# Veritone launches Contact Analytics for law enforcement agencies



Veritone, Inc., a prominent player in enterprise AI solutions, has introduced a cutting-edge enhancement to its Veritone Contact solution, known as Contact Analytics. This advanced tool is specifically designed for law enforcement agencies, facilitating improved access and analysis of stop data. The announcement was made on [insert date], from Veritone’s headquarters in Denver.

Contact Analytics operates on Veritone’s aiWARE™ enterprise AI platform, equipping law enforcement agencies with rapid and comprehensive analytics and reporting capabilities. The system is intended to streamline the collection and reporting of traffic and pedestrian stop data, thereby aiding agencies in complying with legal frameworks, such as California’s Racial and Identity Profiling Act. This Act mandates that agencies do not include personally identifiable information in the data transmitted to the California State Department of Justice (CA DOJ).

Traditionally, agencies had to rely on the CA DOJ's annual reports or invest significant manpower into generating their own reports. However, the introduction of Contact Analytics shifts the landscape, enabling law enforcement to access near real-time analytics for their entire stop data repository. Jon Gacek, general manager of Public Sector at Veritone, emphasized this transformative capability, stating, "With Veritone Contact Analytics, law enforcement agencies no longer need to wait for the CA DOJ's end-of-year reports or dedicate significant resources to manually creating their own.” He added, "This innovation, powered by aiWARE, allows agencies to proactively monitor and improve their policies and procedures by examining stop data trends in near real-time."

According to Bob Scales, CEO of Police Strategies, LLC, the near real-time reporting capabilities of the analytics tool significantly alleviate the challenges faced by agencies regarding stop data analysis and compliance with RIPA. Scales noted, “Currently, agencies input thousands of records into databases but often must wait until year-end to extract meaningful insights. With access to on-demand data, agencies can now make more informed and timely decisions, enhancing both efficiency and effectiveness in their operations.”

Veritone Contact Analytics encompasses a wide array of features, providing users with:

* On-demand, near real-time reporting for comprehensive stop data insights, eliminating delays.
* Customizable filters to view data by various parameters including year, month, race, and use of force.
* Detailed demographic breakdowns by attributes such as race, gender, and age.
* Insights into reasons for stops and use of force metrics.
* Custom analytics tailored to agency-specific inquiries, offering unique data points pertinent to their operations.

Veritone's innovative solutions aim to empower law enforcement agencies by enabling them to leverage the wealth of their data effectively. This initiative aligns with the broader trend of integrating AI technology into essential business operations, which is becoming increasingly prevalent across various industries.

For additional information about Veritone’s Public Sector solutions and the new Contact Analytics tool, interested parties are directed to visit Veritone's website. As Veritone continues to enhance its offerings, the company remains committed to developing human-centred AI solutions designed to improve operational efficiency and decision-making across a variety of sectors.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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