

TRACK TIK

2017

Case Study

DRIVING EFFICIENT, RAPID
EXPANSION FOR PACIFIC PROTECTION





This security services firm wanted to grow aggressively without the constraints of infrastructure investments. Using TrackTik's cloud-based mobile security workforce management platform, the company centralized its security operations in a scalable infrastructure and achieved results that exceeded its goals.

About Pacific Protection

Since 1984, [Pacific Protection Services](#) has provided state-licensed, uniformed security officers, and related contract security services to California financial institutions, healthcare facilities, and commercial, industrial, and contract government establishments, retail, manufacturing, patrol services, and executive protection. Based in Woodland Hills, CA, the company has 350 employees.

Challenge and Opportunity

“We wanted to expand our footprint throughout California, going regionally, and then expanding to other states,” said Melvin Staples, Co-founder, President and CEO. The firm’s strategic plan called for 10 regional offices but the leadership wanted an alternative to brick-and-mortar locations.

In the company’s vision, leadership added the most value when they were in the field coaching, providing oversight, and building relationships. Understanding that technology was key to their growth, the company looked for a complete software solution that fit with its strategic and operational goals and would be easy to use.

The TrackTik Solution

“We tried other guard management programs,” said Luis Duarte, Vice President and COO, “but we hadn’t seen anything where the staff could work with the same ease as with TrackTik.” Other software options focused too much on time-and-attendance and lacked the flexibility to address guard management, accountability, and payroll preparation in an integrated way.



Business Benefits

100%

Increased revenues by 100% in 48 months.

\$840,000

Reduced costs related to brick-and-mortar expansion, supervisory head count, and paper-based reporting. Savings on office overhead for 10 locations is estimated at \$840,000 per year.

8x

Boosted productivity of their mobile supervisors by 80-fold. They could effectively cover much more territory in less time.

Business Results

Over four years, Pacific Protection increased its business by 100%, and planned to continue expanding throughout California. The company further benefited by keeping its unbillable headcount low. “Because we control so much from headquarters,” said Duarte, “TrackTik allows us to become more efficient and cost effective in the use of our supervisory staff, and plan smarter.”

For example, a supervisor driving around for eight hours may check on four sites. But by using TrackTik, in the course of half an hour, the supervisor can survey 20 security sites while remaining mobile and can easily identify where he or she should concentrate on site coaching. The coaching enables the supervisor to provide guidance and training to a particular guard and to receive feedback from the client to improve individual performance and customer satisfaction.


Over and above these productivity gains, the company saved the overhead on all the brick-and-mortar locations and staff it did not have to take on. Assuming an estimated \$7,000 per month cost for each physical location and 10 locations, the company was saving \$70,000 per month, or \$840,000 per year.



Melvin Staples, CPP,
Co-founder, President and CEO, Pacific Protection


“During the three-month implementation, all the department leaders were involved. The process was smooth, noted Staples, but if they were to do it over again, they would schedule extra training so they could take greater advantage of TrackTik’s rich functionality.

“TrackTik became the real artery to the security officer,” said Duarte. “It keeps us in contact on a continuous basis with constant live information, back and forth. Employees feel in contact with you. The security officers like the access to support.”



“ TrackTik is an integral part of our growth and customer service program. We can envision continued growth with a tool that offers so much in management and control solutions and that will deliver a professional end product to our clients ”.

MELVIN STAPLES, CPP,
Co-founder, President and CEO, Pacific Protection



Naturally, minimizing waste in money and time leads to a more competitive pricing model. “How can we take a company of our size, and compete with bigger competitors and be able to deliver like they can?” said Staples. “TrackTik was one of the tools that helped us deliver services fast, and at a fair price. It’s part of our competitive advantage.”

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About TrackTik

TrackTik's easy-to-use software for security professionals simplifies dramatically how you manage your workforce, streamline processes, and gain operational insight. So your business runs better in real time for a better bottom line.

Mobile and web-based, this powerful suite of tools connects people in the field and clients to your managers with real-time data. Live Dashboard centralizes and displays key metrics, so you can make better decisions supported by data.

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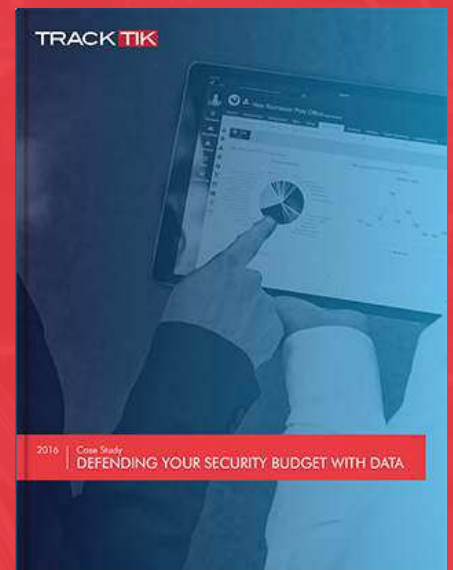
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