

TRACK **TIK** CASE STUDY

St. Moritz Continues to Deliver
High-Value Service to their
Customers with TrackTik's
End-to-End Solution



St. Moritz: Security Service Meeting Specific Needs

St. Moritz is a Pennsylvania-based corporation — owned and operated by Philip St. Moritz — that started as a regional company and has grown to have a national footprint. With 30 offices stretching from Boston to Hawaii, they have over 3000 workers servicing retail, industrial, and patrol clients.

St. Moritz Security Services focuses on the individual needs of their clients. They forego generic pre-packaged services to offer a customized program based on each client's individual needs.

This is why St. Moritz attracts a lot of clients whose needs are very specific. The only thing that comes pre-packaged with their services is quality employees and officers. They're not interested in just throwing a body into a suit. From the top-down, St. Moritz makes sure their workers deliver high-value service. Their retention rates are much higher than the industry standard, which allows them to maintain quality in their security operations.



"We do a lot of work in the high-end retail space, which is highly specialized."

Matthew Schwartz,
Chief Executive Officer

Maintaining High-End Service While Growing



"We want to make sure that we bring value to our customers."

Evan Nardone,
Chief Technology Officer

St. Moritz has grown quickly since being established in 1982, and one of their biggest concerns is losing the ability to focus on the unique needs of their clients as they scale. "As St. Moritz continues to grow year over year, we want to make sure that our customers are getting that high-end, specialized service that we promised from the beginning," Evan Nardone explained. With clients whose needs are so particular, the security company needs to be laser-focused on their customer's needs.

Large companies are always at risk of losing their focus on customers. Their resources are often used elsewhere, leaving the client at a bit of distance. Matthew Schwartz believes that "Some of the larger companies (...) they just don't have the bandwidth to get out and service their customer as they should."

Concerns with Previous Software Solution

St. Moritz had used security management software before but was unhappy with the restrictions and limitations they faced in day-to-day use. Their guards could not access their schedule on a mobile phone, which meant that guards would have to phone in or access a desktop to know when they were scheduled.

Invoicing did not include the customization and breakdowns they required to satisfy the needs of their clients. For the sake of transparency and data, customers need to know precisely what they are paying for on an invoice, especially if they need to justify their security costs to upper management.

Back office tasks, such as scheduling, were not covered by previous software solutions, which meant that a lot of manual work building schedules and replacing guards was being done on spreadsheets and was not connected to frontline security operations.

Grievances with Previous Security Management Software:

- Invoices lacked customization and breakdowns
- Unable to give clients a customizable report
- Back office tasks not covered by the software
- Frontline and Back office not connected
- Guards were unable to access schedules on mobile

"Where our industry is heading, I believe technology will play more and more of an important role."

Brian Fiscus,
Chief Financial Officer

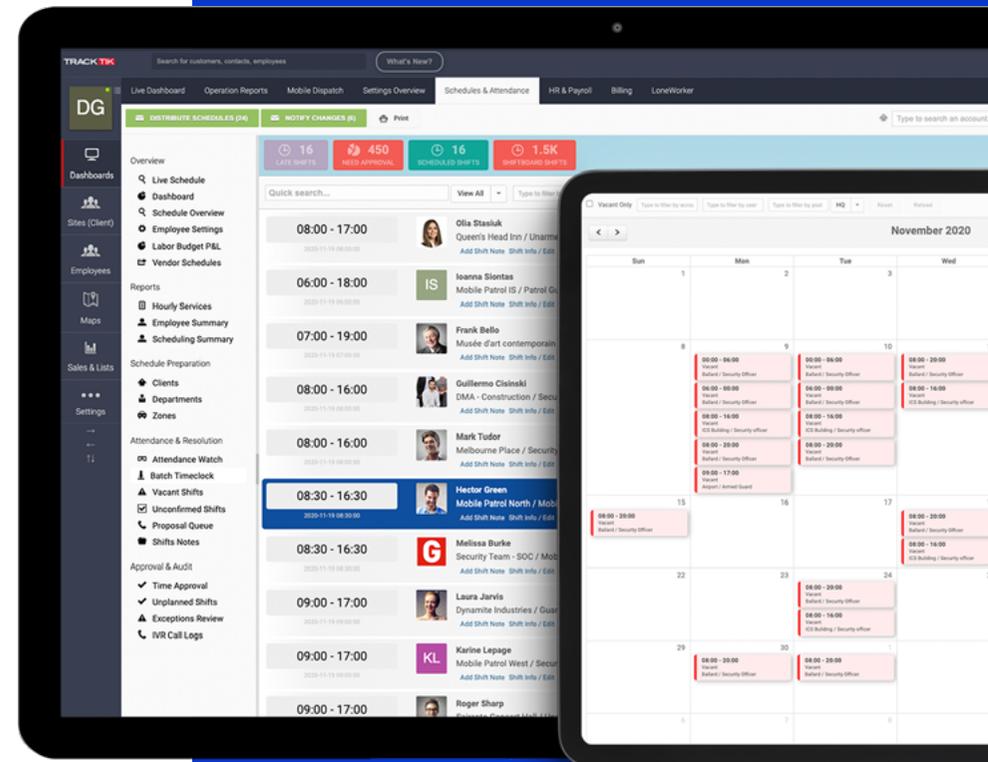
More Time with the Customer With An End-to-End Solution

TrackTik made it possible for St. Moritz to maintain a closer relationship with their customers by streamlining backend processes that previously would consume countless admin hours. The software automates manual processes involved with incident reporting, scheduling, employee replacement, invoicing, and more. This automation freed up time for St. Moritz to focus on their client's needs.

These back-office tasks are synced up with frontline operations, so guards know their schedule via their mobile phone, are tracked while they perform their duties and those verified shifts automatically create an invoice, which is then turned into payroll-ready information. This is how TrackTik covers their security operations from end to end and helps them save a lot of time.

"The more we're able to eliminate manual process and replace it with something automatic, the more we're able to spend that extra time with our clients."

-Evan Nardone



The Importance of Data and Analytics

Clients want data and analytics to understand where their costs are coming from, and they want it right away. TrackTik can fulfill that need, according to Schwartz, by "providing data in real-time to our customers as it relates to scheduling, as it relates to reporting, as it relates to any kind of incident that occurs at a location, we now have information and data in real-time."

TrackTik's real-time and historical reporting wowed St. Moritz's customers. The quick turnaround of

data meant they could offer a transparent account of their security operations and justify their costs, giving them an edge over competitors. This was yet another way TrackTik helped bring St. Moritz closer to their clients; by satisfying their need for data quickly.

The addition of Data Lab, a tool that helps security companies make better-informed business decisions through easy access to customizable, function-based

dashboards monitoring key performance indicators, takes TrackTik's data analytics functionality to a new level. According to Nardone, who acknowledges that it's difficult to conceptualize, design, and build a product for the various types of users in the security environment, Data Lab fills a significant gap.

"With Data Lab, an individual experienced with coding and data analytics can get full use of the system, but an operations manager who has no background in data analytics can also use the software to build a dashboard to get operational information easily. And that information allows them to make decisions."

-Evan Nardone

Pivoting the Business During a Pandemic

St. Moritz is proud of how its leadership pivoted the business during the pandemic quickly. St. Moritz has always been the Gold standard of retail security across the country, providing high-end security to luxury boutiques across the US. Still, during the pandemic, all of those boutiques and businesses disappeared overnight. The company had already planned to dive into other vertical markets but simply didn't have time. So as retail locations closed, St. Moritz was able to launch the business into the gated community vertical, healthcare, logistics, and local and state governments who required added security because some facilities were closed or had strict restrictions like mask mandates, access controls, and additional patrol requirements.

Another part of the pivot was the growth of the company's remote guarding division. As with other security companies, one of the difficulties they faced was finding and hiring good officers. With minimum wage law changes and the need to increase wages to find the right officer, it has squeezed the security market across the industry. But St. Moritz was able to leverage their remote guarding service by decreasing headcounts in certain areas and using video surveillance and security technology instead. That allowed the company to increase wages for the remaining personnel and provide a higher caliber officer to their clients because of the added efficiencies of technology.



Tremendous Value to Clients

TrackTik's 360-degree approach focuses on delivering the best possible solutions and offers added value to security organizations and their clients by building relationships with strategic partners that provide a wide range of technology solutions to extend the power of TrackTik products. With TrackTik's 360 program, you'll be able to scale your business operations and meet your growth requirements.

"The beautiful thing about the TrackTik 360 program is that you have a diverse collection of strategic partnerships who are recommended by TrackTik, which illustrates how dedicated TrackTik is to maintaining relationships with their clients. This provides tremendous value to clients."

- Evan Nardone

A Shared Partnership Mindset

One of the reasons St. Moritz chose to work with TrackTik and continues to work with TrackTik is partnership. Being able to work with the development team on new features, new products and then beta test those features provides a high level of value to the company while also allowing TrackTik to increase development. So being part of that development is a big piece of St. Moritz's relationship with TrackTik.

"Our previous company had not developed anything new in a decade, but what we see with TrackTik is not only continuous development, but development through engagement which means you are reaching out to your customers, finding out what their needs are, finding out a solution to that need, and then allowing those same customers to critique it, test it, and verify that it solves their problem."

-Evan Nardone

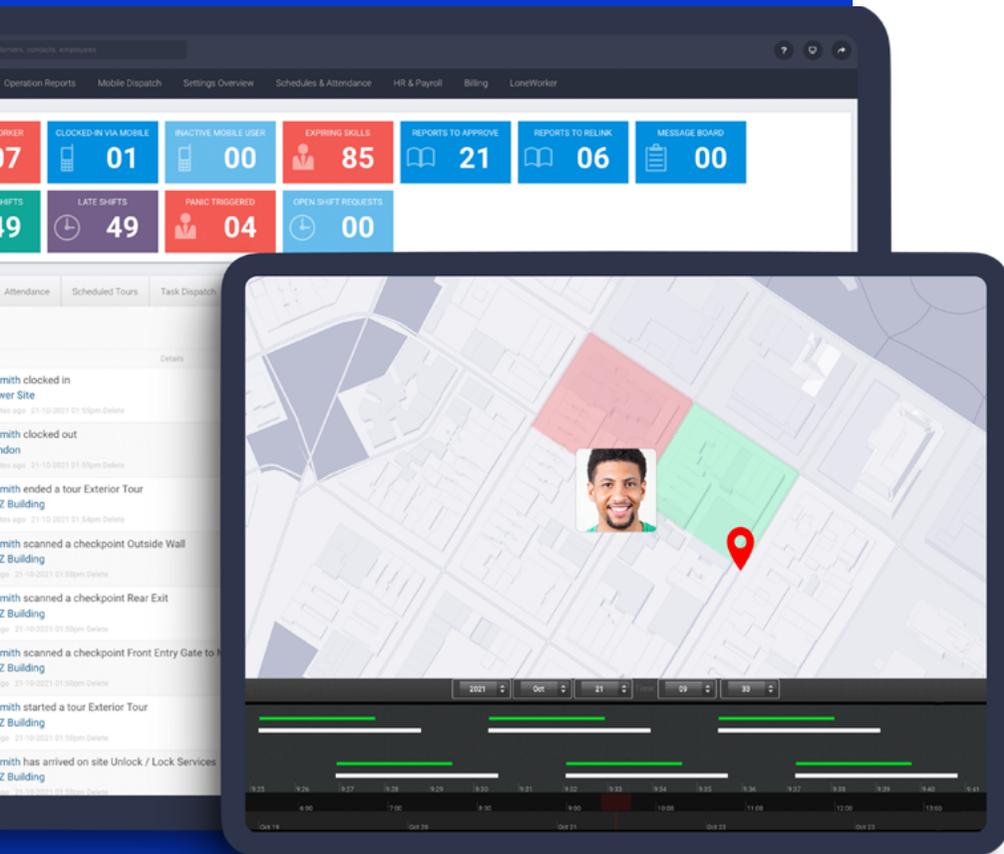
“TrackTik is truly an end-to-end solution.”

With help from TrackTik, St. Moritz has been able to maintain its focus on the specific needs of its customers despite growing in scale as a company. TrackTik’s centralizing software gave them more time for their clients by automating previously manual admin processes and connecting their frontline and back-office security operations. St. Moritz was also able to provide data and analytics to justify the cost of their security operations, allowing for an even closer, more transparent relationship with their customers. St. Moritz plans to grow 10% year by year while offering a professional security service. TrackTik is an essential part of achieving that goal, and will be working alongside St. Moritz to make that happen for the foreseeable future.

St. Moritz was also able to meet their client’s specific needs when it came to invoicing and payroll:

“From a billing and contracts perspective, it really gave our customers the flexibility they were asking for.”

- Evan Nardone



About TrackTik

TrackTik was founded in 2013 and quickly established itself as a market leader with the mission to build better software so its clients can run smarter businesses. TrackTik's cloud-based technology enables security organizations to connect frontline staff, back office management, and their clients to drive improved operational efficiency and data insights. TrackTik helps security professionals make automated, data-driven decisions with its seamless approach to system connectivity. Headquartered in Montreal, Canada, with offices in the United Kingdom and the Netherlands, TrackTik offers four integrated suites of tools – Security Operations for Guarding, Back Office Management, Mobile Patrol and Dispatch, and Business Intelligence & Reporting Analytics, to help security service companies follow the progression of guards, reduce manual tasks, lower costs, and demonstrate value.

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