Daniel Limon

Exploring the future of mission critical communications

HORIZONES CONSULTING

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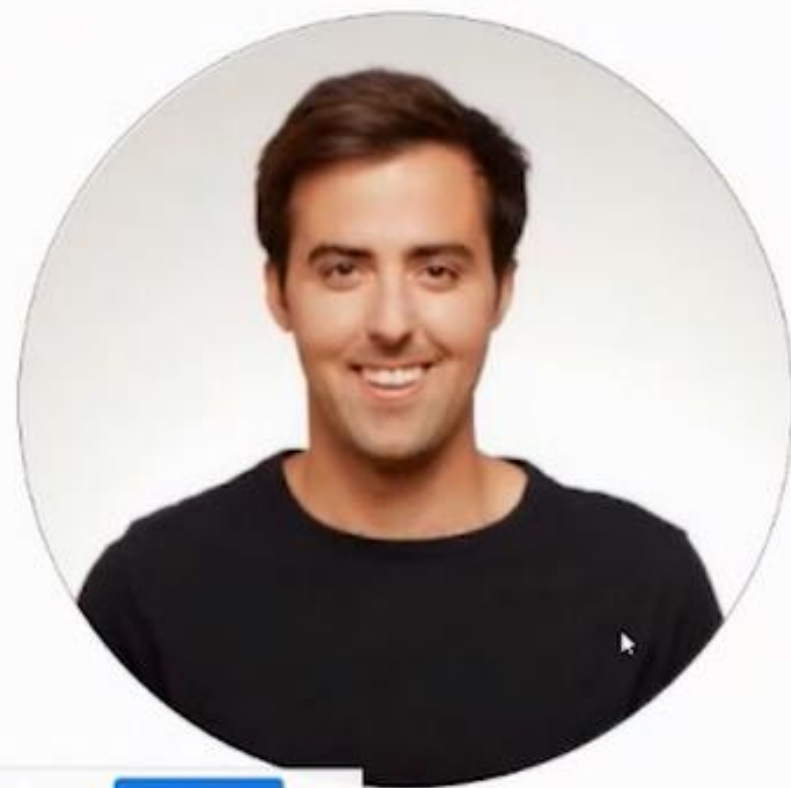
CARBYNE

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Chief of Staff
Carbyne

The world has changed

People, communities and corporations adopted advanced communication channels and capabilities for better collaboration.

But the most important communication platforms – those that save lives – haven't been disrupted in decades.

RingCentral

twilio

five9

zoom

911

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Emergency communication today **faces many challenges**

Short staffing & churn

Caller location

Response Efficacy

Rising violence and crime rates

Situational awareness and responder Safety

Downtime and security risks

Vision

Build the world's leading emergency collaboration software

Mission

Save lives by minimizing response times and maximizing efficiency

Watch Carbyne
In Action

Witness Carbyne's
technology being
used to prevent a
child kidnapping.

- [Riley] No, I just wanna go home.

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VINCULO AL VIDEO:
https://youtu.be/2_bvButxQ68

Carbyne is a
Trusted Partner

Offices NYC – Tel-Aviv – Mexico City

+ 180 Employees	+ 16M Calls per year	+ 150% YoY Video Session Growth
+ 100 Customers	+ 200M Data Sessions	+ 415% YoY Multimedia Session Growth
+ 94 Net Promoter Score	+ 40% YoY Session Growth	+ $128M $ Raised to date

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Our technology is our differentiator

A multi-layered SaaS platform that meets the highest emergency standards on the cloud, can be deployed at a fraction of the time it takes competitors, leverages AI & NLP capabilities, and is backed by a robust patent portfolio.
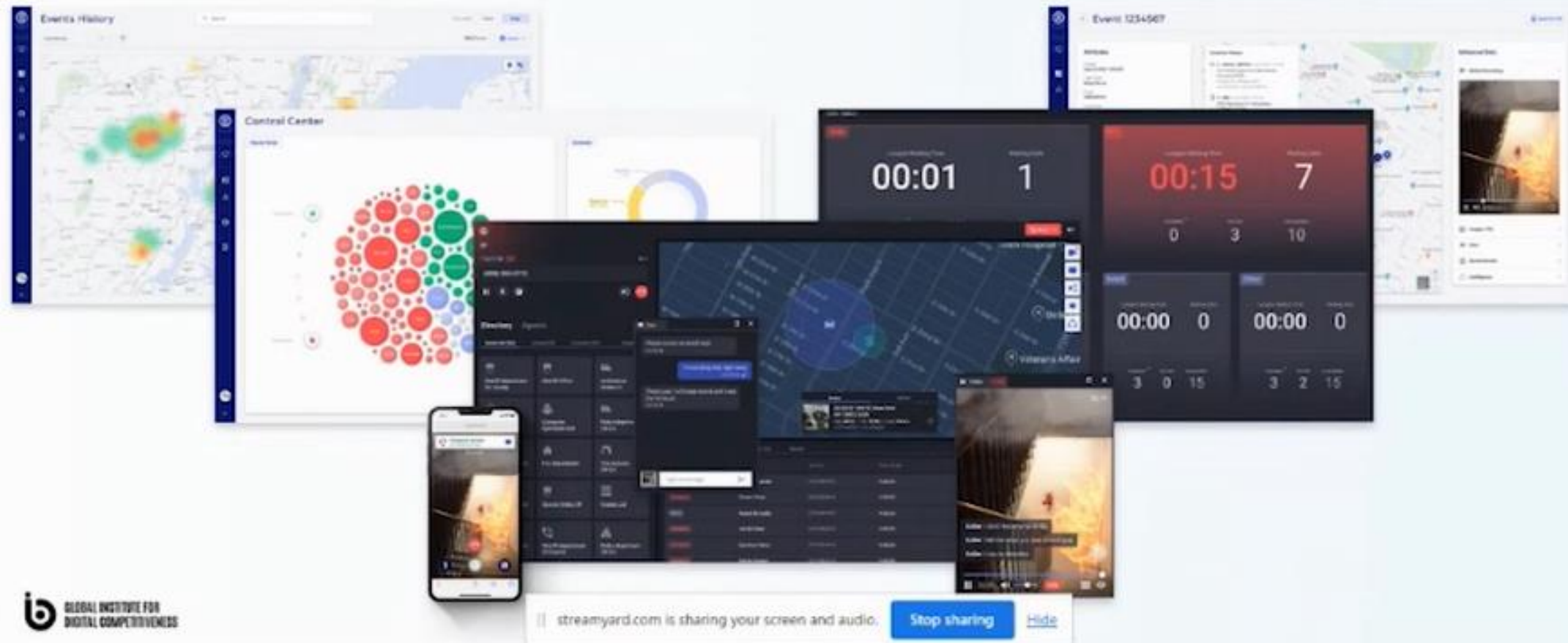
Two flagship **contact center products**
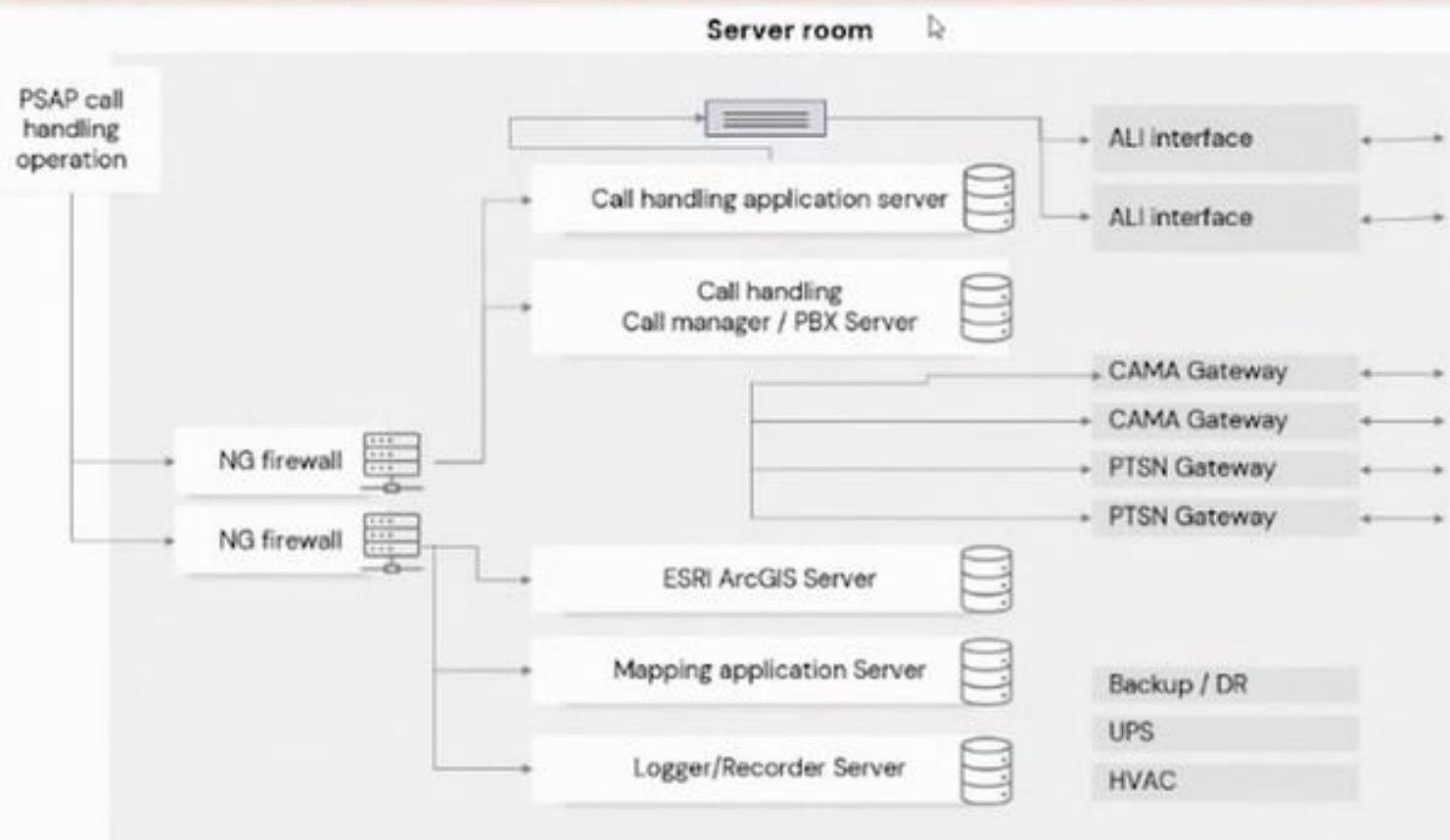
Universe
Over-the-top cloud native solution

APEX
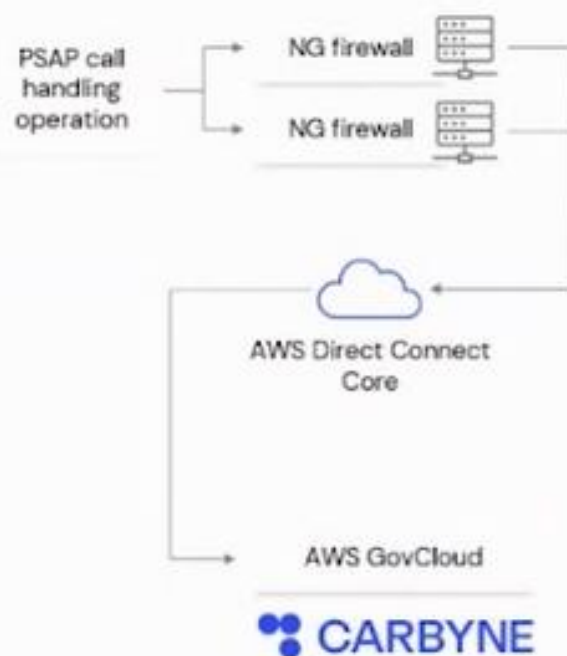Mission critical contact center solution

Our infrastructure simplifies emergency operations

Carbyne is **proven at scale**

Carbyne already provides 500K data sessions per day to our existing customers. We are growing at scale.

+
16M
Calls per year

+
5K
Call takers trained

+
200M
Data sets per year

+
1.6K
Active Carbyne seats

Miami Dade

New Orleans

Volusia County

GDOT
Georgia Department of Transportation

Global Medical Response

TEL AVIV YAFO

Georgia DOT

GMR, USA

Tel Aviv Municipality

CDMX.
CIUDAD DE MÉXICO

Mexico City

State of Mexico

Medellin Colombia

We also deployed in **Ukraine and Turkey**

In 2.5 weeks Carbyne made real impact in Ukraine following a fully remote deployment.

+
500K
Calls handled in Ukraine

+
1.5M
Location updates

+
90%
Calls leveraging video

+
22
PSAPs deployed w/ Universe

"Poltava has implemented a product which allows us to quickly **locate** a person dialing emergency services."
– Poltava SES

"In Odessa, Carbyne gives us **video** from the scene of the incident and facilitates the work of our service providers."
– Odessa SES

"Carbyne allows for video and **two way chat** to assess the emergency to decide on a rapid response."
– Kirovograd SES

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911 call takers love Carbyne

Testimonials

Location Services

- "The map is amazing! It's so **fast!**"
- "The device location is quick and **easy** to understand."
- "The location and map layers **help so much.**"

User Experience

- "Everything is on the **same screen** and it's all the power of Universe in APEX."
- "Having abandoned calls in a different queue helps us **take more actual calls.**"
- "APEX is very **easy to manage.**"

Operational Workflows

- "Seeing the status of all the call takers is **helpful.**"
- "The transfer process between shifts is much **faster.**"
- "Being able to see what the trainee is seeing is **excellent.**"

Training

- "Everything was explained **thoroughly.**"
- "Very **informative** training. Keep the current trainers!! Their energy made a big difference in the training process."
- "I feel competent and **confident** about the training."
- "I feel **ready** to answer calls for service using Carbyne."

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What are people saying about Carbyne?

"The Carbyne team helps ensure that our nation's first responders and the operators of critical infrastructure have the tools and information they need to effectively respond to any crisis."
– Former U.S. Homeland Security Secretary
Kirstjen Nielsen

"APEX means OPCD telecommunications will have to view one system on their screen, instead of the split-screen environment they have today. APEX will to make the call center more reliable under the most trying circumstances."
- Orleans Parish Communication District Executive Director
Tyrell Morris

"Incorporating Carbyne's technology with Gett's distribution provides powerful benefits to our community. We continuously work to upgrade our drivers and passenger services with new technologies."
- Gett CEO
Mark Oun

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ABOUT
GLOBAL INSTITUTE FOR
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INSTITUTO DE INVESTIGACIÓN TECNOLÓGICA DE ALTO IMPACTO

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One goal,
Create value through technology.

Through 5 different specific strategies:

1 **Spread and promote the use of technologies** to increase the efficiency of organizations regardless of their geographic location.

2 **Connect the organizations and exercutives to create more value,** sell more in an **omnichannel** and geopolitically fragmented world.

3 Work together with **authorities and institutions** to **remove barriers to technologies and trade**.

4 **Bringing experts, knowledge and cases** to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.

5 **Establish Committees by type of technology** to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field.

Accompanied by international senior leaders who manage committees

1st committee	2nd committee	3rd committee	4th committee
Smart Cities, Sustainability& 4.0 Industry, Public Policy, E-government & Cybersecurity	Blockchain and NFT. Digital Economy, and Artificial Intelligence.	Data Science & Big data, HR & Well-being Technologies, Education Technology	Metaverses, Immersive Technologies (AR, 3D, MR, VR), Omnichannel Experiences & Digital Commerce
Governments, Int. Organisms	CTOs, CDOs, CIOs	CRHOs, COOs, CHOs.	CEOs, CMOs. CSOs.

Macro ---- Technology applications ---- Micro

Affiliates will live an international Digital experience

Meetings will be held every 15 days as follows: E.g., Metaverse Committee

Channel	Time	Attendees	City	Face-to-face host
Metaverse	1.5 hours	10		
Face-to-face	30 min	4	CDMX	Sura
		2	Bogota	Coats
		4	Madrid	Let me Park

ANNUAL OBJECTIVES OF THE COMMITTEES:
- ❖ Publish trends by technology.
- ❖ Collaborations with the media.
- ❖ Working papers.
- ❖ Video Cases and documentaries.
- ❖ International networking.
- ❖ Coordination of Roadshows.
- ❖ Recognition of executives
- ❖ Exposure of the brands that collaborate in the integration of knowledge.

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Calendario GIDCOMP 2023

2023

ACTIVIDADES	Q1			Q2			Q3			Q4		
	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre

1 GIDCOMP FEST
- Global Digital Week 2023
- Global Metaverse Week 2023

2 GIDCOMP ACADEMY CERTIFICACIONES
- Transformación digital
- Certificación en e-commerce
- Certificación en AI
- Certificación Web3 & Metaversos

3 GIDCOMP ACADEMY ON DEMAND
- Academy on Demand – Transformación Digital
- Academy on Demand e-commerce
- Academy on Demand – AI
- Academy on Demand web3 & Metaversos

4 GIDCOMP R&D
- Global Digital Report 2023
- Polos digitales 2023
- Meta-Commerce 2023
- Global Metaverse Report 2023
- Consultoría - Diagnósticos de Oportunidades, diferenciadores y monetización en la Web 3.0

Actividades de responsabilidad social de acceso al público, vía streaming y plataformas tecnológicas con marcas co-organizadoras.

GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting Senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies.

1 GIDCOMP
Immersive Festivals

GLOBAL DIGITAL WEEK 2023

+ 100 experts

Check international experts

Day 1. Smart Cities
Day 2. Public policies
Day 3. Digital Commerce
Day 4. Disruptive Business
Day 5. Wellness Technologies

From March 27 th to March 31st, 2023

GLOBAL METAVERSE WEEK 2023

+ 100 experts

Check international experts

Day 1. Immersive technologies
Day 2. Omnichannel
Day 3. NFTs and Blockchain
Day 4. 3D and Web 3.0
Day 5. Immersive experiences

From November 11th to November 15th 2023

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www.gidcomp.org
be.digital @gidcomp.org

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2 Digital Knowledge Bank

The committees via their member brands will continuously broadcast the advances and trends in order to continue showing new applications to the audience and at the same time will be strengthening the digital knowledge bank for affiliates, which currently has more than 200 conferences, Mini MBA on demand, master classes, MOOCs, with more than 200 uninterrupted hours of content.

www.gidcomp.online

+200 Replays:
Keep your brand leaders up to date on technology trends.
Global Digital Week 2022-2023 Replays
Global Metaverse Week Replays 2022-2023

Marketplace for technology providers.
Don't miss the opportunity to be in touch with the leaders of large companies and organizations, get in touch with the leading brands!
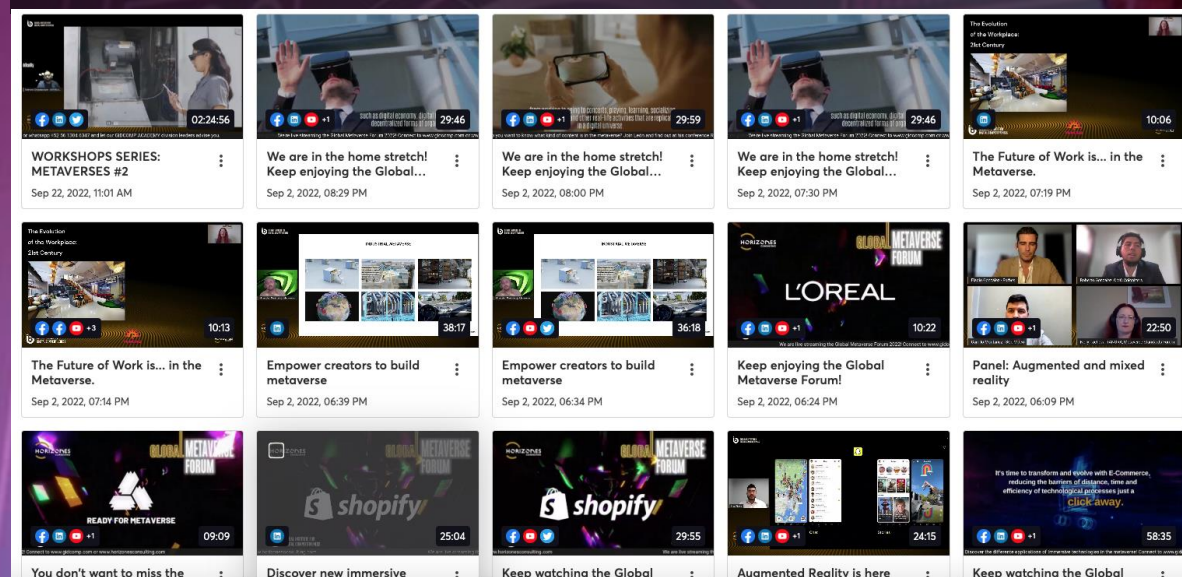
The Academy Division seeks to bring international practice experts together to share their pragmatic and tactical execution insights with leading global companies.

The main mission is for executives to develop practical skills in order to increase the efficiency and sales of brands.

3 GIDCOMP ACADEMY

CERTIFICATION IN IA APPLIED TO MARKETING AND BUSINESS

16 COURSES TO BECOME AN EXPERT

Certification in AI for marketing and sales aims to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

Certification options
A.Certification via applied project.
Mentors who are leaders in the subject matter of the project

B. Immersive certification in Dubai.
Includes visits to companies in the city, developing a proposal applied to your company.

NEXT START DATES
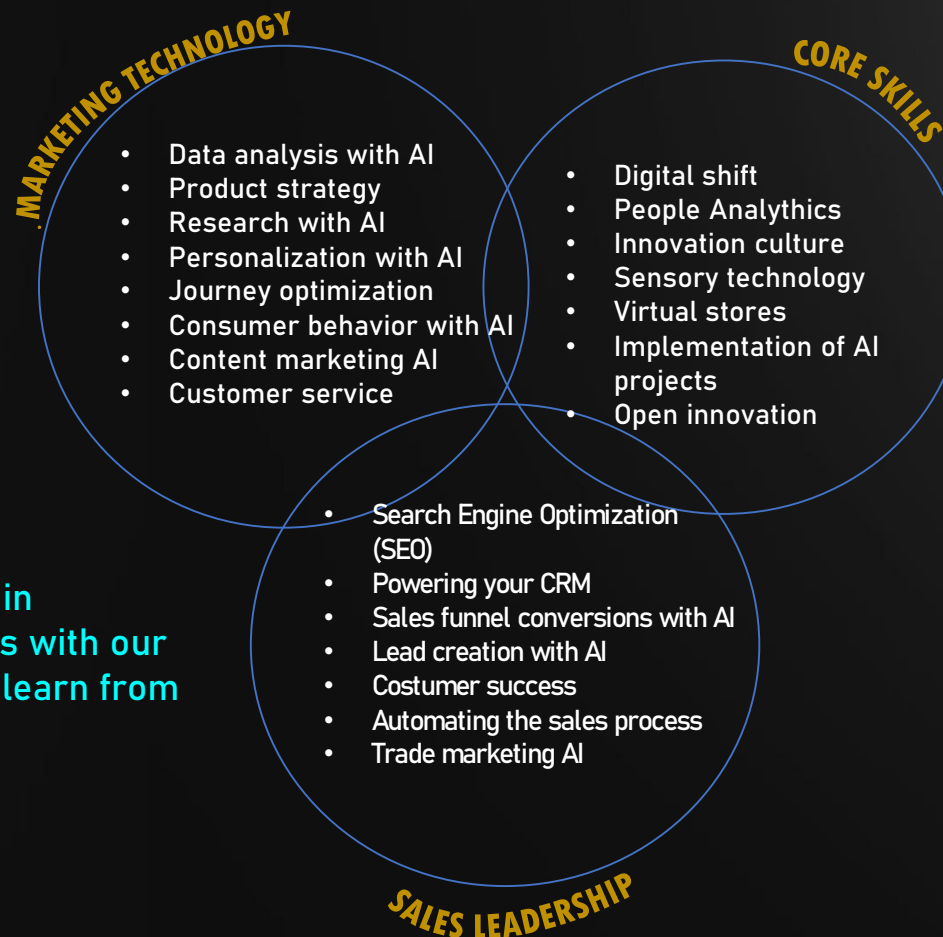
Summer 2023

Start: July 1st
Admissions closing MAY 15TH

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12 COURSES CORE

MARKETING TECHNOLOGY

- Data analysis with AI
- Product strategy
- Research with AI
- Personalization with AI
- Journey optimization
- Consumer behavior with AI
- Content marketing AI
- Customer service

4 COURSES ELECTIVE

CORE SKILLS

- Digital shift
- People Analythics
- Innovation culture
- Sensory technology
- Virtual stores
- Implementation of AI projects
- Open innovation

SALES LEADERSHIP

- Search Engine Optimization (SEO)
- Powering your CRM
- Sales funnel conversions with AI
- Lead creation with AI
- Costumer success
- Automating the sales process
- Trade marketing AI

"Boost your career in Marketing and Sales with our AI certification and learn from global brands."

4 **GIDCOMP R&D**

Trend Studies, Reports and
Digital Labs

**Global Metaverse
Report 2022**
Release due November 2022

**Global Digital
Report 2023**
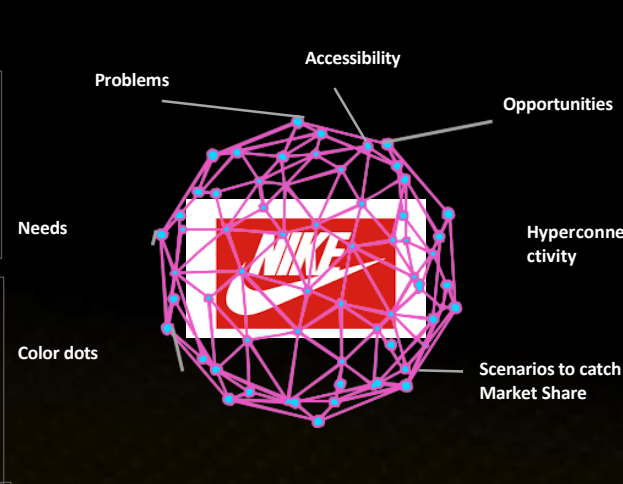Release due February 2023

**Meta
Commerce 2023** Release
due June 2023

**Polos digitales
2023**
Release due November 2023

BRAND POSITIONING AND PRESENCE IN THE METAVERSES

1. CONTACT WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD DE CONSUMER INTELLIGENCE DE L'ORÉAL

2. MARKETING Y BRANDING – FERNANDO CANO, MANAGING DIRECTOR DE HAVAS METAVERSE

OMNICHANNEL TRADE

1. VIRTUAL STORES – JONATHAN MÁSMELA, CEO OF LA COLONIA

2. SELLS IN THE METAVERSES– THORSTEN WALTHER, CEO OF INSPIFY

MASSIVE METAVERSES

1. VIRTUAL COMMUNITIES MANAGEMENT, DANIELLE MCCONNELL, CMO FROM VIRTWAY

2. SPECIALIZED METAVERSES SORAYA CADALSO, CEO OF UTTOPION

Note: Clic on the links to watch the international leaders' lectures.

Problems
Accessibility
Opportunities
Needs
Hyperconnectivity
Color dots
Scenarios to catch Market Share

Market fit. Short-term

- Incorporate technology applicatives

- Prioritization in terms of sales impact

Market fit. Medium-term

- Being the first to incorporate technologies

- Prioritization in terms of sales impact

Current Portfoilio
1. Sneakers
2. Clothes
3. Accessories

Adapted portfolio (médium-term)
1. NIKELAND
2. Clothes with technology applicatives
3. Monitor accessories

Exemple: NIKE of non-exhaustive business units.

Technology adoption diagnostics

Some brands that are part of our international ecosystem

Reasons to join GIDCOMP:

1 To receive **information on Business Intelligence and Technology trends**

2 To **leverage** existing **technology** (leapfrog))

3 To generate **networking / community**

4 To have **visibility** of the applications in the **use of technologies**

5 To keep you informed and up to date with the **latest news**

6 To receive **support or consulting**

7 To **train** my team to face new market challenges.

8 To generate a **relationship with Authorities**

9 Access **to +200 Mentors from 52 countries** and presentations of their models at the Global Digital Week & Global Metaverse Forum.

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How to become a member?

Send us an email to **be.digital@gidcomp.org** or a WhatsApp to: **+52 56 1463 3902**
The GIDCOMP seeks to unite and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.
The membership begins with the date of accreditation of payment in the bank account.
Valid 12 months from the date of payment.
Renewals begin to run from the expiration date of the current membership.

More Information