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A Closer Look at Smart Security

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Forward-thinking organizations recognize that all of their security products and systems need to be connected and controlled from a single viewpoint to efficiently and effectively secure all assets.

Is your security system as smart as the facility it protects?

The U.S. Department of Labor [estimates](#) that 2 million American workers are the victims of workplace violence—every year. And that doesn't account for any unreported incidents. It's a growing and complex problem with no single answer, but physical security measures are designed to not only help protect your employees and business, they also have a profound impact on your organization's cybersecurity, employee theft, inventory control, and much more.

In fact, today's businesses face a range of key security challenges beyond workplace violence, from anticipating threats and securing multifaceted facilities to monitoring and controlling access to sites. Notifying occupants and stakeholders in the event of emergency adds a layer here as well.

Technology is reshaping how we secure business

Technology is reshaping how we conduct business and makes the world a faster, more connected place. Thus, technology is also reshaping how we secure those businesses. Many facilities today have multiple, disparate security products and systems, such as video monitoring, access control, and alarms. Managing them independently creates opportunities for error and heightens the potential for a lapse in security.

Forward-thinking organizations recognize that all of their security products and systems need to be connected and controlled from a single viewpoint to efficiently and

effectively secure all assets. In other words, your security system needs to be as smart as the facility it protects.

In this eBook, we've republished a series of articles that highlight how integrated security components and systems enables a unified, coordinated security strategy; improves situational awareness and emergency response; and helps protect your people, property, business, and reputation. You'll learn about how a layered approach to your security solutions and strategy helps create a safe, secure environment, and how data—one of today's most valuable commodities—can be applied to create these perfect places to work, learn, live, and thrive.

For example, the Panorama Tower in Miami, Florida rises 85 stories above the skyline. It's home to more than 800 luxury apartments, a boutique hotel, office spaces, retail outlets, and much more. So, for the building's owners, security is a critical concern; everyone should feel safe when they enter the building to shop or work, or when they turn in for the evening. [Panorama's security team relies](#) on Siemens security products and solutions to intelligently integrate and coordinate cameras, access controls, and even the elevator system to truly make everyone feel safe when they're inside.

As security threats become more complex, you must be able to rely on intelligent, integrated security systems that meet your needs today and tomorrow.



A unified, coordinated security strategy comes from an intelligent, integrated security system

Safeguarding businesses and creating a secure world begins with a unified, coordinated security strategy, and forward-thinking organizations recognize that all of their security products and systems need to be connected and controlled from a single viewpoint to efficiently and effectively secure all assets. That is, your security system needs to be as smart as the facility it protects.

But how do you get there?

“By unifying security and building systems and adding analytics and services, you create clarity and actionable insights for your entire organization.”

It’s more than a simple discussion about software updates, monitoring, emergency response, and on-call service. Instead, you must have a clear understanding of how the performance of your security systems affects your ability to achieve your overarching business objectives. So, creating this unified, coordinated security strategy starts with defining your

organization’s strategic business and security goals you’re driving toward.

Everything else—from designing your physical security measures and products, to collecting and analyzing data, and finally to servicing your equipment—all depends on understanding your drivers, needs, and challenges, as well as the associated KPIs that are critical to reaching your goals.

As security threats become more complex, you must be able to rely on intelligent, integrated security systems that meet your needs today and tomorrow. Consider video monitoring, for example; it isn’t enough to simply record what’s going on in your facility. On their own, having cameras onsite and hours of archived footage does nothing to secure your people, your assets, or your business. Instead, when your video management system is integrated with your building systems and third-party applications, you can engage video analytics to detect threats before they happen, protect against potential theft, and gain an improved situational awareness that’s critical to emergency response.

In other words, by unifying security and building systems and adding analytics and services, you can not only create an integrated smart building, you also create clarity and actionable insights for your entire organization. Addressing complex security challenges combined with intelligent, integrated security solutions and services streamlines and enhances your security strategy to deliver increased operational efficiencies, reduced system complexity, and a single view for all security operations.

A layered approach

to creating safe, secure environments includes smart security products

Integrated security solutions and services start with comprehensive recommendations that are applied using a layered approach.

Organizations will often need to rely on a partner to create and service scalable, smart security systems that meet today's needs and tomorrow's unknowns.

In its fall issue of Technology Insights, the Security Industry Association (SIA) published our perspectives on creating safe, secure campus environments. Although we focused on institutions of higher education and the impact of campus violence on students, faculty, and staff, the fact remains that our recommended, layered approach can be applied to any type of organization.

Integrated security solutions and services start with comprehensive recommendations that are applied using a layered approach, one that addresses the most critical areas of a building, campus, or business first. From there, the approach should be designed to meet your budget and staff resources and should integrate your security operations with your facility's subsystems to create a safer, more convenient, more comfortable place to live, work, and learn.

7 Keys to know for creating safe, secure environments

1. Define your organization's security objectives and most critical KPIs: Every organization is different and therefore will require its own set of strategies, processes, and equipment—and different ways of measuring progress and success.
2. Secure the perimeter of your facility or campus: Combine smart security technologies like access control and video management systems with physical barriers and other fortifications to secure the perimeter of your facility.
3. Control access into and out of buildings and secure areas: Access control should include a range of intelligent technologies to allow employees and authorized visitors to seamlessly access your buildings and secure areas while preventing others from gaining access.
4. Install intelligent, analytical video systems that record events and create alerts as needed: Video surveillance is not a new security technology, but newer systems are far

more intelligent than older ones. Look for systems that can do more than capture what's happening in favor of solutions that can analyze the scene and recognize out-of-place people and objects.

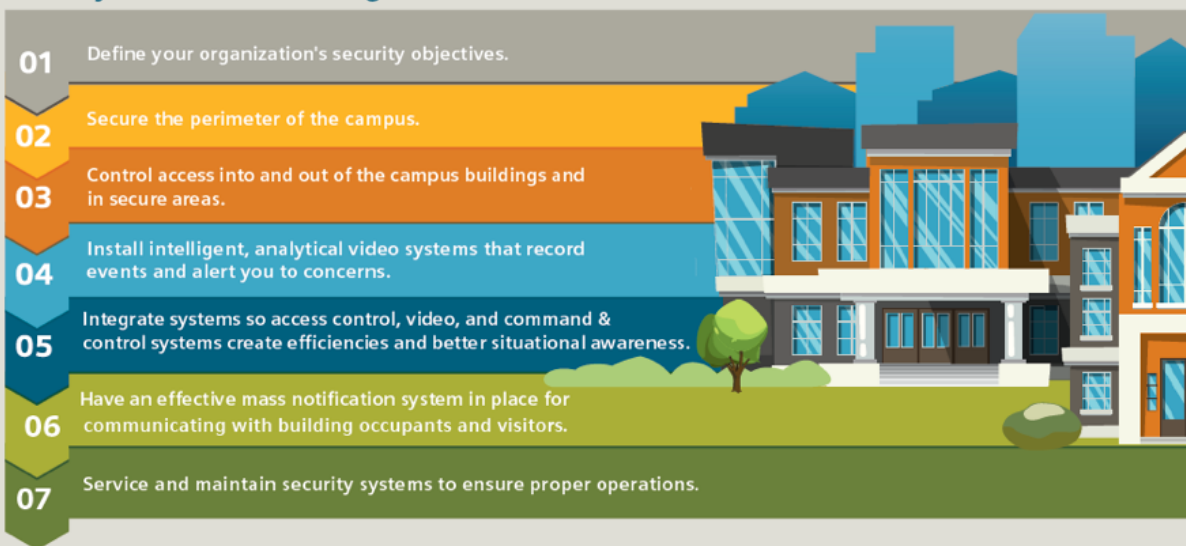
5. Integrate systems to create efficiencies and better situational awareness: Many organizations rely on a range of security technologies and solutions, but when they integrate those systems to function as one – that's when you begin to create a truly smart security operation.

6. Have an effective communication system in place for notifying occupants when needed: No emergency plan or security strategy is complete without a mass notification system that gets the right information to the right people at the right time, no matter where they are.

7. Service and maintain security systems to be sure they operate properly: Security technologies work 24/7/365 and your safety and security depends on them functioning properly. Any gaps in maintenance could put the entire system at risk, but proactive, preventive programs will include software and firmware updates as well as maintenance for all hardware and components.

Finally, as security threats continue to evolve and gain in complexity, organizations will often need to rely on a partner to create and service scalable, smart security systems that meet today's needs and tomorrow's unknowns. A comprehensive team of building and security experts, the latest analytical tools, and an end-to-end delivery structure should be at the heart of this partnership.

7 Keys to Know: Creating safe, secure environments



#CreatingPerfectPlaces

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Improving situational awareness with smart security products

Recently, **five people** in Florida were stabbed while at work. In California, a disgruntled employee is **accused** of threatening an attack on his place of work. These incidents follow the workplace mass shooting in Virginia Beach this past spring.

It's a complex issue with no single answer; prevention and protecting your employees require a multifaceted approach. For example, employee **training programs** (whereby people are taught how to respond to acts of workplace violence), are emerging as one answer. In addition, states like **California** and **Illinois** are working on legislation. Physical security measures that include smart security products are another answer. They can not only help protect your employees from these and other types of threats, they can also have a positive impact on your organization's cybersecurity efforts, employee theft, inventory control, and so on. And when it comes to these physical security strategies, measures, and technologies, situational awareness—that is, the ability to see

what's happening in your building and to predict what may happen next—is paramount.

Human operators, however, may find it difficult to monitor the increasing number of video channels that are typical of today's surveillance systems. Thus, video analytics have quickly become a key element in today's security applications. It isn't enough to simply record what's going on in your facility. Video analytics are designed to enhance your situational awareness and by combining your video management system with, for example, license plate recognition software. Together, this solution can analyze the scene surrounding your building and recognize when a vehicle has circled your campus repeatedly; security operators will be alerted to this situation and can respond accordingly.

Beyond video surveillance, a comprehensive, intelligent physical security information systems (PSIM) can seamlessly consolidate all of your safety and security systems to help you achieve true situational awareness for your entire organization. From access control and intrusion detection to fire and life safety, you can take advantage of a single, intelligent interface to optimize

decision making and incident management.

In other words, smart security products with video analytics can work together to detect potential threats before they happen, improving your organization's situational awareness and allowing you to take a proactive approach to your security operations.

How smart security products and systems

enhance and enable effective emergency response

It's a tough topic to be sure, but when any emergency happens—whether that's natural, fire, or human-caused—what happens in the first few minutes are the most important. Do you need everyone to evacuate the building? Or shelter in place? How quickly can you get first responders the information they need?

An effective emergency response starts, of course, with an effective, comprehensive plan. Ready.gov offers a wealth of great information and resources for developing your emergency plan, including advice on how to respond to various types of emergencies. Moreover, the benefit of practicing the plan cannot be overstated; as an athlete prepares for the next game, so too should organizations practice their emergency response.

Behind the scenes of planning and drills, however, organizations should also employ smart security products that provide essential command and control functions that provide accurate information that supports an effective response. Fully geo-referenced system intelligence, correlating maps and floorplans, and complete situational awareness are at the heart of these smart security systems. Organizations should also look for:



- **Open, flexible, future-proof architecture** that seamlessly consolidates a variety of safety and security systems, such as access control, intrusion detection, video surveillance, fire, and other systems into one common platform. Open interfaces ensure that future generations of security hardware and software integrate easily, maximizing flexibility and protecting your investment. Remote support helps further ensure the highest in system performance, now and in the future.
- **Advanced event handling**: Security officers need decision support processes and advanced event handling capabilities. Incident management through intelligent workflows help security officers efficiently handle incidents and minimize mistakes. For example, leading messages can be automatically linked with additional technical information.
- **Interactive visualization**: Quickly identify and focus on what's most important with visual representations of areas affected; smart security systems enable the selection of different geographical layers with geo-referenced system intelligence to form a rapid, informed response to any event while making fewer mistakes.

Security is no longer about simply managing sensors and discipline. It's about creating a holistic understanding of every situation for faster processing, better quality information and decision-making, and comprehensive situational awareness—all of which combine to enable an effective emergency response and support every organization's emergency plan to protect people, property, and your business.

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It helps our customers to thrive, communities to progress and supports sustainable development.

Creating environments that care.
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