Datasheet

# Phoenix

## Workload Modelling and Deployment for the Fire and Rescue Services

Phoenix is a powerful workload modelling and resource deployment application specifically built with and for fire services. Using historical incident data it analyses operational activity and current performance, and measures the impact any station or appliance configurations have on performance, risk and cost. Phoenix provides the evidence for those key strategic decisions that need to be made.

### Deployment planning

Identify optimum resource levels and station locations using historical incident data and build on this information to model the impact of introducing more flexible staffing levels and shift patterns. Phoenix allows you to break down deployment performance:

- Model different vehicle types that you send to an incident, for example sending a Small Fire Unit (SFU) to certain incident types
- Model the effectiveness of Low Level Activity and Risk Stations (LLARS)
- Hypothetically run incident demand patterns in seconds against differing levels of resource and then prioritise vehicles to match demand by hour or by shift
- Major incident simulation
- Use jump, or alternate, crewing to model different crew and appliance configurations

Phoenix enables you to run multi variant calculations based on your historical data to predict cost savings and the impact on the overall performance. Use jump crewing as an alternative approach to reducing the number of crews but not necessarily the number of appliances at a station.

### Evidence base for IRMP

Part of the integrated Risk Management Plan is ensuring that resources are in the right place at the right time to meet the demand and to protect the community. It ensures that fire services are creating local plans to meet the needs of the local area. Phoenix can provide evidence for the plans by:

- Examining the current service provision – what is the performance achieved with the current configuration
- Ensure that resources match the patterns of risks
- Determine the number of resources required
- Measure the performance in different risk areas
- Evaluate the effectiveness of response arrangements

### Key Benefits

Evidence base
**for IRMP**

Complete all
**work in house**

Flexible cost
**calculations**

Instant return
**on investment**

Intuitive and
**easy to use**

Developed together with
**Fire and Rescue services**

### Key Features

- **Jump crewing**
- **Models front line operations in risk free environment**
- **Financial modelling capability**
- **Rapid processes, complex, multi-variant calculations**
- **Major incident simulations**
- **GIS independent**


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### Cost saving

The modern fire service has to do more, using less. Whether it involves introducing flexible staffing levels, changing or moving stations or using different vehicles for different incidents there will always be an impact on how performance targets are achieved and the cost associated to it.

Individual Fire and Rescue Services have already used Phoenix to:

- Save £2,500,000 through operational reform
- Generate £300,000 as additional income
- Identify £1,500,000 in savings from workload modelling

### Customer Success Program

Our 'customer success' team provide a very strong level of academic and industry expertise, with over 8 years of experience in workload modelling and working with Fire and Rescue services, to support our customers in making the right strategic decisions for their community.

Each customer is given access to unlimited Helpdesk support and a dedicated Product Specialist. The Product Specialist role has been designed to not only be a single point of contact for the client within Active, but to provide ongoing assistance in the use of the software throughout the contract term. This involves multiple onsite visits throughout the year, and can include mini training sessions on specific topics, general advice and guidance sessions, and the sharing of best practice knowledge gained from speaking and visiting Phoenix customers.

### Customer testimonials

"We use Phoenix alongside other software for every part of our resource allocation work within the IRMP. The ability to measure performance has been invaluable and whether the performance has increased or decreased, such analysis allows us to make informed decisions that form a crucial part of our evidence base."

*West Yorkshire Fire and Rescue Service*

"Phoenix was selected for the speed with which it can generate meaningful information and reports, designed specifically to support fire service planning. As part of the evaluation process we considered a number of alternative options but chose Phoenix because it is already used by many UK Fire services and has a proven track record of success."

*Cheshire Fire and Rescue Service*

"We take a holistic approach to risk analysis, and by using Phoenix alongside other software we are able to consider performance and resilience as well as life risk and cost benefit to quickly model options and present robust analysis for informed decision making."

*West Sussex Fire and Rescue Service*



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