



Innovation is the very essence of APD

With offices in the UK and the Middle East, APD is a global leader in control room, mobile information and resource location solutions. APD specialises in delivering mission-critical and business-critical solutions to organisations within the public sector, transport, security, logistics and the emergency services.

Our success is based on a simple philosophy – we listen. We work with our customers to create an understanding of their business and develop this into real solutions that work. APD's products are used in over 100 client sites in the United Kingdom, Scandinavia, Eastern Europe and the Middle East.

APD Solutions

CORTEX and CORTEXremote - Integrated Communications Control System, seamlessly merging radio dispatch, telephone call handling, video monitoring and web services into a powerful networked communications tool both in the Control Room and at remote or mobile locations

Aspire - Customer Relationship Management Solution delivering customer history, directories, forms, location information and management reports together into an easy to use, modular solution.

ARTEMIS - comprehensive resource information management portfolio promoting efficiency and creates a platform for significant cost reductions. Modules include Cross border collaboration, Driver ID, Incident data recording, Reporting, Driver behaviour and Vehicle management.

Mobile ID Unit - enabling identification documents and biometric information to be checked against national and local databases.

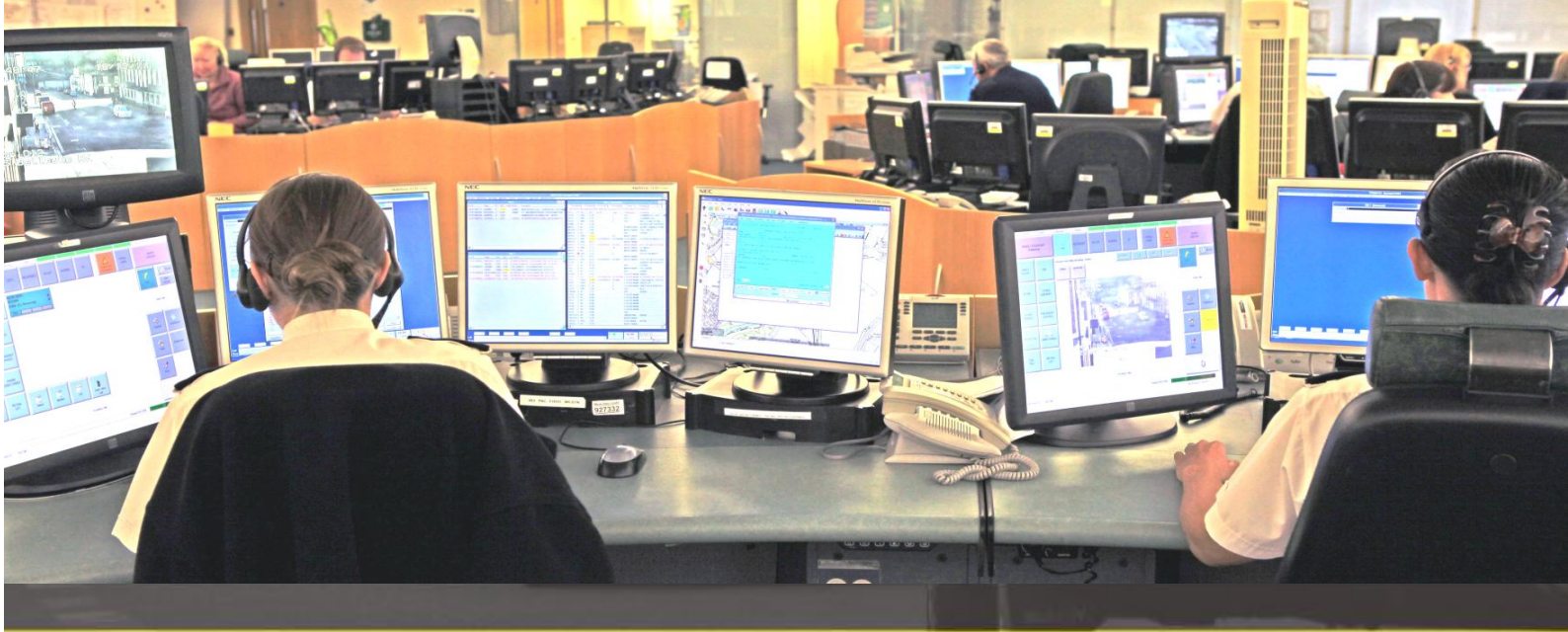
Public Safety and Crisis Management

Police, Fire and Ambulance Services worldwide rely on APD's solutions to provide the communications systems that help them respond to incidents quickly and decisively. Working with our Command and Control partners, APD's solutions handle all the communications requirements of busy contact centres and control rooms, whilst our mobile and location products ensure immediate dispatch, based on location and suitability, providing incident information whilst en route.

- Effective call handling using our Customer Relationship Management solution improves the public's experience, provides a single point of contact and a choice of messaging routes.
- APD's Contact Centre and Control Room solutions provide seamless integration of all radio, telephony and effective incident management, resulting in an extremely efficient communications and control solution.
- With our effective ARTEMIS resource information management portfolio, you can keep your staff safer, reduce incident response times and increase accountability and efficiency.
- Delivery of incident-specific information in advance of attendance or whilst en-route cuts down the need for control room voice contact, thus ensuring that when your employees arrive at scene, they are fully equipped to deal with the incident quickly.

APD maintains its position as a global leader through its dedication to a continuous range of solutions and by provision of best in class customer support.





Transportation and Security

Airports, railway stations and ports rely on secure and consistent communications. Fleet and asset management is essential to deliver service and minimise cost.

- APD's contact centre and control room solutions seamlessly integrate all forms of communication including telephony, TETRA radio, VHF radio, intercom and email. Providing this ease of access to organisational information systems, staff can work more efficiently. Standard operating procedures can be automated so that incidents can be managed without reference to manuals or directories.
- APD's ARTEMIS resource information management portfolio provides real-time monitoring and promotes route compliance. Driver security is enhanced with the installation of emergency buttons and it is easy to see remotely when a vehicle has arrived at the correct destination; it is even possible to remotely release vehicle locks for additional load security. Geofencing and Geofiltering capabilities provide automatic warnings of vehicles being used outside a pre-determined route, and can provide management reports for post incident analysis. Driver and vehicle management and reporting ensures compliance and enhanced efficiency.
- APD's Mobile ID Unit allows identity checks to be conducted with freedom of movement. Authorities can check passports, and validate information against a range of databases - not only quickly determining identification, but also acting as an effective deterrent.

With customers including The Emirates Group, London Underground Limited and Loomis, APD is responsible for delivering mission critical solutions to international transportation organisations on a daily basis.



Public and Municipal Services

APD has supplied solutions to both commercial and government service providers for many areas including highways management, maintenance and housing. We understand the need for solutions that match the process flows in this sector and which maximise the IT investments already made by the organisation. With its background in mission critical Public Safety solutions, APD has extended its business offering to Local and National Government, boosting service delivery and reducing costs.

- Our Customer Relationship Management Solution enables you to improve service and reduce costs by delivering customer history, directories, forms, location information and management reports in an easy to use modular solution.
- APD's ARTEMIS resource information management portfolio allows you to cut costs through effective route and activity analysis. It provides an accurate proof of service delivery record and offers your staff a level of safety and security that would not otherwise be possible with traditional voice communications. Driver and vehicle management further reduces costs by improving fuel consumption and optimising maintenance. In addition, engineer response times are dramatically reduced in emergency situations through SATNav dispatch.
- Automated job dispatch reduces the time your workforce spends in the depot - time that can now be spent on customer sites. Eliminating the need to re-key paperwork by inputting directly into the database not only cuts costs and increases accuracy.

Solutions letting you make day-to-day management decisions based on real-time information, making your business more agile and responsive to customer needs.

Contact APD

- APD Communications, Head Office Newlands Centre, Inglemire Lane, Hull, HU6 7TQ, United Kingdom
- UAE Office, Office 303, Silver Wave Tower, Al Meena Street, Abu Dhabi, UAE, P.O. Box 31954
- Tel: +44(0) 1482 808300 | Fax: +44 (0) 1482 803901 | UAE Tel : +971 (0) 2 679 7022 | Email: info@apdcomms.com | Web: www.apdcomms.com