

Dear 2008 NLLEA Conference Attendee,

Opportunity! The NLLEA is excited to offer an additional conference opportunity to learn more about tools & technology that support liquor law enforcement. Enjoy breakfast on Thursday morning, 7:30-8:30 in Governor's C, where Looking Glass Analytics will present their state-of-the-art Geographic Enforcement Management Service (GEMS).



GEMS! GEMS is a fast, interactive, web application designed to assist those responsible for enforcing the laws that control the sale and service of alcoholic beverages. It provides computer mapping, business analytics, and management reporting using an intuitive map-based interface to guide users to information they need. GEMS is an example of a Software-as-a-Service (SaaS) solution where a third-party partner develops and hosts a web-based application for use by customers via the Internet. SaaS solutions are cost-effective, low risk, quick to implement, and require very minimal internal IT resources.

Presentation! Presenters will discuss the current production GEMS web application which integrates data on liquor law violations, enforcement activity, liquor licensing, DUIs, and local demographics. They also will offer a preview of current development activities aimed at incorporating and reporting on alcohol-related crime data from local police and sheriff departments.

Unique & Innovative! Looking Glass Analytics' work on GEMS was acknowledged earlier this month by the National Institute on Alcohol and Alcoholism (NIAAA) in the form of 2008 Small Business Innovative Research grant for continued development.

This product is a must see for those with a stake in the management, execution, efficiency, and impact of enforcement operations. We hope you will find time to attend this breakfast presentation!

For more information about the content of this presentation, please contact:

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