



GoodSAM Service Definition G-Cloud 15

GoodSAM Instant-On-Scene, Consultations, Location, Evidence & Ai
Modules

Crown
Commercial
Service
Supplier

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Background

The GoodSAM Platform provides a cutting-edge suite of products that radically alter the delivery of emergency and support services. This is done largely using the ubiquitous smartphone carried by nearly all members of the public but does not require them to have any app. The buyer uses a web-based platform (www.goodsamapp.org) or the GoodSAM Responder App to initiate interactions.

At the core is the extremely powerful GoodSAM Video engine (see below), but within the suite, many additional functionalities are available. The GoodSAM video products are used by most of the UK's police forces for Rapid Video Response (RVR), and GoodSAM provide the video system for NHS 111 services across the country.

Because GoodSAM is used largely by the emergency services, most UK mobile phone networks have zero-rated our services. This means that if, for example, a domestic violence victim has no remaining data allowance on their phone, the system will still work as no data is being charged.

GoodSAM also provides an App-based alerting / cardiac arrest response system (see *GoodSAM Cardiac / Alerting Service*).

What the Service is

At the heart of the GoodSAM Instant suite of products is GoodSAM's app-less video engine, supported by a range of complementary non-video services described below.

The service is designed to provide rapid and accessible engagement for members of the public, particularly during emergency situations. As callers may not be able to download applications, the platform operates without requiring anything to be installed on a smartphone.

Callers remain on the audio call they are already engaged in, such as a 999 call, and do not need to hang up. The ability to obtain caller location and movement data, exchange messages, communicate in multiple languages, forward live video and apply AI-assisted services supports effective real-time assessment and decision-making.

GoodSAM's AI Scribe converts consultations conducted by telephone, live video or on scene through the GoodSAM App into structured, templated summaries, such as MG11 witness statements or NHS 111 consultation notes. No third-party AI tools are used, and all processing takes place within GoodSAM's UK-hosted infrastructure.

Service Features

Instant On-Scene Video

A text message or email containing a secure link can be sent to an emergency caller. When opened, the link pinpoints the caller's location and, with their consent, activates a live, one-way video stream from the caller's smartphone camera. The video stream can be accessed by authorised users such as control rooms or front-line resources, routed through defined operational pathways, shared with partner agencies in real time, analysed using AI-enabled services where configured, and stored for later review.

Instant Consultation

Similarly, multi-way video conferencing can be launched through an SMS or email link, eliminating the necessity for any applications. Additional participants can be seamlessly included during the session. Features such as screen sharing, background blur, and image enhancements are at your disposal. Scheduled video sessions come with options like a waiting room and countdown timer. Video content is subject to AI analysis, encompassing vital signs monitoring and translation services, and can be directed through designated pathways or stored for reference. Built-in functionalities include location tracking and document signing.

Instant Video Streaming (Drone, CCTV & Body Worn Video)

The GoodSAM platform can also ingest, stream, forward and store video from other sources such as drones or CCTV cameras using RTMP, RTSP & HTTP(S) streaming protocols. This is commonly used by emergency services to forward incoming video streams to improve situational awareness.

Instant Location

The location of any caller can be easily acquired and tracked by sending them a text message containing a link. This link provides precise location details in various formats such as latitude and longitude, northing and easting coordinates, or what3words address. This capability has proven invaluable in locating missing individuals, rescuing people lost at sea or in remote regions, and aiding individuals trapped in vehicles.

Instant Messaging

The GoodSAM Instant Messaging service enables two-way text communication, including use cases where a caller is unable to speak. The service provides bidirectional translation across 105 languages, allowing an operator to send messages in English which are received in the caller's preferred language, and for replies to be translated back into English. Message conversations can be stored in accordance with organisational retention policies.

Instant Digital Signatures

Following a consultation, or at a later time, documents can be sent to the caller's smartphone or computer. These documents can be configured to mandate a signature to confirm receipt and another signature to validate agreement, such as in the case of a

witness statement. A digital certificate is then generated, confirming details such as date, time, location, and IP address, and displaying the physical signature.

Instant Evidence

Upon request, a caller can upload images, videos, or documents directly from their mobile phone or computer, with a maximum limit of 5GB. This data can then be securely stored without requiring the seizure of the caller's device(s).

GoodSAM Guardian

This system provides, for example, domestic violence victims with a discrete panic button on the phone. When pressed, location and video stream to a specific pathway and nearby officers can be alerted.

Instant Pathways

The GoodSAM Pathways module facilitates targeted engagement via video with individuals capable of providing specialised support. For instance, if a 999 caller is experiencing a stroke or if a paramedic requires advice on-site, a video call can be initiated to connect them directly with the stroke team at the regional hospital. Likewise, a victim of domestic violence can be linked by a control room call handler directly to the domestic violence support team through a video call.

GoodSAM AI

GoodSAM has a range of AI products that can plug into the above solutions. These include:

Instant Transcription & Translation

This system features real-time subtitles during consultations for individuals who are hard of hearing, and it can instantly translate audio into 105 languages. Bidirectional translation is available for 50 languages. These transcripts can be saved for future reference.

Vital Signs (Heart and Respiratory Rate)

GoodSAM's toolkit can send a text message to a caller that then opens the ability to measure heart and respiratory rate.

AI Scribe and Templated Summaries

Using GoodSAM's own UK-hosted infrastructure, the service provides transcription and structured, templated summaries without reliance on third-party AI tools. This functionality is used, for example, by police services to generate MG11 witness statements and by NHS 111 services to produce structured consultation summaries. The service operates across telephone calls, live video consultations and within the GoodSAM App, enabling on-scene consultations with witnesses or patients to be recorded and summarised.

Hotspot Policing

The Hotspot Policing module enables officers to switch “on-duty” within the GoodSAM App and have their location recorded for an entire shift (until they switch “off-duty”). This enables collection of police presence data which can then be correlated with crime figures. The same system can also be used for in the field searches to map areas as they are searched.

GoodSAM Storage

GoodSAM offers secure and encrypted storage options for video, images, evidence, transcripts, and files. These storage solutions are cloud-based, hosted within the country, and adhere to stringent compliance standards. Data is triply replicated to ensure redundancy and resilience.

GoodSAM API

GoodSAM’s RESTful API provides a plethora of integration options, with CAD, record and analytics systems (such as Microsoft Power BI).

Service Benefits

- **Improved triage and response** – Instant video from the scene enhances triage decisions, supports determination of appropriate resources to dispatch, and enables real-time guidance to bystanders, including assistance with interventions such as CPR.
- **Demonstrable operational impact** – Instant Consultations are delivering measurable benefits in healthcare and policing. For example, Rapid Video Response (RVR) deployments using GoodSAM for domestic abuse incidents have tripled arrest rates and improved victim satisfaction.
- **Enhanced situational awareness** – The ability to forward live video, including between different agencies, supports shared situational awareness. This is particularly valuable during major incidents, enabling more informed decision-making and coordinated multi-agency responses.
- **Effective location finding** – Instant Location has been used to locate individuals lost at sea, in remote environments such as the Australian bush, and people trapped within vehicles, including lorries.
- **Accessible communication** – Instant Chat supports situations where a caller cannot speak, does not wish to speak, or does not speak English, ensuring communication remains possible during emergencies.
- **Efficient evidence gathering** – Instant Evidence enables victims to securely provide photos, videos or documents which can be immediately forwarded to a designated officer or team. This removes the need to seize personal devices, streamlining investigations while respecting privacy and property.
- **Rapid access to specialist support** – Instant Pathways enable fast connections between the public or internal staff and the appropriate specialist resource, such as a stroke physician or a dedicated police team, ensuring timely access to expertise.
- **Time and cost savings through AI** – Instant AI provides context-driven translation using AI models, reducing reliance on external translation services and saving valuable time during emergency situations. GoodSAM's AI tools also enhance operational efficiency by enabling users to generate accurate, structured documents such as statements, risk assessments and clinical notes.
- **Reduced officer time on administrative tasks** – Instant Signatures remove the need for officers to attend in person solely to obtain signatures, improving efficiency and reducing travel time.

Data Backup / Restoration, Business Continuity and Disaster Recovery Plans

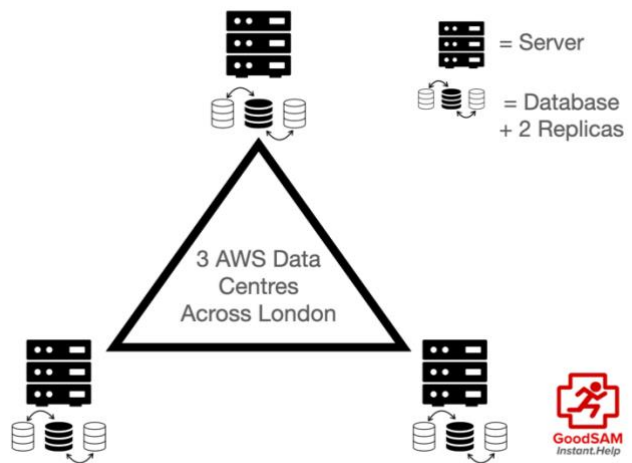
GoodSAM is ISO 27001 and ISO 9001 certified and regularly undergoes business continuity and recovery test plans.

GoodSAM IT Continuity Overview:

The GoodSAM platform is designed to support security, reliability and elastic scaling. The infrastructure is engineered to minimise service disruption and to support high availability for operational use and as such has suffered no loss of service since launch in 2013.

Cluster Replication:

GoodSAM Platform is a highly available platform with multiple clusters and multiple servers in each cluster. The platform has 3 clusters available in 3 availability zones, hosted in AWS London. We use elastic load balancing to balance the load between clusters and between servers in each cluster. If any of the application servers or clusters go down, the load is automatically redirected, and client experience won't degrade. All of our services are built to retry automatically and tolerate network or server crashes.



Database Replication, Backup and Restore:

GoodSAM utilise an AWS Multi-AZ RDS solution. Mirroring the above scenario, the database will have one master and 2 replicas on standby for high availability. In case of maintenance or disasters, the load is automatically redirected, and other replicas become the primary master with no data loss as all the writes are transactional within the quorum. Furthermore, all the databases are backed up nightly and can be restored in seconds/minutes (depending on the size of the instance and its CPU capability) if need be.

By relying on the highly available servers and databases, we don't expect downtime in disaster scenarios or when performing upgrades. Nevertheless, by having readily available backups and deployable binaries, we can rebuild our clusters and databases in seconds/minutes.

Backup Restoration and Testing:

We have an automated process which recovers the latest backup on a daily basis onto blank servers, runs integration/acceptance tests and if all the health checks pass, it would mark the process as a success. If for any reason any of the tests fails, this process will fail fast and sends out notifications and diagnostic logs to the engineering team.

Monitoring and Alerting:

In terms of monitoring and alerting, we have three levels.

- 1) AWS dashboard and alerts which are designed to provide infrastructure-level monitoring.
- 2) ELK logs and audit, which are designed to provide distributed logging and audits across servers/databases.
- 3) Application-specific log/alerts which are designed to provide very low-level and highly specific alerts and information.

On Boarding & Off Boarding

On Boarding with GoodSAM is simple. We assign a project manager to work with the service, define the scope and timeline and use PRINCE2 Agile project management principles.

There is a technical component which relates to integration with CAD / Firewall opening when required and a workflow or culture change process for staff to adopt a new way of working. For this, we provide webinar training as well as materials / videos. For cardiac alerting, we also work with organisations to help recruit volunteers.

Offboarding from GoodSAM is a straightforward process; although it is worth mentioning that no one has ever left GoodSAM! The procedure entails terminating the system on the agreed-upon date, with sufficient notice provided to users, revoking access for all users except administrators, transferring data in the requested format, and then performing zero coding of servers to ensure that all residual data becomes irretrievable. All client-side data is transferred in a format of the client's choosing at contract end. If the client wishes GoodSAM to maintain data for a duration after the contract, this is also possible on request.

Service Constraints

GoodSAM operates from replicated servers across three sites, ensuring continuous service without any downtime since 2013. When upgrades or service maintenance is necessary, they are executed without disrupting the service, as changes are implemented sequentially across the different servers.

Customisation of the GoodSAM platform (e.g. the development of specific forms, the altering of logos and even the white labelling of the system) are all possible. While simple modifications can be made during set-up, bespoke coding needs separate scoping and pricing.

Service Levels – Performance, Availability and Support Hours

GoodSAM has a standard SLA although specific SLA arrangements can be made on a case-by-case basis.

All technical support issues should be raised by email: enquiries@instant.help with the name of the client and nature of support request in the subject line:

Service availability:

Type of Support	Time Period	Applicable days
Core Support hours	08:30-17:00	Monday - Friday
Non-core Support hours	17:00-08:30	17:00-08:30 Monday - Friday, weekends & UK Bank Holidays

Contact Details:

Channel	Contact	Hours available
Phone	0333 090 0722	8:30-17:00
email	enquiries@instant.help	24 hours

Service Levels:

Type of service	Service level	How the service levels are measured	Are service credits applied?
Catalogue Solution availability	99.9% availability during each calendar month and less than 10 minutes downtime in total	Measured on a per organisation basis by suppliers monitoring tools and reported to service management. Total hours uptime divided by total hours in month	Yes
24 Hour Support Service - Response Times	95% of responses to requests provided within 3 hours from the time the email was logged.	Number of times a request for support is not provided within 3 hours, divided by the total number of requests	Yes
Support - Rectification of Faults Severity 1 - High impact. Loss of functionality. Incorrect data display.	90% of Faults are rectified to the satisfaction of client within 12 hours, from the time of the email being logged.	Number of Faults not provided with 12 hours divided by the total number of requests	Yes
Support - Rectification of Faults Severity 2. Medium impact. Incorrect settings or changes not working.	90% of Faults are rectified to the satisfaction of client within 24 hours, from the time of the email being logged.	Number of Faults not provided with 24 hours divided by the total number of requests	Yes
Support - Rectification of Faults Severity 3	90% of Faults are rectified to the satisfaction of client within 48 hours, from	Number of Faults not provided with 48 hours divided by the total number of requests	Yes

Fault is an inconvenience. Low Impact	the time of the email being logged.		
Support - Rectification of Faults Severity 4 Fault is an inconvenience. Low Impact	90% of Faults are rectified to the satisfaction of client within 72 hours, from the time of the email being logged.	Number of Faults not provided with 72 hours divided by the total number of requests	Yes
Support - Rectification of Faults Severity 5 Fault is an inconvenience. Low Impact	90% of Faults are rectified to the satisfaction of client within 360 hours, from the time of the email being logged.	Number of Faults not provided with 360 hours divided by the total number of requests	Yes
Planned Outages	100% of outages for technical maintenance/system updates/upgrades are planned and agreed with client - 14 days notice will be provided.	Planned outages that are not planned and agreed divided by the number of outages	Yes
Upgrades to software modifications, updates or new releases	100% of upgrades will be provided on release whilst maintaining functionality. Where this is not possible, permission from client will be sought.	Number of upgrades provided divided number of upgrades available	Yes
Provision of any agreed Reports	100% of Reports are provided to client no later than 10 Business	Reports are not provided within 10 Business Days from the last day of the previous month divided by the number of reports required	Yes

	Days from the last day of the previous month.		
System audit and Security Monitoring	Auditing and security monitoring is undertaken. All breaches reported to client directly.	Breaches are not reported to client directly within the next Business Day.	Yes

Technical requirements

The GoodSAM platform system is web-based and as such, does not require any software installation or on-premise infrastructure.

Browser:

Any modern browser (with WebRTC capability) is suitable (e.g. Chrome, Edge, Firefox, Opera).

Hardware:

For use of two-way video then a suitable webcam & microphone is required.

Firewalls:

GoodSAM typically operates without the need for additional configurations. However, in instances where the buyer organisation has stringent firewall settings, adjustments may be necessary to facilitate video.

Apps:

The GoodSAM Responder Apps are available on iOS and Android stores.

CAD Integration:

GoodSAM integrates with a myriad of CADs. We have specific modules already available with different CAD providers. Please enquire for up-to-date information.

Dispatch Software Integration:

GoodSAM also integrates with dispatch solution software such as Pro-QA. Please get in touch for more information.

RESTful API:

GoodSAM provides a RESTful API which can be used for integration and data reporting (e.g. through PowerBi).

Outage and Maintenance Management

Since launch, the GoodSAM platform has operated without any recorded planned or unplanned downtime. Maintenance is carried out while the service remains operational.

Hosting Options and Locations

GoodSAM is hosted in the AWS cloud, triply replicated as indicated above. All data is always held within the country – for UK Public Sector organisations, all data is stored and processed solely within AWS London.

Security

GoodSAM meets (and exceeds) all security requirements for use by the emergency services:

GoodSAM utilises:

AES 256 Encryption

TLS 1.3

Multi-factor authentication

Azure / NHS Single Sign-On.

GoodSAM is accredited with:

Cyber Essentials

ISO 27001 and ISO 9001

Regular Penetration tests

No GoodSAM staff have access to client-side data. All GoodSAM staff undergo DBS checks and cyber-governance training. Staff involved in managing Police contracts are vetted to NPPV3 (Full).

More Information & Contact Us

For more information, please contact us: enquiries@instant.help