

Beyond the AI Buzz

A Blueprint for Launching Game-Changing AI Products

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Axon

One Year Ago...

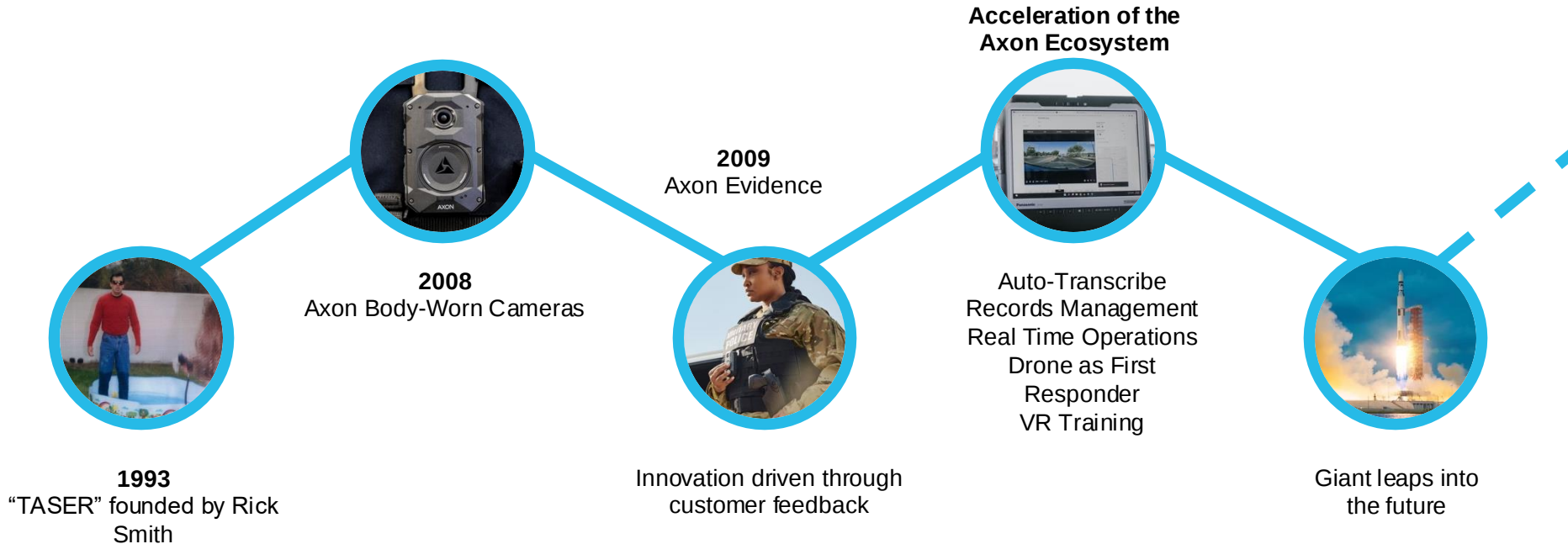
“Mike and I were panicking because we were thinking this is a trainwreck... There’s no way this thing is going to work.”

Rick Smith

Axon Founder and CEO



About AXON



Learn more about Axon

Our Story is Their Story: The Secret to
Trusted B2B Brands

Abi Stock

EVP Axon Marketing

Tuesday, Feb 25

3:30-4:00pm



The burden of paperwork

Police spend up to 40% of their time on paperwork

- Report writing is crucial to their work, but...
- “I write my reports at home because I don’t have time to finish in the office.”
- “You come on this job wanting to make an impact, you don’t come on this job wanting to type reports.”
- “Report writing is like this burden hanging over you all day.”



A growing problem

78%

Of departments report difficulty recruiting qualified candidates¹

250%

Over 240 million 911 calls are made per year, a 250% increase over the past 20 years²

25%

Of agencies are reducing or eliminating services due to staffing difficulties³

Principle 1: Focus on the solution

- AI is hot right now – but it will not convince someone they need it
- One study showed that 32% of consumers used AI in the last week, but only 6.1% of businesses were reporting AI usage
- Essential to focus on the benefit and value to the customer

Discover how AI
is transforming
Report Writing

Principle 1: Focus on the solution

"I'm absolutely
**stunned by
the quality
of the reports."**

Introducing
Draft One 

[LEARN MORE](#)



"It's gonna
do a lot for
officer morale."

Introducing
Draft One 

[LEARN MORE](#)



Rewrite
report
writing

With **Draft One**, generate
report narratives from
body-worn video in seconds

[ATTEND THE WEBINAR](#)



Customers described
a **50% time savings**
on report writing

With **Draft One**, generate
report narratives from
body-worn video in seconds

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"This just **saved
me hours."**

With **Draft One**, generate
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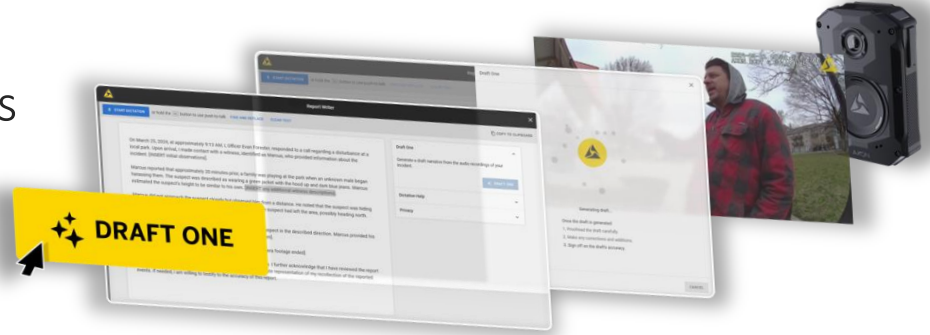
A **force multiplier** for your agency

With **Draft One**, generate report narratives
from body-worn video in seconds

Draft One 

Principle 2: Your AI solution must be less painful than the problem it's solving

- How Draft One Works:
 - Record an event or conversation on body-worn camera
 - Recording automatically uploads & transcribes the audio
 - One click to create draft
 - Smart formatting
 - Easy to edit



Principle 3: Put your product to the test

- Controlled demo
- Early adopter customers
- 3rd Party quality tests



Examining Quality and Bias: Axon's Studies on Draft One



Average scores for each category:	Overall	Completeness	Neutrality	Objectivity	Terminology	Coherence
Officer-Only (N=113)	3.93	3.73	4.12	4.11	3.97	3.75
Draft One (N=113)	4.06	3.83	4.13	4.12	4.20 (p=0.033)	4.05 (p=0.019)

Draft One



REWRITE REPORT WRITING



Principle 4: Do not ignore AI fears – address them directly

- AI concerns are legitimate – you cannot ignore them
- Address those concerns directly in the way your solution is built
- Address those concerns directly in the way you market the solution
- People (customers, media, etc) will have questions –be prepared
- Primed the Market with AI Thought Leadership



**Draft One vs Other
Generative AI Solutions
for Police Report Writing**



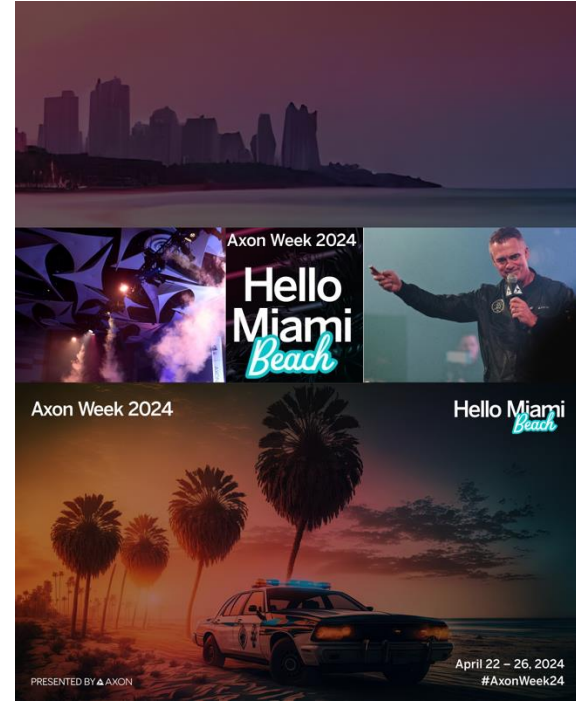
Principle 5: Learn to demo your product

- Marketing people need to know how to demo products
- Running demos helps you truly understand how the solution works
- Providing demos to customers helps you understand their world
- “No risk, no reward”



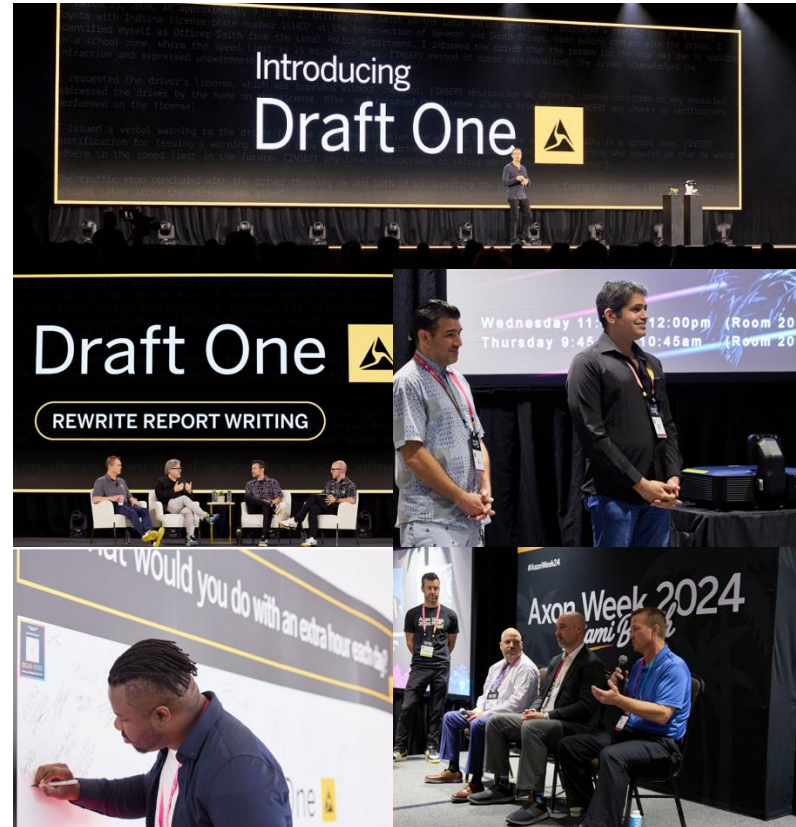
Principle 6: Identify your launch moment

- The main thing: Be strategic and intentional
- Gives your team a shared goal
- Create momentum and focus your customer's attention



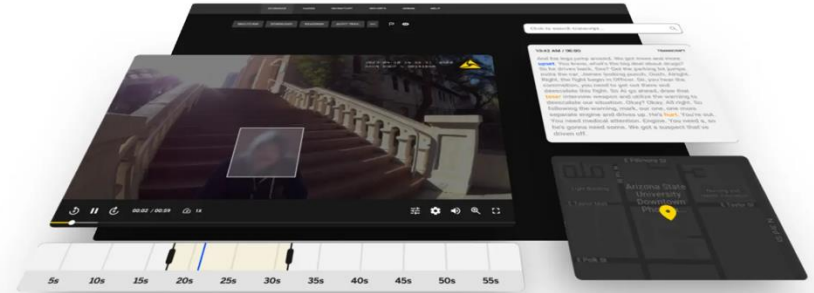
Principle 6: Identify your launch moment

- Trained our sales team and provided resources
- D1 T-Shirts
- Announced during CEO Keynote
- Sizzle Video + Testimonial Video
- Web Content Live
- Press release, Forbes article, Trade Media
- 3 Breakout sessions
- Attorney webinar
- Improv Actors
- Email campaigns
- Promoted Webinar
- Organic and paid social media
- Digital advertising
- Promoted on our owned channels



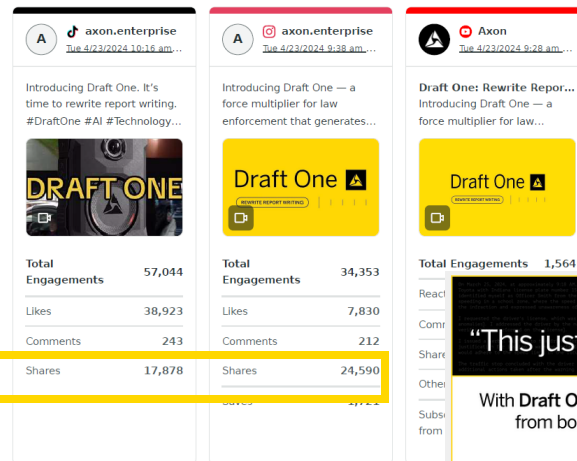
But that was just the beginning...

- “A product launch is not complete until the product reaches end-of-life”
- Continued to work with customers on enhancing Draft One
- We’re launching to new countries and languages
- We’re building 8 new AI solutions and launching them in 2025



Results

- Over 2,000 agencies completed forms
- Draft One Launch Webinar set a new registration record
- Launch video set new records on Instagram and TikTok for shares
- Launch emails doubled our goal for total opens
- Over \$100 million in pipeline in the first 3 months
- 4x our bookings' goal for the year



AXON

"This just saved me hours."

With **Draft One**, generate report narratives from body-worn video in seconds

Draft One

We're passionate about solving the wide variety of challenges facing public safety. One of those challenges is paperwork.

Discover how agencies have cut their report writing time by 50% or more. Don't miss your opportunity to see Draft One in action at our launch webinar **tomorrow at 10 AM PT/1 PM ET**

REGISTER NOW

Joining Axon Founder and CEO Rick Smith, Senior Principal Shah Spitzer-Williams, and representatives from police departments will be at their agencies.

Join on May 21 at 10 AM PT/1 PM ET.

NEWS

Axon Stock Jumps As Taser Maker's AI Service Is A Hit

f x in Licensing

JED GRAHAM | 12:25 PM ET 08/07/2024

Axon Enterprise (**AXON**), which supplies the Taser, body cameras and cloud-based digital evidence systems to law enforcement, easily beat second-quarter earnings estimates after Tuesday's close.

Yet the best news was how its Draft One artificial intelligence service is taking off, though it didn't meaningfully impact Q2 results. Axon stock is surging higher, flashing an early entry in Wednesday morning stock market action.

The Real Results

“We’re averaging 67% time savings in our report writing. That’s 67% of time the officer is getting back to go out into the community.”

“It was a better report than I could have ever written, and it was 100% accurate. It flowed better.”

“The trial demonstrated a 61% reduction in report-writing time...This represents an estimated annual time savings of 1,285.75 hours”

“I write my reports at home because I don’t have time to finish in the office. Tonight, I’m going to spend time with my family instead of writing reports.”

Questions?

Find me on LinkedIn
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