Road
Network**

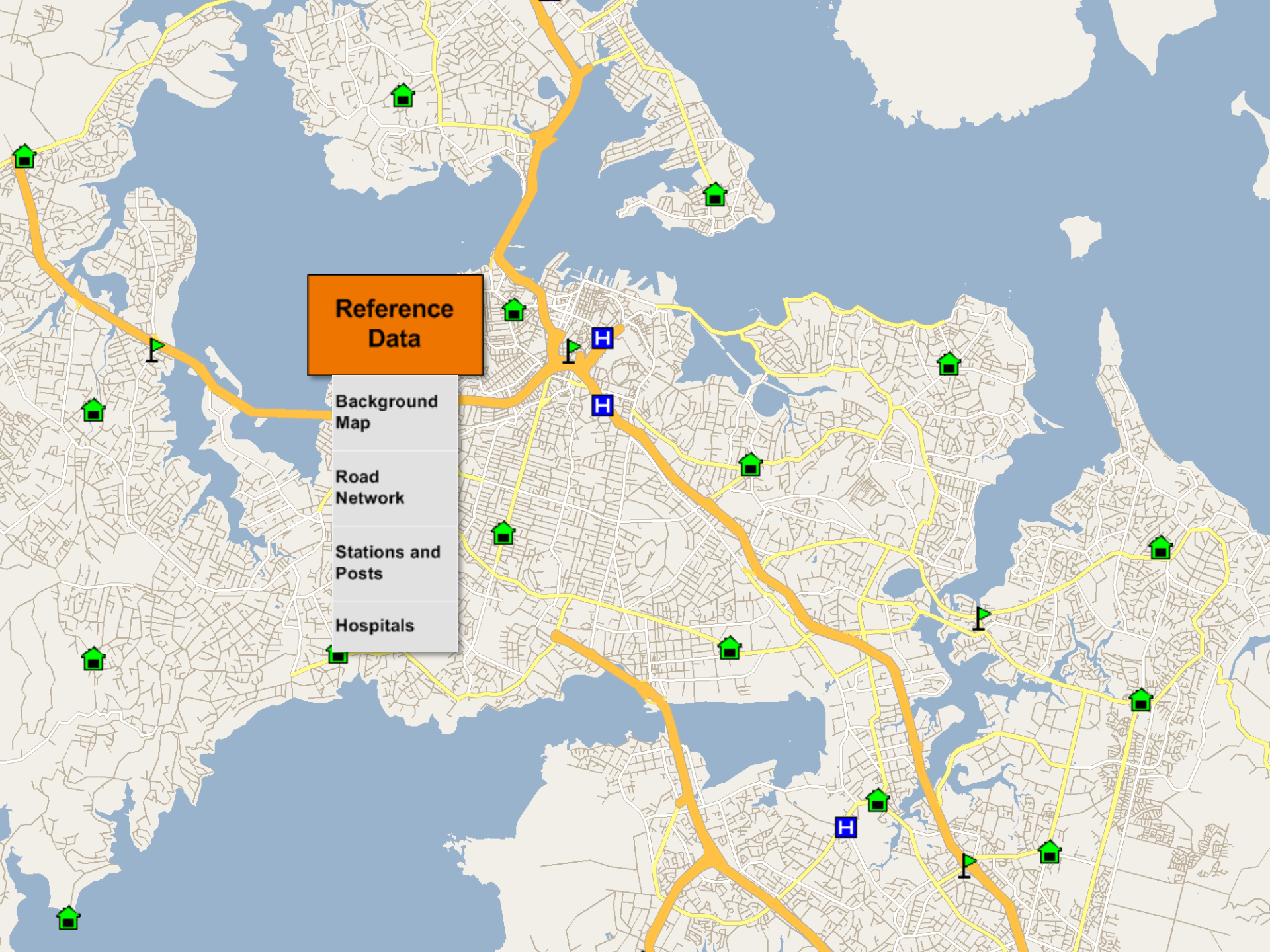


**Reference
Data**

Background
Map

Road
Network

Stations and
Posts



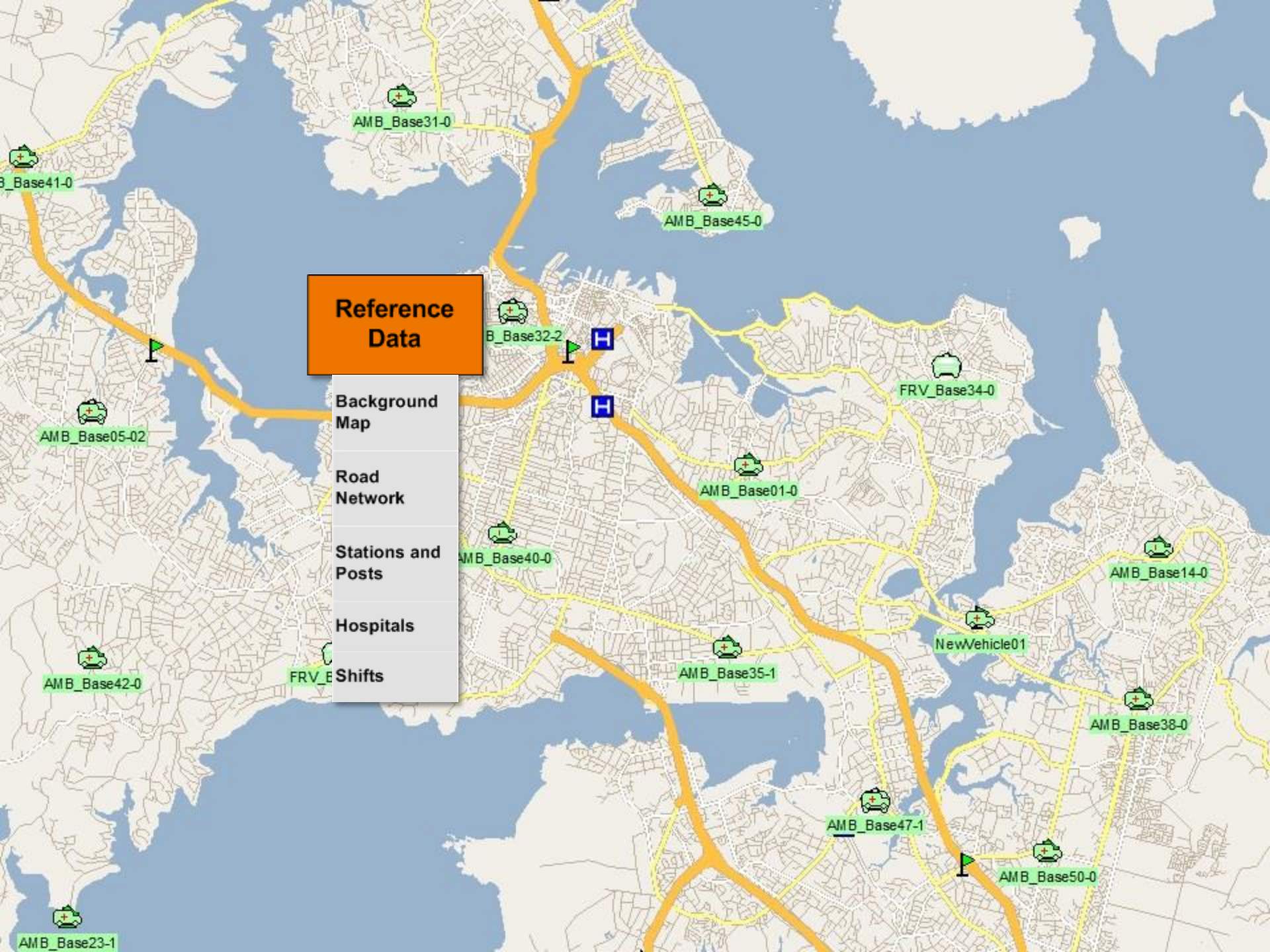
**Reference
Data**

Background
Map

Road
Network

Stations and
Posts

Hospitals



Reference Data

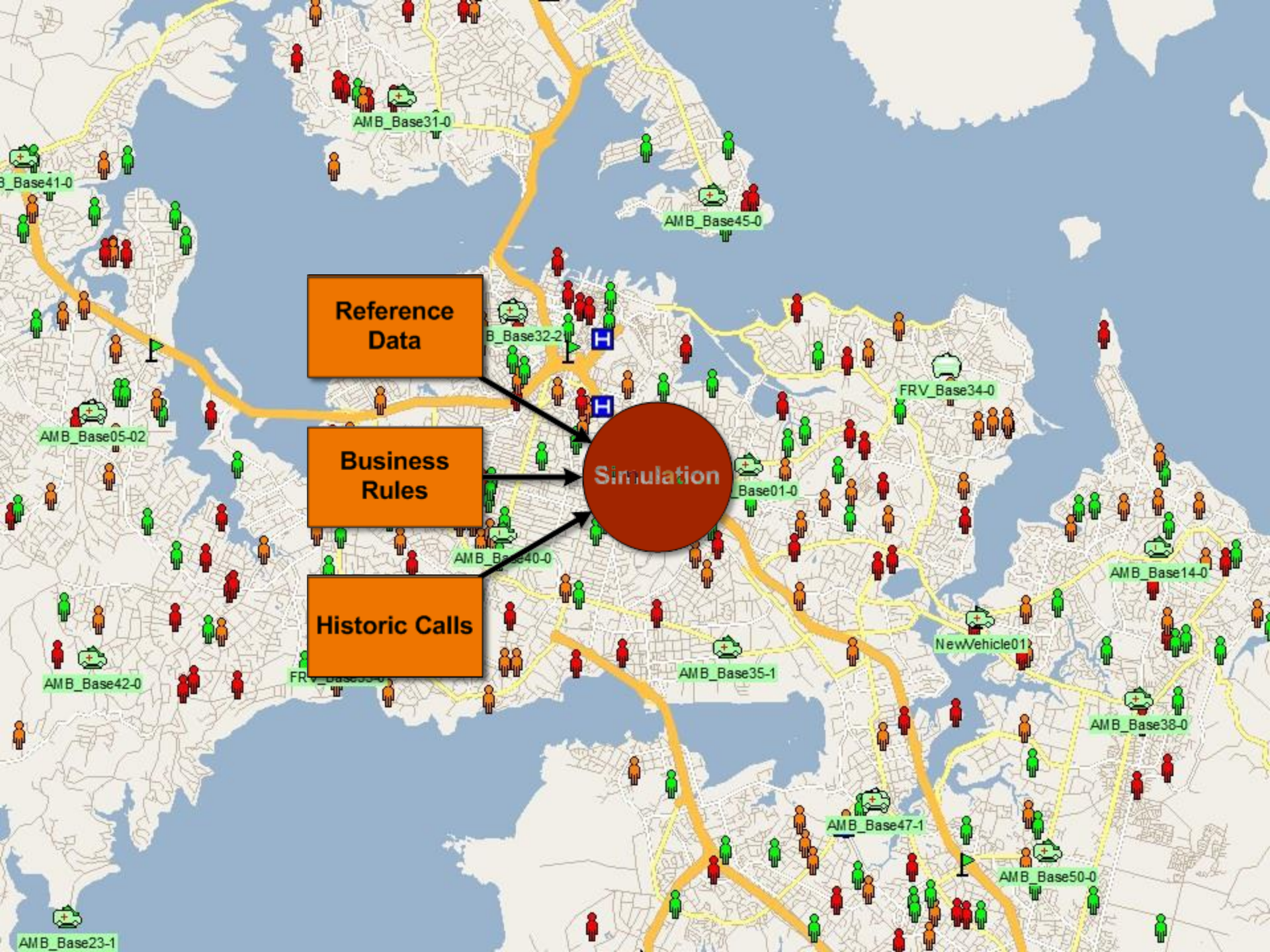
Background Map

Road Network

Stations and Posts

Hospitals

FRV_Shifts

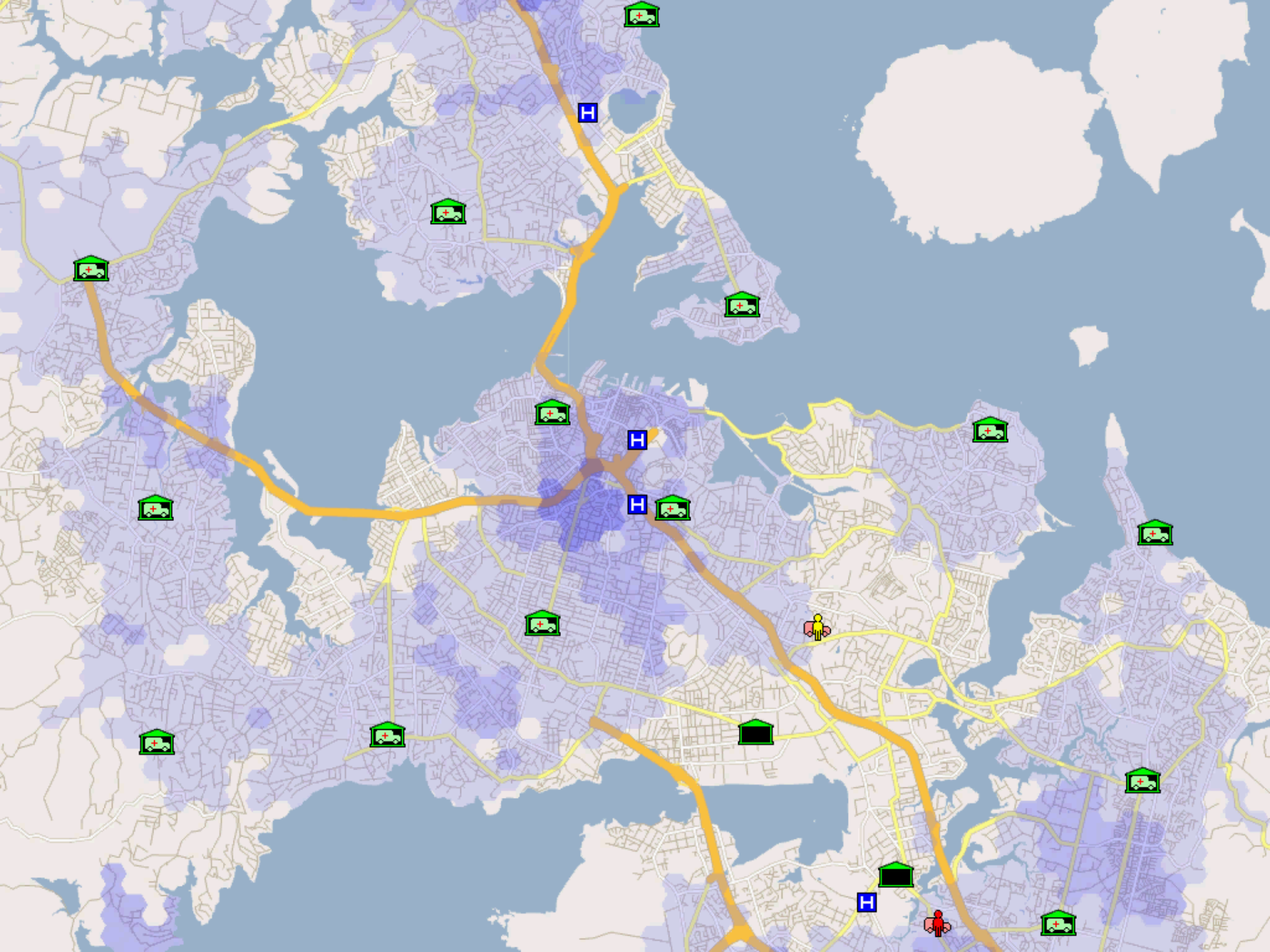


Reference Data

Business Rules

Historic Calls

Simulation

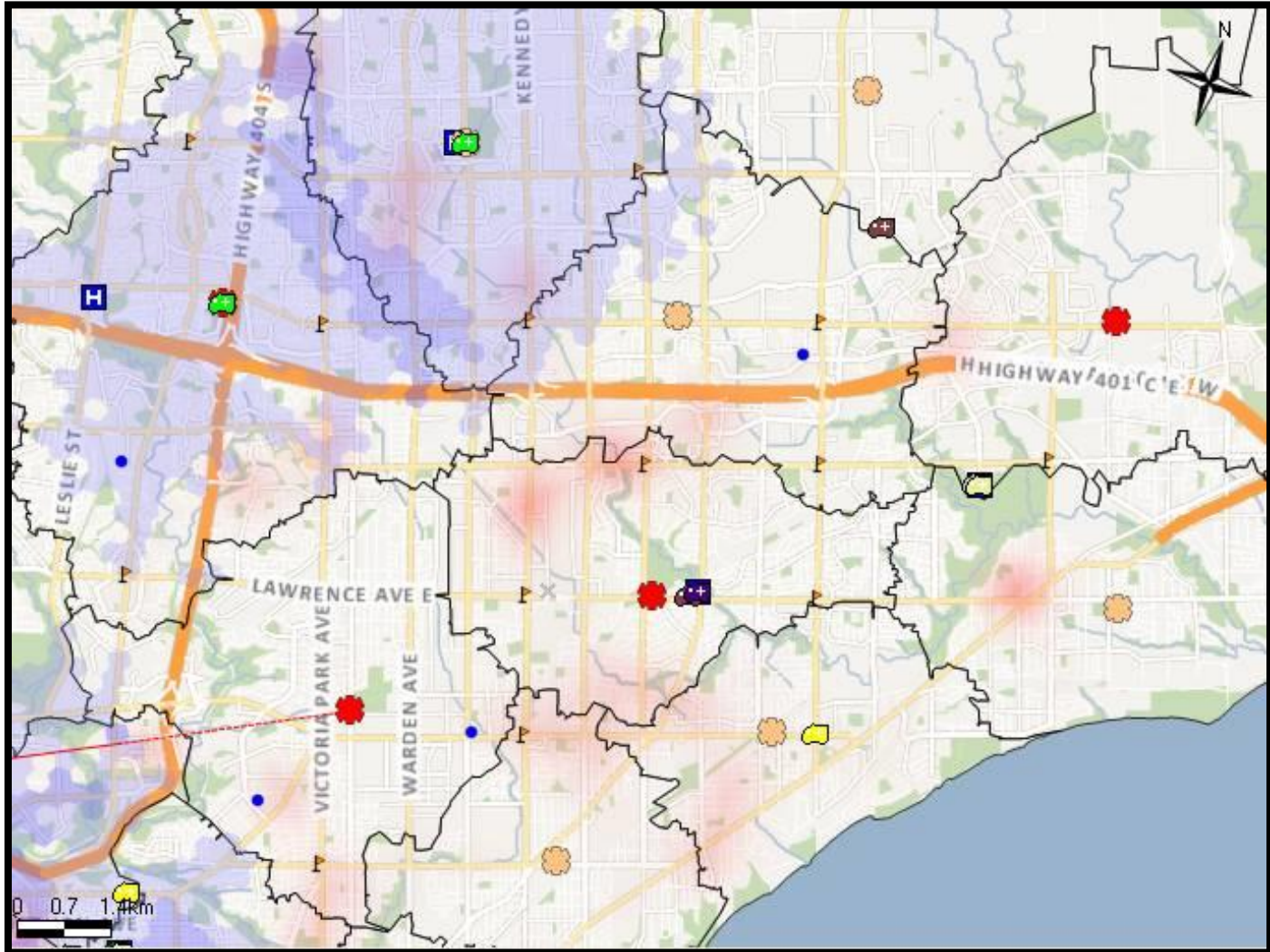




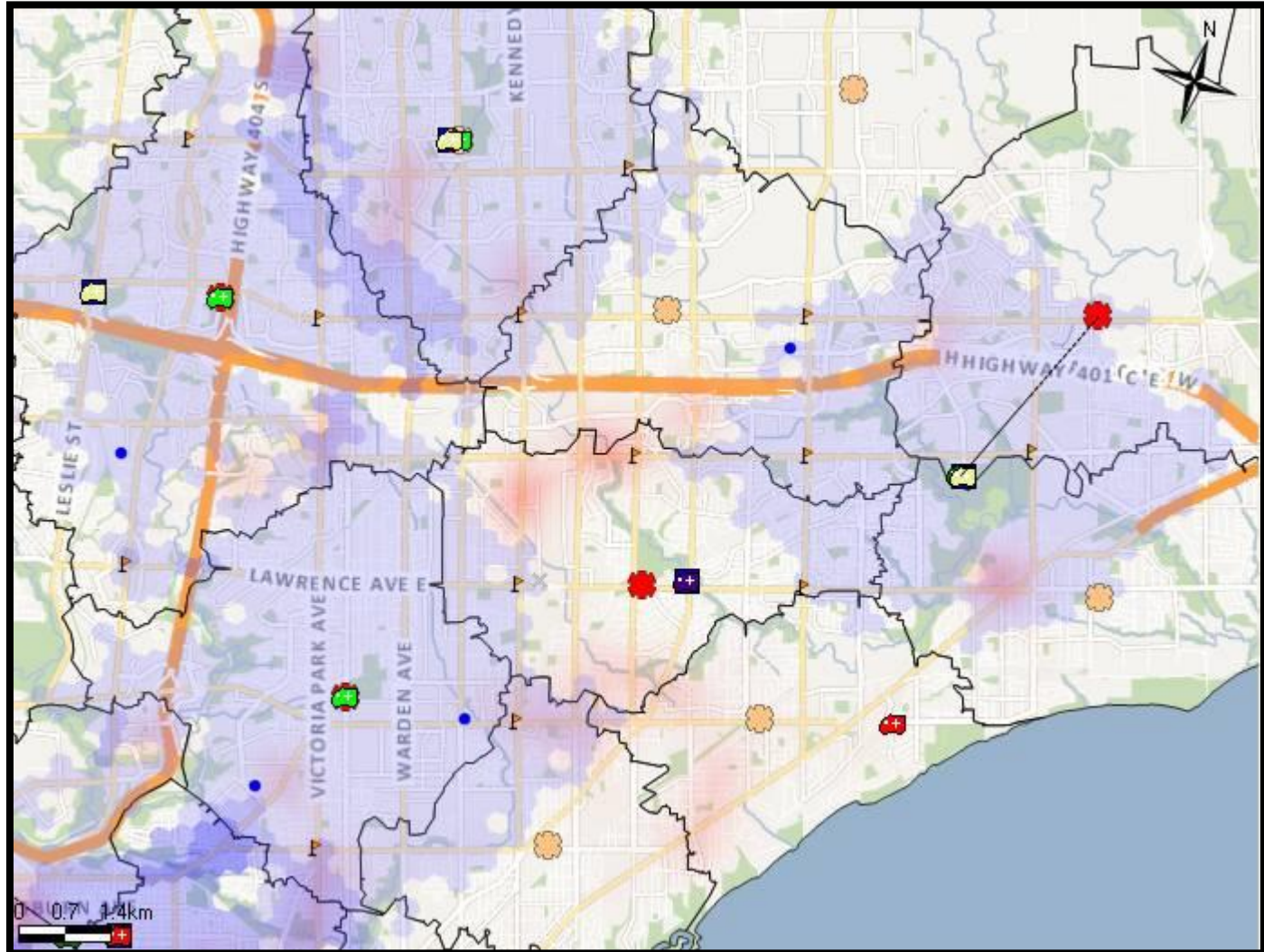
Optima live

Enhancing the game of chess

Real Time View



Look Ahead View



Optimised Deployment

