

Anderson Software is the pioneer of tip management software and the developer of the new P3 Intel tip management application. P3 Intel is the industry's very latest and most intuitive and functionally advanced application of its type. Secure & anonymous information may be received from the public, managed and shared for investigation and further analysis with incredible ease and efficiency.

## P3 Feature Summary

**Dynamic User Interface** – A new responsive design scales itself dynamically based on the screen size it is being viewed on. Fully manage your tips via pc or tablet and even perform most admin functions on your smartphone.

**Multi-Source** - Easily receive and manage tips received via phone, web, mobile app and mobile browser. You can Review, update, reply to and deliver tips from anywhere on your smartphone.

**Mobile Apps** – The public may submit unlimited length tips with images and video and engage in two-way dialog with you. Real-time chat and anonymous push notifications coming soon. Apple & Android versions available.

**Delivery** - Seamless and immediate exchange and sharing of tips with your internal recipient accounts, other P3 accounts and recipient groups without the traditional push/pull E-transfer routines.

**Outbound Alerts** – Send SMS and email alerts to recipients. Multiple recipient groups supported. Receive tips back.

**Cross Checking** - Automatic checks for similar names, aliases, addresses across all tips in the system globally.

**Messaging** - New enhanced communications capabilities between the programs and call centers, program to program and between programs and recipients at the record level.

**New Modules** - Modules to manage your Wanted Fugitives, Missing Persons, Crimes of the Week, Featured Crimes, News and Events for web and mobile display. \*coming soon

**Keyword Watch List** – Alerts of any user-defined keywords present in the original tip or dialog.

**Raids Online** - Seamless integration with the free Raids Online crime map product for tip submissions on specific mapped crimes. Bair Analytics customers may even overlay tip locations on the base map for further analysis.

**Tip List View** – Expanded primary tip list contains many more fields for more details at a glance. The list is also sortable and infinitely scrollable so no more paging through a small group of tips at a time.

**Recipients** – Much more information stored on each contact per recipient agency. Recipients also login now to view and work their assigned tips. They update the tip disposition online now as well, updating the actual tip itself in real-time.

**Detail Fields** – User definable fields replace the old style popup templates. These custom entry forms are used internally and during web and mobile tip entries.

**2-Way Replies** – Multiple canned responses may now be pre-defined and easily selected to be inserted into the 2-way dialog box with a mouse click.

**Flexibility** – Tips from any source may now also be updated via any source. No need for any more 'Updated Info' tips from Call Centers that content must be copied out of and pasted into the original tip. This is very significant!

**Audit Trail** – Extensive auditing of all user interaction so you know exactly who did what, and when.

## P3 Frequently Asked Questions

**Q – What does the name P3 stand for?**

**A –** Public, Police and Private Sector... Working Together to Solve & Prevent Crime.

**Q – How will the P3 functionality compare with TipSoft?**

**A –** Put simply, P3 is like TipSoft on steroids! We first developed TipSoft 17 years ago. Although it evolved over the years to incorporate many new capabilities, we were also bound with maintaining compatibility with our legacy systems. We did some incredibly cool things with the technology that was available to us at the time. The fact is, technologies have improved greatly since TipSoft was last updated by Anderson Software back in 2010... when it was acquired by another company. We've had an opportunity to re-think and re-engineer the entire tip-taking and management process from the ground up with P3. This has enabled far greater operational efficiencies and many new capabilities.

P3 covers most of the capabilities that TipSoft had and greatly extends upon many things as well. We do not offer SMS text tips. SMS tips have not proven to be everything many thought they would be and are problematic in many ways as well. Utilization of a mobile app, and even the mobile based browser, has proven to be a much preferred and safer means for allowing the public to submit information from their smart phones. We offer more information on this topic in our document titled "Why No SMS Tips."

P3 has a state-of-the-art interface that scales dynamically to fit the display and has much less clutter and is far more intuitive for the end user to work with. It is built utilizing the very latest in advanced web technologies. An example of the significant improvement is the ability for P3 to seamlessly and instantaneously share and exchange tips between programs, agencies and recipients without the need for the traditional push/pull E-transfer process.

Call centers may now update the original tips directly with additional information. Each update to the tip, by anyone, is logged in great detail and an incremental counter is kept for each tip indicating the number of updates, made by whom, and when, and by what source did the update come in via.

**Q – Can our data in TipSoft be moved over into P3?**

**A –** Yes. We provide data migration services to move historical data from Tipsoft to P3. This is no small task and can only be reasonably done one time. You will be required to provide your administrative credentials on our "Migration Consent Form."

## P3 FAQ - Continued

**Q - Will P3 be able to exchange tips with TipSoft via E-transfer?**

**A -** No. P3 uses a new & improved database structure which is not compatible with TipSoft. Tips can be emailed back and forth between the two applications... but they will be received only as an email and not written directly into the receiving application. The content could then be cut and pasted into the receiving app if desired. Most programs have one or a few programs they may frequently exchange misdirected tips with. Ideally, these small core groups could schedule their transfer to P3 and data migration to occur on or about the same time to minimize being unable to exchange information between themselves.

**Q - Are the tips secure & anonymous?**

**A -** Yes, each tipster's identity will remain anonymous at all times and our application is compliant with the following: HIPPA, FERPA, CJIS and others to be provided on request.

**Q - By what means may we receive tips in P3?**

**A -** You can receive and manage tips received by phone, online via computer and smartphone, and by our mobile application. We have developed a smart phone site (p3tips.com) that detects when tipsters are using a smart phone to access the P3 website so that the dimensions and functions fit the smart phone screen.

**Q - Can we still send tips as PDF files by email?**

**A -** Yes, we do support emailing encrypted PDF files in P3 for those who feel they must have it. However, the design of P3 is centered on having each Recipient login via their PC or smartphone and view each tip online rather than receiving them as a PDF file. This keeps the tip information off of department email servers and from being printed out and potentially left lying around the office, or worse yet, ending up in the case file. By having each Recipient access the tips online, we are also able to tag the exact date & time when they viewed them and you will have no question if your tip has been delivered and viewed by the Recipient.

**Q - Is P3 Capable of operating in multiple languages?**

**A -** Absolutely. The front end web and mobile tip forms are multi-lingual and now even the backend admin portion is as well.

## P3 FAQ - Continued

**Q - *Can we allow our Recipients to remotely access their tips in P3.***

**A -** Absolutely yes, as stated above... ALL recipients now access their tips online by default. They may also exchange dialogue at the tip level with Crime Stoppers, the Call Center and even the tipster if granted the proper permissions. Each Crime Stoppers program sets up their own Recipient list and there are no additional fees charged per Recipient.

**Q - *Will we be able to manage our tips from a smartphone or tablet?***

**A -** Yes, P3 allows many functions to be performed via a mobile interface on smartphones. You may view all tips, query them, work two-way dialog and deliver tip to Recipients. Tablet users have access to all of the functionality within P3.

**Q - *Does P3 use templates to help with guiding data entry on new tips?***

**A -** Yes, and we have completely re-engineered this functionality as well. We have default templates already setup but these may be customized for any client if needed.

**Q - *Does P3 have automation to help us with the two-way dialog with web and mobile tipsters?***

**A -** Yes. We realize how important it is that each tipster be acknowledged when they send in a tip. That's why we've set up a list of canned responses to tipsters. Users can simply click on one to have it inserted into the two-way dialog module and sent back to the tipster. This group of canned responses may be edited at will by the client and new ones may be created as well. You may select one of your canned responses to serve as the 'Default Auto-Response' that tipsters will receive immediately anytime they submit a web or mobile tip. This will certainly alleviate some of the workload involved when responding to tipsters via two-way dialog and will insure all tipsters receive a welcoming and thankful response at any time of day or night.

**Q - *Does P3 support keyword watch-list alerts?***

**A -** Yes, any instance of one of your pre-defined keywords in either the main tip or within any of the two-way dialog will be highlighted in yellow for you within the context of the tip along with shown in a popup Alert Window.

## P3 FAQ - Continued

**Q - Will we be able to post comments or notes to our call center from within P3?**

**A -** Absolutely, and we have really enhanced this capability in P3. You may post general comments to the call center that they will see when working with any of your tips, and we now allow tip level comments that they will only see when they are accessing and adding information to a specific existing tip. There is no limit on how many tip level notes you can have for the call center and the whole process is very simple and seamless. In addition, the call center may post tip level private notes or comments back to you as well.

**Q - Will we have to cut and paste additional information received from Call Centers?**

**A -** NO, and this is significant. The call centers will now be updating the original tip with additional information. This is a controlled process that date and time stamps the new entry, increments an internal counter on the tip and immediately triggers a notice to you that the tip has received additional information.

**Q - What kinds of reports will we be able to generate in P3?**

**A -** We have the same basic report lineup in P3 that we had in TipSoft. You will find all of the bases covered, plus some cool new reports and graphs that were not in TipSoft.

**Q - How are Disposition Updates handled in P3?**

**A -** Very seamlessly! Recipients may now update the disposition of each tip assigned to them by simply logging in to their filtered access account and updating the original tip directly. This triggers a notice to you and also sets a special filter you can select to view all updated dispositions since the last time you reviewed them.

**Q - Does P3 provide detailed auditing at the record level?**

**A -** Absolutely. P3 has extensive auditing of all changes made to any record, including recording both the previous and new values down to the field level. Full details of who did what, and when, are recorded for easy review on the audit tab.

## P3 FAQ - Continued

**Q - *Is there a way for us to let the tipster see the status of their tip online?***

**A** - Yes, in P3, each tipster is given a TIP ID number and a password regardless of the source of the tip. Even phone calls produce a password that you give them along with their ID. With that information, the tipster may log back in anytime via the web or mobile and update the tip along with being able to see the current status of the tip online along with any special reward related pickup notes you may have for them. This should greatly reduce the number of 'status check' phone calls received in-house and at the call centers.

**Q - *How will recipients access the tips assigned to them?***

**A** - Recipients will be setup as users in P3, by the administrative user on your account, and they will login to view & work their tips just like anyone else does. They will be able to query and update the records within their data subset. They will only see the subset of tips which have been assigned to them and can only edit tips based on what permissions have been provided to them.

**Q - *Will there be a mobile app for P3 for the public to use to submit tips?***

**A** - Yes, we will have a single mobile app in the Apple and Android app stores. This app will allow tipsters to create new tips and update existing ones. It will also display all of your Wanted Fugitives, Unsolved Crimes and Missing Persons you have featured within those special modules from within P3. It will also display any Special Alerts you may have issued from the Alerts module.

The first time the app is run from a mobile device the user will be prompted for their general location. Based on their selection, we will assign that installation to a specific account to be used from then forward. Subsequent loads of the app will show a custom branded splash screen and all custom content generated by your program. Tips will also be properly routed to your program without them needing to go through any further drill down processes to pick a location.

**Q - *How much will P3 cost?***

**A** - P3 pricing is based on the population of the counties being covered. See separate price list for details.

## Why No SMS Text Tips

At P3 Global Intel, providing industry leading software that is secure, anonymous, effective and safe is not only our mission - it is our promise. Across all levels of our tip management system, we are committed to respecting the safety and security of our tipsters and those they are reporting to. In choosing P3, you have the assurance that regardless of the method in which the information is submitted, the critical tip content remains protected and the process flow is guaranteed effective. Considering these priorities, we offer four proven ways to submit a tip to P3. Coupled with our creative functionality, these are the submission methods preferred and utilized by industry professionals with the highest level of standards.

### **Web Tips | Embedded in your site or via P3tips.com**

- Secure and anonymous - even if others are around or have access to the device
- Password and ID are required for login
- Video upload capable
- Unlimited length tip messages
- Image upload capable - with optional geo-tag technology
- 2 - way dialogue, real-time chat capable
- Simultaneous and seamless communications on multiple open tips

### **Phone Tips | Via your selected call center**

- Confidential code & password provided to tipster supporting any type of follow-up
- Seamless & immediate sharing of tips between call center and program - without the traditional push/pull e-transfer routine
- Call taker interacts with tipster to ensure confidentiality
- Integrated interface with unlimited, real-time, flagged questions from investigators for caller

### **Smart Phone Application | Available on Google Play and Apple iTunes Markets**

- Secure and anonymous - even if others are around or have access to device
- Login password and ID required
- Video upload capable
- Image upload capable - with optional geo-tag technology
- Works across all mobile carriers
- Free download - no SMS fees
- Reliable - communicates directly and securely with the P3 transaction server
- No short code or keyword required
- 2-way dialogue and real-time chat capable
- Simultaneous and seamless communications on multiple open tips

### **Mobile Browser Based Tips | User simply visits P3tips.com from a mobile browser**

- No download required
- P3 technology recognizes information originating from a mobile device and automatically connects smart phone user to mobile website
- Leaves no icon on device
- Identical tip related functionality to web-based and smartphone app

# Why No SMS Text Tips (Continued)

## **About SMS Text Tips**

As industry leaders with vast experience in the field of managing tips, we have determined that SMS Text Tips fall outside of our standards of anonymity, safety, security and effectiveness. With the safety of the public and the integrity of our partners in mind, we developed P3 extremely focused on the best technology available to our users. Mobile apps and mobile browsers far exceed the safety measures and efficiencies of SMS text messaging. When providing for 2-way dialog with tipsters, complete anonymity cannot be guaranteed in the use of SMS Text Tips. Text tips are an inadequate solution for soliciting tips from the public, and have proven to put the public at risk.

Furthermore, the rapidly shrinking number of individuals who do not have computers or smartphones of their own have unlimited, free access to computers at schools, libraries and community centers. They can also simply phone in their information. Even though we are eliminating the SMS text tip option for tip submissions, we are certain that the limited number of people who may have used SMS text tips in the past will simply utilize one of our other more effective methods for tip submission going forward. Alternatively, we are ensuring that quality and security is never compromised in our commitment to the public, the police and the private sector.

## **Time and time again, SMS Text Tips have proven to be relentlessly inadequate:**

- Messages are NOT free – depending on plan and carrier
- Are NOT reliable – mobile carriers do not treat SMS traffic with any priority – therefore it is not unusual for their delivery system to be severely backlogged, thus resulting in delayed deliveries of time sensitive information
- Require mandatory short code and keyword – each region, school, university, program is assigned a different keyword that the user must recall to send tip to correct agency
- Requires various different codes if the users location varies and spans multiple programs or schools
- Correct short code and keyword may not be readily available to tipster when they are trying to use the system
- Multiple key words can be costly and challenging to come up with if separate key words are required for different programs, school campuses, etc
- Does NOT span all carriers as service providers can retain the right NOT to participate in the short code program
- Does NOT allow for images to be uploaded with tips
- Does NOT allow for video to be uploaded with tips
- 2 – way dialogue responses are NOT protected or secure and can be viewed by another person with access to the device
- Does NOT allow for multiple active threads per device – can become confusing if tipster is providing information on more than one incident
- Less than 2% of all tips submitted to TipSoft were generated by SMS Text.

## Powerful Testimonials From P3 Users

*"The ease of use of P3, more choices to individualize, easier access by the program and tipsters, great Tech Support all made this change a no brainer for us. The ease of use of the P3 app by our tipsters has already made a big difference in our program. We received some text tips in the past, but as soon we started promoting the P3 App our tips went through the roof. Our total tips for the 5 months we have been using P3 have increased by 22% over the same period last year. There have been no other changes in our program except to moving to P3."*

Michael R. Blatman, CPP Crime Prevention Specialist - Kennewick Police Department  
Law Enforcement Coordinator - Tri Cities Crime Stoppers

*"I am seriously happy and excited about P3 tip software! Let's face it, we have all been using software that has needed updating for a long time. P3 to the rescue! P3 is by far the best software a Crime Stoppers program can utilize to assist Law Enforcement in crime solving and the public in providing information.*

*There are so many dynamic features in P3. For example, investigators can now submit their own dispositions online, two way dialog with call centers, private investigator notes, Google Earth map data within the tip and so much more. And best of all no more E-transfer! Each recipient/investigator can now login and see all the tips they have been assigned! And no worries on switching over to P3, Kevin and Dan have made it easy to transition previous tips from other software into P3.*

*Technical and customer service is beyond exceptional! P3 representatives have all been friendly, prompt and easy to work with. The training has also been outstanding. Easy to learn and understand. Anderson Software has hit this one out of the ballpark! I highly recommend P3 to ALL Crime Stoppers programs."*

Susan Rogers, Executive Director  
Odessa Crime Stoppers, Inc.

*"Central Florida Crimeline is extremely satisfied with P3. As one of the highest volume tip taking programs in North America we have found P3 to be user friendly for all involved including tipsters, tip takers, and law enforcement agencies. Having the P3 application remain reliably online is also a real plus. The transition to P3 was smooth and any questions concerning P3 have been addressed quickly by Anderson Software. The use of P3 will assist Crimeline in continuing to provide a great service to all of Central Florida."*

Barb Bergin, Executive Director  
Central Florida Crimeline