



Giuliani learns about GRT's disaster management software

Emergency response data focus of tour at tech company



Michael Gray, chief executive officer, of Global Relief Technologies, center, introduces Rudy Giuliani to his staff as Wayne Semprini, left, accompanies the former New York City mayor to Portsmouth and a tour of the company Friday.
Deb Cram/dcram@seacoastonline.com

By **Elizabeth Dinan**
edinan@seacoastonline.com
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PORTSMOUTH — While touring Global Relief Technologies Friday, former New York City Mayor Rudy Giuliani voiced support for the company's "rapid data management system," while noting "most people" now use hand-held devices in their personal lives.

As proof, Giuliani pulled an iPhone out of his pocket and said he uses it to "check the market all the time.

"I use it to watch baseball games," he said. "I watched the Yankees lose the other night on my iPhone."

Sean Martin, account manager for Regan Communications, which represents GRT, said Giuliani visited the Pease International Tradeport technology company before the 2008 presidential primary, in which he was a candidate. Because he was mayor of New York City during the attacks of Sept. 11, 2001, Giuliani was identified by GRT executives as someone who would understand the value of their product, Regan said.

GRT's software collects emergency-related data entered by responders into hand-held devices, analyzes it in a "digital command center" and shares it through a secure internet-based platform in real-time, Regan said. Clients include the American Red Cross, Maine Emergency Management Agency, Maine National Guard, U.S. Marine Forces Pacific Command and the U.S. Navy's Bureau of Medicine.

"Recent disasters around the world highlight the need for emergency responders and relief workers to be equipped with the technology needed to respond to mission critical information in real time," according to GRT. "Military personnel are using (the software) to track pandemics and other medical conditions in the

Asian Pacific aboard the U.S. Naval Hospital ship Mercy. GRT's system is also being used to speed up relief and reconstruction efforts in Haiti and the American Red Cross will deploy (the program) during this hurricane season."

Chief Executive Officer Michael Gray told Giuliani the company's patented software has been expanded for use on iPads, which will prove more user-friendly than laptops for responders on the ground during emergencies.

Gray told Giuliani a challenge he faces when marketing his product is getting people "to put down a pencil and paper." Training responders to use GRT's program takes 15 minutes, Giuliani was told.

"The real test has been the American Red Cross, because a number of volunteers are senior citizens," Gray said. "But they all said, 'I love this and I can see it's the future.'"

Giuliani was shown maps and images from Haiti, and Gray said he has three clients in the earthquake-ravaged country. Images and data analyzed by GRT's product assists responders with helping earthquake victims, he said.

"The data drives their response," he said.

Gray said he plans to meet with Massachusetts Congressman Ed Markey on Monday to discuss the possibility of using GRT's software during the response to the Gulf oil spill.

"There's been no data collecting," Gray said.

"And they've been wildly inaccurate," Giuliani said.

"We'll see if they can use it," Gray said. "It's a no-brainer."

Giuliani was in Manchester on Thursday, when he accepted an award honoring supporters of the state's first-in-the-nation primary. During the stop, Giuliani condemned President Barack Obama's "lack of executive experience" and instincts while responding to the Gulf oil spill.

Giuliani has not announced an intent to run for president again in 2012.