



2016

Case Study

DEFENDING YOUR SECURITY BUDGET WITH DATA



- > Tasked to reduce corporate security risk?
- > Challenged to justify your budget?
- > Not sure if you're capturing each and every piece of incident data?
- > Wondering if it's possible to record the activity of your resources in the field?

About

Automating and streamlining front-line data collection and using it to support corporate security programs.

Project Summary

Fueled by the apparent reduction of reported incidents, a corporate security manager is challenged to prove that the corporation needs to spend as much as it does on security.

Results

By replacing cumbersome reporting tools and adopting TrackTik's Security Operations platform the corporate security manager was able to prove that the number of incidents was actually increasing. Furthermore, with the powerful analytics reporting he could now identify incident trends and adjust the security program to reduce corporate risk and exposure.

One corporate security manager faced all these questions and resolved them to the great satisfaction of all stakeholders.

Between a rock and a hard place

Senior management challenged the corporate security manager of a public organization: Prove to us, they said, that the corporation needs to spend as much as it does with our contract security provider. In their opinion, security incidents were decreasing and so the security budget for the front line guards should be reduced.

The security manager—let's call him Steve Dawson—felt caught in a bind. (Due to the public profile of TrackTik's client and their customer, both parties have requested that their names remain confidential.) Dawson's role was to lead the security function and reduce overall company risk. Contrary to senior management's understanding, his intuition told him his teams were under-reporting security incidents and their activity.

In fact, Dawson felt that his teams were busier than ever but he needed to prove it. He needed a tool to efficiently generate usable incident data that would help him justify his budget. He needed data to help him best allocate his security guard resources. Then he had to come up with a plan showing a clear return on investment (ROI) for his security guard activities. Furthermore, this plan would have to be a business case in language that senior management would understand—namely, numbers, data and trends.

Otherwise, given the economic climate and the months left in the fiscal year, there would surely be budget cuts, making it harder and harder for him to effectively reduce the corporation's risk.

Collaboration leads to a solution

Dawson realized his contract security guard service would be a logical partner in building his case. After all, if his budget were cut, the service provider's annual contract value would also be reduced.

The agenda for their meeting was short and sweet: How can we work together to help justify the security budget and how can we more efficiently reduce the corporation's risk?

Since Dawson's relationship with the security guard company was less than a year old, he asked them for more in-depth information about a Security Workforce Management Platform they had mentioned as part of their service offering during their company presentation. That platform was TrackTik, the security service's software of choice for managing their guard force.

Together, the two firms developed a clear game plan on how they could better capture all the security guards' activity, easily access all incident data and allocate security resources based on sites experiencing a higher volume of critical incidents.

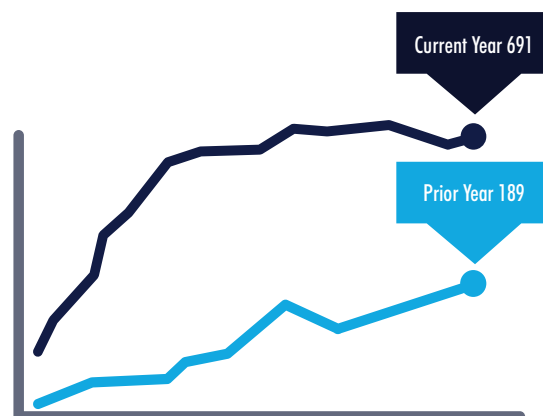
After the meeting, Dawson presented a plan to senior management that included:

- » Adoption, implementation and use of TrackTik
- » Gathering and analysis of incident data Adoption of a monthly reporting program
- » Integration of the security company's KPIs and risk-reduction initiatives.

Data saves the day

The monthly reporting process convinced senior management to leave the budget untouched for the current year and only review it the following year. With this extra time, Dawson and his contract security guard provider had the leeway they needed to present a definitive business case. When Dawson next attended the annual security presentation for the allocation of funds, he showed the following conclusive data.

More than three times as many incidents were reported without any increase in security budget, staff, resources, responsibilities, incident categories, etc. The only change in investment was the adoption of TrackTik.



Senior management looked panicked. There was that sick feeling of “We have a security problem.” Questions spilled out: “Why? What happened, where? What are you doing about it? How much more budget will you need to get a handle on this? We need a plan!”

Dawson calmly replied, “I’m not concerned.”

The room went silent. How could he be so relaxed?

It was simple. The current year stats were real numbers and, most likely, a very similar number of incidents had occurred the prior year and the year before that. The reality was that, in the past, they had neither the data nor the incident details.

With data to support his hunch, Dawson showed senior management that both the security budget and its ROI were easy to justify. Furthermore, with the data sorted by location and by type of incident, he was able to obtain funding for three projects that had been previously put on hold.

Key Takeaway

The root cause of the problem was that the old method of incident reporting was archaic and inefficient. Agents had to execute multiple steps, i.e., attach files, save, transfer, download, etc. So they avoided reporting incidents. By adding TrackTik, the organization drastically simplified incident reporting. Documenting an incident became so easy agents actually filled out reports every time, directly in their mobile application. All of the data was pushed to the client portal for data analytics, which supported visibility and transparency. As a result, the security manager now knew:

- » Who was reporting incidents
- » What type of incidents were occurring and what actions were taken
- » When to assign resources to counter the issues
- » Where they were occurring
- » How to reduce the corporation’s risk.

To use an old expression, you only know what you know! I would add that you don’t know what you don’t know, and what you don’t know can have a bigger impact. Considering that the corporate security manager is responsible for people’s safety and security, you can’t afford not to know.

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About TrackTik

Worldwide, TrackTik is trusted by over 300 security firms committed to industry best practices and setting themselves apart by their professionalism, reliability, transparency, and accountability. TrackTik's intuitive software is a multi-featured platform connecting field personnel to management and clients via a suite of unsurpassed guard management tools, powerful business intelligence modules and automated financial management solutions. As a result, TrackTik provides security professionals with actionable insight.

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