

## Proven Solution Innovation Case Study:

### Improving Incident Outcomes with Mobile, Real-Time Solution for Large-Scale Campus Facilities

The following case study is a demonstration of Guardly's Enterprise Solutions with an existing customer that has geographically widespread facilities. Solution innovation requirements included reducing incident response times, enhancing situational awareness for security operators, enabling better real-time decision making when responding to threats, and a method for any person to report an incident from any smartphone at any location on campus.

This proven solution innovation case study offers a process approach for mitigating related board level risk that could result in injury, impairment or death of people and damage to assets or brand. This case study examines representative risk issues and results outcomes validated by the Security Executive Council with the end-user in August 2013.

#### Risk Issues and Mitigation Opportunities:

1. Typical physical infrastructure (emergency phones) could not be placed in commonly walked paths because campus is spread across a dense urban center.
2. Indoor location or outdoor GPS location and personal identification data for mobile emergency calls is not provided to security operators, causing delays in providing appropriate response efforts. Over 90% of calls to private enterprise security are made from mobile phones.
3. Threatening situations like active shooters, suspicious persons and harassment prevent those affected from reporting threats verbally, which delays initial notification to security operations and prolongs effective response. These preventable delays may increase overall risk to loss of human lives and property damage.
4. Criminals can be difficult to find/locate because physical descriptions of their appearance may be hard to communicate or may be common amongst many others in the area.
5. A large volume of alerts may be triggered when a threatening situation arises, which can overwhelm public or private sector 911 phone systems, leaving security operators struggling to keep up. Call queues can go unanswered, leaving potentially valuable information unread and vulnerable people in jeopardy.

#### Solution Requirements:

- Deploy mobile smartphone applications to everyone within the enterprise, enabling anyone of them to report a threat or personal emergency to security operations from any location within the campus facilities.
- Provide security administrators with an interface to monitor and manage incoming incident alerts.
- Enable rapid and optionally discreet communication between the security operators and those reporting incidents through the mobile safety applications.
- Track real-time indoor and outdoor location of emergency caller and report to security operator.
- Snap and share photos to provide visual evidence of suspicious persons or criminal activity.
- Manage multiple alerts gracefully and provide method to inbound callers to share information, even when a security operator may be tied-up responding to another request.

#### Delivered:

- ✓ Mobile safety applications that run on Android, Apple, Windows Phone and BlackBerry devices.
- ✓ Command center interface for security operators to manage and communicate with multiple emergency callers.
- ✓ Indoor Positioning System (IPS) that can locate emergency callers with room-level accuracy within buildings.
- ✓ Ability for mobile applications to transmit location, identity information and share photos with security operators.

#### Outcome and Benefits of Service:

- ❖ Saved over \$19,000 per 1,000 incidents in departmental efficiency costs (helps do more with fewer resources).
- ❖ Additional cost savings by mitigating preventable, non-emergency 911 calls placed from campus facilities.
- ❖ Enhanced quality of service by reducing emergency incident response times by 44% (8 minutes and 10 seconds).
- ❖ Better incident closed/solve rate outcomes for Guardly-reported vs. non-Guardly-reported incidents.
- ❖ Mitigated customer/client risk/liability exposure by improving response capabilities against active threats.
- ❖ Ability to track and locate non-communicative and non-responsive callers within 4 minutes inside buildings.

#### SIP Process

This process was overseen by a Council Faculty member with 16 years experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. End-user authenticated.

**Note:** The Security Executive Council's Solution Innovation case study represents 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.

## A General Comparison of Competition

Solution Capabilities	Guardly	Call to 911	Call to Enterprise Security	Blue Light Phones	Competing Service
Smartphone Apps Available	Apple, Android, Windows Phone, BlackBerry	✗	✗	✗	✗
Indoor Positioning System (IPS) Accuracy	Room-Level	✗	✗	Room-Level	✗
GPS Location Accuracy	GPS (enhanced with IPS)	Network Location (A-GPS)	✗	GPS	Network Location (A-GPS)
Real-time Location Tracking (when active)	✓ GPS + IPS	Initial GPS Coordinates Only	✗	Initial GPS Coordinates Only	✓
Mobile Duress Broadcasting Capabilities	Mobile Carrier or WiFi	Mobile Carrier only	Mobile Carrier only	Depends on setup	Mobile Carrier only
Concurrent Call to 911	✓	N/A	✗	✗	✗
Concurrent Alerts to Emergency Contacts	✓	✗	✗	✗	✗
One-Tap Duress Functionality	✓	Rarely	✗	✓	✗
Customization of Emergency Alert Types	✓	✗	✗	✗	✗
Alerts Delivered to Security Operations	✓	✗	✓	✓	✓
Monitoring Interface for Security Ops	✓	✗	✗	Depends on setup	✓
Real-time Incident Management Interface	✓	Partial	✗	Depends on setup	✓
Identification and Profile of Inbound Caller	✓	Partial	✗	✗	✓
Two-way Voice Communications Support	✓	✓	✓	✓	✓
Two-way Instant Messaging Support	✓	✗	✗	✗	✗
Share Photos with Security Operations	✓	✗	✗	✗	✗
Sound Loud Whistle	✓	✗	✗	✗	✗
Geofences & Custom Alert Routing	✓	✗	✗	✗	✗
Incident Reporting and Analytics	✓	✗	✗	Depends on setup	✗
Integrates with Existing Security Systems	✓	✗	✗	Depends on setup	Some
Open and Extensible API	✓	✗	✗	Rarely	✓