



## **CLEW for Political Polling**

### **The Issue**

Few people in Australia have a better understanding of the need to provide comprehensive access to voting than former Australian Electoral Commissioner, Andy Becker. "There is no doubt in my mind that a high turnout at the polls adds to the legitimacy of the result; but to ensure a good turnout, a comprehensive range of voting options must be available to give electors ready access," he says. "Regrettably, a number of options that have been considered to date have had to be mothballed until security issues can be resolved."

Overwhelmingly, people are time-poor. So, efficient and secure solutions to make casting a vote quickly and easily are required.

There are numerous methods that claim to allow people to vote efficiently, but the majority still require significant time and effort on the part of the individual. Voting by facsimile is a reality, but this compromises the secret ballot. Voting on-line by computer is another option but again, accessibility and security issues remain.

The ideal system for voting and polling should allow people to participate in a way that complements their lifestyles.

### **The Solution**

Alacrity's patented CLEW (Closed Loop Environment for Wireless) technology allows secure real time interaction through mobile devices. By drawing on this unique combination of technologies, Alacrity has designed a state-of-the-art polling system for a wide range of ballots and market research purposes.

The Alacrity system works by sending links from a business platform to registered mobile devices, allowing people to react to information sent them and to vote or otherwise respond in real-time using their mobile phone or PDA.

The individual's personal details and decisions are securely verified through login and password. Additional layers of security can also be incorporated as required.

### **Business Benefits**

CLEW significantly reduces the time required to vote for all registered mobile phone and PDA users. Providing users vote before the closing of the poll, the time and place of the recording of the vote is entirely theirs – on the bus or train or any one of the 19 holes of a golf course.

CLEW provides a comprehensive audit trail and tracks who has responded and who hasn't. It can even send a reminder notice as the close of polling draws near. Participants can opt in or out of the relevant poll at their discretion.