Solution Innovation Case Study:
Improving Personal Security and Reducing Costs by Deploying AI-powered Personal Security Combined with SOC As a Service (Virtual SOC)

The Security Executive Council (SEC) Solution Innovation Partner (SIP) program evolved to help security practitioners expedite choosing a trustworthy risk mitigation vendor with confidence given the myriad of possible options in the marketplace. Proven Solution Innovation Practice Case Studies help to evaluate performance claims and differentiate security solution providers for business outcomes including risk mitigation, return on investment, and security assurance.

Solution Innovation Case Studies offer a proven process approach for mitigating risk(s) that could result in injury or impairment of people, assets, critical processes, products and/or brand reputation. This proof point examines representative risk issues, mitigations and result outcomes as validated by the SEC and end-user.

This case study demonstrates Bond's innovative capability to provide improved personal safety and security with its App and Virtual SOC services; helping organizations more effectively and efficiently ensure just-in-time protection for people, even when they are outside of the institution's buildings.

Risk Issues and Mitigation Opportunities:

The client is one of the largest organizations in the US, with hundreds of thousands of individual stakeholders. Their Security team was looking for an innovative, flexible solution that met key expectations:
1. Enhance the security and peace-of-mind of its members 24/7 even when they are outside of the organization's facilities (commuting, conducting business away from the facility, on personal time, etc.)
2. Deliver a risk mitigation response solution that would be locally available, affordable, smart phone enabled, and effective around the clock. This included operational requirements criteria that 85% of all calls for service to be answered within 5 seconds; and that the service would orchestrate, coordinate, and provide oversight for security and management personnel for about 1,500 facilities across the region.
3. Overcome the systemic limitations of 911, wherein most alarming situation calls are either "too early" to dial 911 (since it is not yet an emergency) or "too late" (too risky or unable to complete the call)". The solution allows the end-users to seek immediate attention well before a situation reaches the severity threshold of a 911 emergency.
4. Requirements included professional security response personnel, who are trained at addressing safety and security situations (not just dispatchers who connect the end-user with 911).
5. Feature on-demand monitoring of technologies detect and locate a potential threat, for immediate evaluation to then allow the Command Center Security Agents and/or security organization to potentially defuse, mitigate, monitor, or prevent the threat or escalate response by others.
6. Enable coordinated and integrated intervention by first responders or the organization's security resources.
7. Facilitate situational risk communications for security service requestors, facility personnel and with the central governing organization's need-to-know awareness.
8. Assure the privacy of the service requestors, as many preferred a capable, independent third-party service provider rather than their own security organization.

Solution Requirements:

1. 24/7 threat mitigation or prevention-capable, on-demand and monitored security services for individuals when outside of organizational facilities.
2. Always-available, trained security personnel with scalable service to aid 250,000 individuals within directed response time service level agreement.
3. Outsourcing of Virtual SOC services with performance duties including Critical Event Management, Mass Notification, and Situational Risk Response coordination for security personnel and first responders.
4. Assured privacy of the organization's people and stakeholders.
5. Budgeted cost less than $100 per-user per year.
6. Personal Security as a Service (PSaaS) that is easily accessible, responsive, and affordable protection through a mobile app.

Delivered:

Bond's solution has been implemented across some of the institutions participating member facilities and is already producing positive results:

➢ Effective Virtual SOC services have enabled streamlined, ROI-capable communications and coordination to more effectively resolve security related matters that arose at institutions during the past several months.
➢ Improved certainty. Risk mitigation and preventive monitoring services, such as "Ready an Agent," "Security Check" and "Video Monitor Me" have also been used by security personnel to help them navigate and resolve uncertain situations that developed within their institution.
➢ Bond's services helped the client enhance their security service reputation. Increased visibility of security situation resolution has resulted in additional funding of the security organization to enhance safety and security.
➢ Security as a service is on budget through 14 months requiring no capital investment or setup costs.
➢ Qualified Virtual SOC agents have been available at SLA response times and provided professional services of a preventative nature.

Outcome and Benefits of Service Including ROI:

1. Bond's Personal Security as a Service approach reduced Total Cost of Security Operations Center (SOC) Ownership by 80% relative to the alternative of establishing a SOC, licensing technologies, training security agents, and providing 24/7 set of services that are currently provided by Bond.
2. Enhanced safety, security, and peace of mind for security personnel, staff, and end users. The solution was deployed in mid-2020. Given the pandemic, there have been fewer than typical incidents and threats. However, Bond met all SLAs and was able to address unique situations whereby Bond's Personnel Security Agents were deployed in real-time to protect a member of the organization.
3. Simplified the onboarding process and eliminated all start-up and operational and training costs required when procuring and operating technology.

4. Scalable and flexible to adapt to evolving threats, people's needs and economic conditions.
5. Data privacy-protected 100% (including fact that services are not administered by own organization but by a 3rd party)
6. High end-user satisfaction scores -
   a. Bond's agents stay on the line with a user until the user is comfortable to disengage the call.
   b. Bond's agents are not incented to maximize the number of interactions with users but to ensure they are safe and comfortable by the end of every interaction.
   c. End user personal safety and security confidence moved from a 1 out of 10 to a 9 out of 10.

"I highly recommend Bond for any institution that wishes to enhance the safety and peace of mind of its employees, members, students or customers – including when people are outside of the institutions' protected buildings. "In terms of professionalism, their Agents are 10 out of 10 in my opinion" said Mitch Silber, Executive Director of JCRC's security team. "Bond literally introduces a new paradigm of preventative personal security, safety and peace-of-mind, which is highly innovative, effective, economical and preserves privacy. Bond Command Center and Bond Personal Security Agents are available 24/7 to help our members, well before a situation is an emergency. They offer a rich set of security services and capabilities for a variety of situations. Bond digital/AI on-demand monitoring services allow our people to find the right balance between attention from Bond, privacy, and ease of use. Working with Bond has been very satisfying, and they have fully met my expectations, in terms of their technological and operational standards."

SIP Case Study Authentication Process

This process was overseen by a Council Faculty member with 20+ years of experience in developing and leading people and asset protection programs as trusted security advisor for global and multinational organizations. **Client end-user authenticated August 2021.**

Note: *The Security Executive Council's Solution Innovation case study represent a snapshot in time to demonstrate a solution to a specific organization's issue. End-user diligence, trial and measurement are strongly recommended for any contemplated risk mitigation activity.*

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A General Comparison of Competition

Vendors: Services & Capabilities	Bond	Leading guard/bodyguard vendor	Leading travel security vendor	Leading Critical Event Mgmt. vendor	Leading University Campus Security App vendor
Type of Safety & Security risks and situations addressed					
A Employees "on the go" outside of Institutions' buildings	Yes	No	No	No	Some
Lone workers engaging 3rd parties in stationary settings	Yes	Some	Some	Some	Some
In transit: commuting, on the job, driving, public transportation	Yes	No	No	Some	Some
Medical emergency	Yes	Some	Some	Some	Some
Fall detection	Yes	No	No	No	No
Crash detection	Yes	No	No	No	No
B International travel	Yes	Some	Some	Some	No
C Safety & Security for family members	Yes	No	No	No	No
D Employees Working From Home (WFH)	Yes	No	No	No	No
Services & Solutions					
Preventative					
A Live Human Monitoring by Personal Security Agents	Yes	Yes	Yes	Some	Some
Video Monitoring	Yes	No	No	Yes	No
Audio monitoring and assistance	Yes	Some	Some	Yes	Some
Chat	Yes	No	No	Yes	Some
B Live AI monitoring (detection of risks)	Yes	No	No	No	No
Mobility tracking: route, pace, patterns	Yes	No	No	No	Some
Put vendor on standby: effortless pressure-release-activation	Yes	No	No	No	No
On demand security checks: time, mode, escalation options	Yes	No	No	Some	No
crash detection	Yes	No	No	No	No
Fall detection	Yes	No	No	No	No
Wellness (vital signs) activation	Yes	No	No	No	No
Reactive					
C Orchestration of Assistance	Yes	Some	Some	No	No
Body guards	Yes	Yes	Yes	No	No
Roadside assistance	Yes	Yes	Yes	No	No
Car Service (pick up and transportation)	Yes	No	No	No	No
Telemedicine	Yes	No	No	No	No
Mental assistance	Yes	No	No	No	No
Domestic violence assistance	Yes	No	No	No	No
D Orchestration of First Responders (911)	Yes	Yes	Yes	Yes	Yes
E Virtual SOC as a Service (for clients who have no SOC)	Yes	No	No	No	No
F International Travel Risk Management	Yes	No	No	No	No
Reactive	Yes	Yes	Yes	No	No
Reach-out and orchestrate relevant first responders	Yes	Yes	Yes	No	No
translation services	Yes	Yes	Yes	No	No
Have own SOC available and active	Yes	Yes	Yes	No	No
Medical assistance locally	Yes	Yes	Yes	No	No
Medical evacuation	Yes	Yes	Yes	No	No
Extraction	Yes	Yes	Yes	No	No
Preventative	Yes	No	No	No	No
Guidance and assistance (like concierge)	Yes	No	No	No	No
Live Monitoring: video	Yes	No	No	No	No
AI based Monitoring: mobility, security checks, standby	Yes	No	No	No	No
Bodyguards	Yes	Yes	Yes	No	No
Transportation	Yes	Yes	Yes	No	No
Intel: Strategic (generic) info about destination country	Yes	Yes	Yes	No	No
Capabilities & Benefits					
A Privacy	Yes	Yes	Yes	Some	Some
Data privacy & security tech & processes	Yes	Yes	Yes	Yes	Yes
3rd party "confidant" (like physician or therapist vs your boss)	Yes	Some	Some	No	No
B Personal Security **As A Service**	Yes	No	No	No	No
zero setup costs	Yes	No	No	No	No
same day deployment	Yes	No	No	No	No
TCO reduction (up to 70% saving)	Yes	No	No	No	No
Can offer virtual SOC service for clients	Yes	No	No	No	No
C Corporate Security As A Service (for SMEs)	Yes	Yes	No	No	No
Offer virtual SOC as a service	Yes	No	No	No	No
Offer (fractional) CSO as a service	Yes	No	No	No	No
Comprehensive Risk Assessment	Yes	Yes	No	No	No
Physical facility security	Yes	Yes	No	No	No
Cyber Security Assessment	Yes	Yes	No	No	No
D Premium Security Consulting Services	Yes	Yes	No	No	No
Comprehensive physical security assessment	Yes	Yes	No	No	No
Deployment of best-of-breed 3rd party solutions	Yes	Yes	No	No	No
Government grade Cyber Security Assessment	Yes	No	No	No	No
VIP Assessment, planning and securitization	Yes	No	No	No	No
Secure phones	Yes	No	No	No	No

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See other case studies and learn more about the SIP Program here:
https://www.securityexecutivecouncil.com/about/solution_innovations.html