

RDMS™

by GRT

Rapid Data Management System

Recommended Solution:
For Rapid Data Collection
and Real Time Analysis and
Collaboration

"Relying upon GRT's RDMS technology, we are able to upload data and photos from the field straight into the central database and Red Cross staff and volunteers are able to better serve disaster victims in the affected regions with greater speed and efficiency."

Armond Mascelli
Vice President, Disaster Operations
American Red Cross National

"We expect GRT's RDMS solution to be the new standard for replacing pencil and paper in the field. Using RDMS has enabled us to expedite the process of servicing our audiences."

Becky McCorry
Disaster Operations Director
American Red Cross National

DISASTERS

- Hurricane Ike
- Hurricane Gustav
- Hurricane Katrina
- Hurricane Rita
- Hurricane Dolly
- Alabama Tornadoes
- Massachusetts Tornadoes
- Iowa Flooding
- Atlanta Flooding

SITUATION

- The American Red Cross employed a **paper-based data collection model** with manual data entry into backend systems for most of its field service data collection activities.

- Data was handled at least twice (collection/data entry) allowing for **transcription errors and inefficiencies in employee utilization**. Frequently, **data never made it from field to home office**.

- Because the process was manual, there was a **lag time between data collection and data visibility-preventing rapid and accurate disaster assessment and volunteer need**, especially during storm emergencies.

SOLUTION

- The RDMS solution allows all emergency responders and relief workers to gather, transmit and analyze data in real time during those chaotic hours and days following a disaster, with portable satellite terminals sending the information to a secure, Web-based command center.

- The RDMS solution **improved productivity and accuracy of information** from the field as well as allowing for real time decision making by supervisory personnel. Over 100,000 assessments have been taken by American Red Cross workers.

- Each of the assessments collected via RDMS is saved with geo-location information providing: *visibility into geographic areas affected by a disaster, severity of the issue, asset location, and the location of volunteers and the paths they've travelled*. Additionally, any number of map overlays can enhance the situational awareness displaying rights of way, access points, weather, etc.





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COLLECT-COMMUNICATE-COLLABORATE

RDMS by GRT is an innovative, patented business solution called Rapid Data Management System (RDMS).

RDMS is a unique solution that allows users to collect and instantaneously share data in real time, even in the most extreme environments.

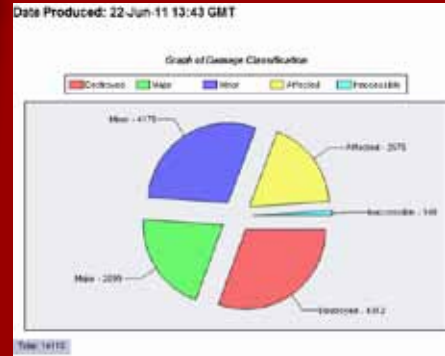
RDMS assessments are collected with GPS coordinates and pictures that allow field workers to track their efforts within a greater geographical context in the form of GIS mapping, satellite imagery and image assessment, preventing redundancy in efforts, ensuring proper distribution of resources, while allowing for enhanced levels of data analysis.

In addition to data collection and collaboration services, RDMS provides a 24/7 support team that is constantly monitoring collection efforts by field workers and working closely with management to tailor reporting and analysis to the Headquarters' specific needs.



▲ Red Cross damage classification map over Galveston, TX after Hurricane Ike.

▼ GeoEye satellite imagery from Hurricane Irene



▲ Red Cross damage classification map over Galveston, TX after Hurricane Ike.
 ▼ Detailed street sheet damage assessment with picture map overlay.

