

# Case Study: Signal 88 Pushes Security Forward with TrackTik

A deeper dive into the world's largest  
security franchisor's road to success





Based in Omaha, Nebraska, Signal 88 is the world's largest security franchisor, with a focus on providing a full-suite of world class, industry-leading security services for a range of residential, commercial, and institutional clients.

## Building A Strategic, Scalable Partnership

Since 2003, Signal 88's mission has been to continually improve their level of service and visibility for their clients while having a strong local presence. Quickly, they understood that the best way they can achieve their ambitious goals would be with a security workforce management software.

The partnership between Signal 88 and TrackTik began by building a solid understanding of the specific pain points the franchises were striving to resolve, in a manner that would be scalable as they continue to grow.

In supporting their goal of disrupting the security market using a non-traditional business model and superior technology, the collaboration has allowed the Signal 88 team to focus on their core competencies, nurture their values, and provide excellent client service.



*“Without TrackTik, we would be forced to cobble together multiple tools in order to achieve the same functionalities.”*

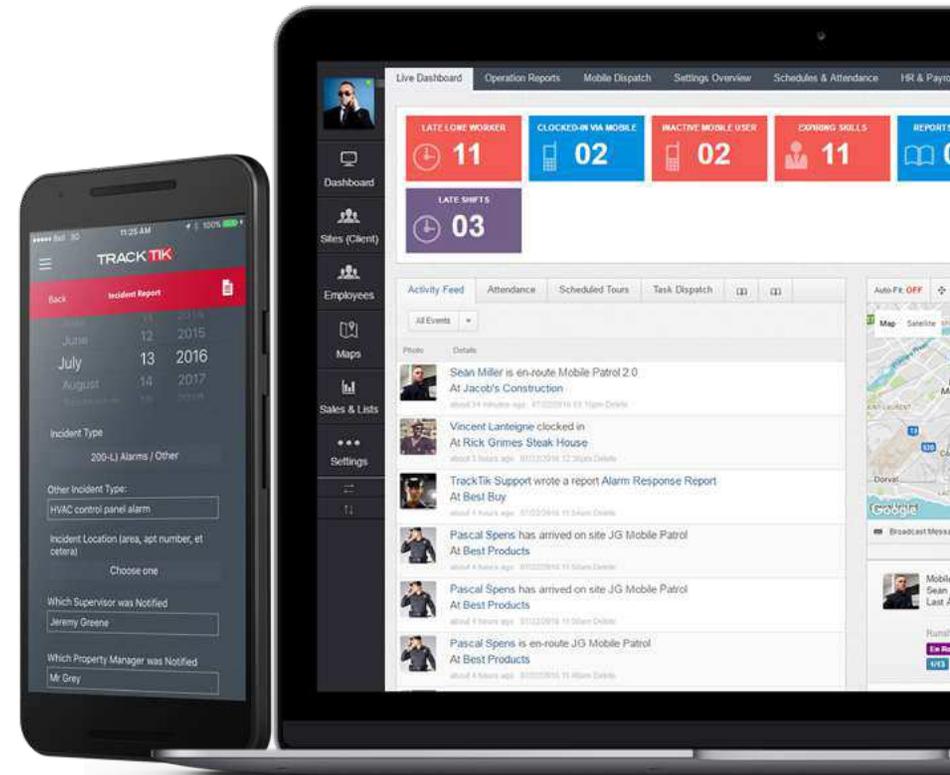
*– Reed Nyffeler, CEO and Co-Founder at Signal 88*

## Full Stack Solution

Signal 88 needed a solution that could achieve a wide variety of functions for their security operations.

From real-time reporting for guard accountability, advanced analytical tools for customers to improve security services, to back-office scheduling to save time for franchisees and managers, Signal 88 adopted TrackTik's multiple different modules to fit with their organizational needs.

With their custom-built, all-in-one solution, Signal 88 was able to streamline their front and back office operations which led to positive outcomes across the organization. The team felt empowered by the platform and could now personalize their service offerings based on their customers' requirements.



*“TrackTik is the engine behind the operations that Signal 88 provides. The product gives us peace of mind, so that we can focus on the rest of our business.”*

*– Laura Vodvarka, VP of Innovation at Signal 88*

## Efficiency & Analytics

Transparency within security operations is a matter of simplicity. Business Operations Associate, Nathan Ridenour, clarifies: “the more simply and efficiently the guards can do their work, the more they can focus on conducting better patrols and better services for their clients.”

Having visibility on operational innerworkings allows teams to:

- Streamline their processes (both internal and external)
- Identify weak points
- Contribute to risk mitigation
- Provide clients with precise reports with real-time data

CEO Reed Nyffeler touches on the impact of this visibility on their business: “We are dramatically more efficient in our processes and, as a result, have experienced tremendous cost savings.”

Prior to implementing TrackTik, Signal 88 were forced to use multiple systems in order to complete their operations, making the day-to-day tedious and labour-heavy. With TrackTik, they were able to pinpoint specific areas of their business that needed extra attention in order to save time, continue providing superior security services, and ultimately increase revenue.



*“The more simply and efficiently the guards can do their work, the more they can focus on conducting better patrols and better services for their clients.”*

*– Nathan Ridenour, Business Operations Associate*

## Top Notch Support

TrackTik's approach to working with clients is very much through a partnership, rather than the traditional open-and-shut case of providing a product and moving onto the next potential prospect.

Sal deRose, President of Signal 88's Greater Philadelphia Region, speaks to the collaborative efforts: "What makes TrackTik different is their people. They have an openness and willingness to talk and understand our needs, and serve those needs in whatever way is best."

The implementation team at TrackTik worked closely with Signal 88 in order to identify the key challenges across the franchises. With open lines of communication, concerns were quickly resolved, meaning Signal 88 can continue shaping the security industry for years to come.

*"People are our greatest asset. TrackTik helps us connect with those people, seamlessly and consistently."*

*- Reed Nyffeler, CEO & Co-Founder of Signal 88*



## Conclusion

TrackTik has made it their mission to support Signal 88 in reaching their business goals: whether it be through streamlining their security operations or supporting revenue growth.

Signal 88 implemented TrackTik's platform approximately 2 years ago. In 2017, they experienced 20% growth, and are expected to grow by 30-40% in 2018, according to Nyffeler. This can be attributed to their ability to cut costs at all levels, boost staff accountability and retention, and offer best-in-class service to their clients, all through technology and software.

With the full range of TrackTik features and modules, Signal 88 has the transparency they need to run a high standard of operations, while ensuring their future growth.

When asked what the future holds for them and what role TrackTik will play in it, Nathan Ridenour said "We see ourselves as pioneers, continuing to be the leading technology user conducting physical security in our nation and beyond, and doing so in collaboration with our partners at TrackTik."



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# TrackTik's Offerings



## Stay Competitive

Our product was developed in order to position clients as strategic partners to their customers, saving time and money -- without compromising quality.



## Strategic Partnership

Our team of dedicated experts ensure that clients are successfully guided through the onboarding process, and are continually supported throughout implementation and beyond.



## Streamline Processes

The standardization and centralization of operations through user-friendly technology allows clients to focus further on expanding their business, and other core offerings.



## Data-Driven Insights

We provide essential pieces of data, collected through everyday reporting and monitoring about client operations and staff performance so that they can tweak their business to run more smoothly.