Ingenium Customer Case Study

CUSTOMER PROFILE

INDUSTRY Non Profit

WEBSITE www.missingkids.org

HOTLINE 1-800-THE-LOST®
(1-800-843-5678)

LOCATIONS Headquartered in Washington D.C., branches in California, Florida, Kansas City, New York and South Carolina.

ORGANIZATION Created in 1984 by John and Revé Walsh and other child advocates.

LexisNexis® RISK SOLUTIONS

SOLUTION OVERVIEW

CHALLENGE An aged fax platform that sends out critical missing children fax posters needed to be faster and improved.

SOLUTION An updated ADAM Program from LexisNexis, powered by FaxCore. More info at:
http://www.lexisnexis.com/adam

INTEGRATION Custom web program using FaxCore SDK.

RESULTS Four missing children recoveries in the first few months, bringing the total ADAM Program to 163 missing children recoveries thru October, 2016.

National Center for Missing & Exploited Children Reinvents ADAM Program with FaxCore

The National Center for Missing & Exploited Children® is a non—profit 501(c)(3) organization whose mission is to help find missing children, reduce child sexual exploitation, and prevent child victimization. Since 1984, NCMEC has served as the national clearinghouse and resource center for families, victims, private organizations, law enforcement and the public on issues relating to missing and sexually exploited children.

Getting a child's photo into the public eye is a critical step in the effort to recover a missing child. To meet this challenge LexisNexis® partnered with NCMEC to develop the Automated Delivery of Alerts on Missing Children Program, commonly known as the ADAM^{SM} Program.

This program, operating since 2000, uses fax technology to distribute missing child posters to law enforcement, news media, schools, businesses, hospitals, and other recipients within a specific geographic search area.

The ADAM Program from LexisNexis has helped recover 163 children through October 2016.

LexisNexis wanted more for the ADAM Program

The first platform of the ADAM Program was introduced in 2000. This solution was developed and sponsored by LexisNexis. While the original fax system met the Program's requirements, it was showing its age and needed increased features and flexibility to meet the critical needs of NCMEC. These included distributing posters of missing children faster and increasing the efficiency in sending out multiple missing children cases to different cities at the same time. The existing fax solution at that time was causing a bottleneck in the process of sending out missing child posters and there were inherent limitations in trying to meet NCMEC's requirements.

"We met with Ingenium and this ADAM project got moved to a top priority project fast. LexisNexis knew that FaxCore had many benefits to offer the National Center for Missing & Exploited Children. LexisNexis developers were excited to work with a .Net fax application that supports native XML for our backend. We knew that FaxCore's pure web interface would save us time by eliminating the need for a desktop fax client. FaxCore's Active Directory Integration allowed for users to be added and changed automatically which our help desk loved! We walked through FaxCore and immediately added this as a top priority project." said Charles Vargas, a Senior System Engineer at LexisNexis.

The Solution

LexisNexis put a plan in motion. Software engineers, business analysts, and senior managers stepped forward to volunteer their time and skills to get this project completed as soon as possible. The faster the team moved, the more children would be found; it was a top priority. FaxCore immediately sensed the compelling reason to work closely with Ingenium to make this happen; it was simply the right thing to do.

"I was very excited and honored to work on the ADAM Project. You think faxing business documents are important and they really are. But when you're faxing information to help find a missing child within the first hour that they go missing, now that is mission critical and we needed a faxing solution that stood up to that requirement. FaxCore is a critical part of the ADAM Program and NCMEC's search for missing children and the folks at Ingenium put it all together." Jeff Langley, System Architect from LexisNexis helped lead the development for this project.

With the enhanced ADAM application NCMEC can now actively manage the fax queue and speed-up the distribution of missing child posters. With the new high priority flag within FaxCore, users are able to give priority to urgent cases that require immediate distribution of the posters. The cancel button allows NCMEC to immediately cancel any pending faxes related to a resolved case where a missing child has been found, and freeing the fax channels for cases that remain unresolved. This optimization of fax channels is of paramount importance when trying to get the word out as quickly as possible regarding a child that has gone missing.

FaxCore also helped to increase the efficiency in which the new ADAM platform distributes missing child posters. The FaxCore capability to automatically disable fax numbers in the system that are undeliverable significantly improved the data quality within the ADAM database. Over time this improved data quality has made a tremendous difference in the faxing accuracy of ADAM as hundreds of thousands of undeliverable fax numbers have been removed from the system. In the first 8 months of the program the fax success rate increased from 52% to 75%; an improvement of 45%.

With FaxCore being a multi-threaded solution, NCMEC can also simultaneously submit multiple missing child posters via a large fax blast and avoid long periods of time waiting on existing fax jobs to complete. This feature allows NCMEC to get information out quickly for multiple children across multiple cities.

The development process has also been streamlined. FaxCore is much easier to work with on the frontend, and backend developers at LexisNexis like how the platform leverages XML coding. Since the developers at LexisNexis were already experienced with XML, creating the new web application for NCMEC with the backend was seamless.

"We at NCMEC are eternally grateful for the work LexisNexis, Ingenium and FaxCore have put into this project," said Patti Willingham, Director, Case Management Services, NCMEC, who leads the NCMEC team that uses the ADAM Program on a regular basis. "We know that this took time and effort and we love the enhanced features, the speed and fax capabilities of the new system. LexisNexis has given us a program that we believe will help bring more missing children home safely."

The Results

Four recoveries in the first few months of the new ADAM application can be directly linked back to the new system, pushing the overall total recovery number of the program up to 163.

In the first five months, over 1.9 million faxes have been sent through the ADAM Program, allowing NCMEC to quickly target areas where they believe the missing child can be recovered. In one instance, posters were distributed through the ADAM Program featuring a 16 year old child who had gone missing. The very next day, a call was received on the NCMEC hotline from a recipient who received the poster via fax stating the child was seen at their place of business. Local law enforcement was notified to follow up on the lead and the child was found and safely recovered.

Another recovery occurred of two children, a 2 and a 4 year old, that were last seen with their mother. Information was obtained that they were eight states away from where they were last seen. A request was made to have the poster distributed through the ADAM Program. Using the new ADAM Program mapping tool allowed NCMEC to pinpoint a specific address on a map. The poster was sent out from a radius of the suspected city. Immediately following the transmission, NCMEC received 2 leads from businesses that recognized the children from the poster they received via fax. The children's mother turned herself into the police later that evening. Law enforcement confirmed that pressure from the ADAM poster distribution and publicity compelled the mother to turn herself in. The children were safely recovered.

Trish McCall, Director Program Management, LexisNexis, has led the ADAM Program initiative since its very first fax. "It is very rewarding to hear news of these ADAM Program recoveries and how the enhanced system using FaxCore technology is helping NCMEC increase their efficiency and recovery efforts in finding missing children."

About LexisNexis® Risk Solutions
At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group plc, a world-leading provider of information and analytics for professional and business customers across industries. For more information, please visit www.lexisnexis.com/risk.

About FaxCore®
No fax server is better architected to take advantage of today's Internet age and cloud computing. Since 2002, FaxCore has been ready for cloud deployments and is used worldwide by telephone companies to provide hosted fax services. FaxCore is used by Fortune 500 and Fortune Global 500 companies for enterprise wide faxing and secure document distribution. FaxCore has a solution for your faxing needs today and in the future. For more information about FaxCore, please visit www.faxcore.com.

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