Securing Upgrades for Security Initiatives

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Today's Webcast starts at 1:00 p.m. Eastern.

Thank you for joining us.

Securing Upgrades for Security Initiatives

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Today's Moderator

Ed Sullivan

Editor,

Building Operating Management

Today's Presenter

Daniel O'Neill

Founder/CEO,
Advanced Data Risk Management

As the founder and CEO of Advanced Data Risk Management and the former founder, president and CEO of Applied Risk Management, Daniel has 20-plus years of security consulting and operating experience, including expertise in risk management, threat assessment, crime analysis, security systems effectiveness, security program recommendations, cost-benefit and ROI analysis and implementation planning.

He is the co-author of The Handbook for Campus Threat Assessment and Management Teams, and Security Design for Sustainable Buildings and Campuses. Daniel is a former U.S. Army Captain, a recipient of the Douglas MacArthur Leadership Award and holds an MBA from Harvard Business School.

Learning Objectives

- Discuss the long-term ROI effective security measures bring to an organization
- Identify key challenges to securing security funding
- Review emerging security technologies
- Analyze effective strategies to communicate security initiatives to the C-suite

To Ask Questions:

Please use the question and answer panel on the right-hand side of the screen, and send to all panelists.

Presentation Handouts

All participants will receive an e-mail by the end of the day with a link to download a PDF copy of today's presentation slides.

CEU Information

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Funding Security Projects

Daniel O'Neill

ADRM Advanced Data Risk Management

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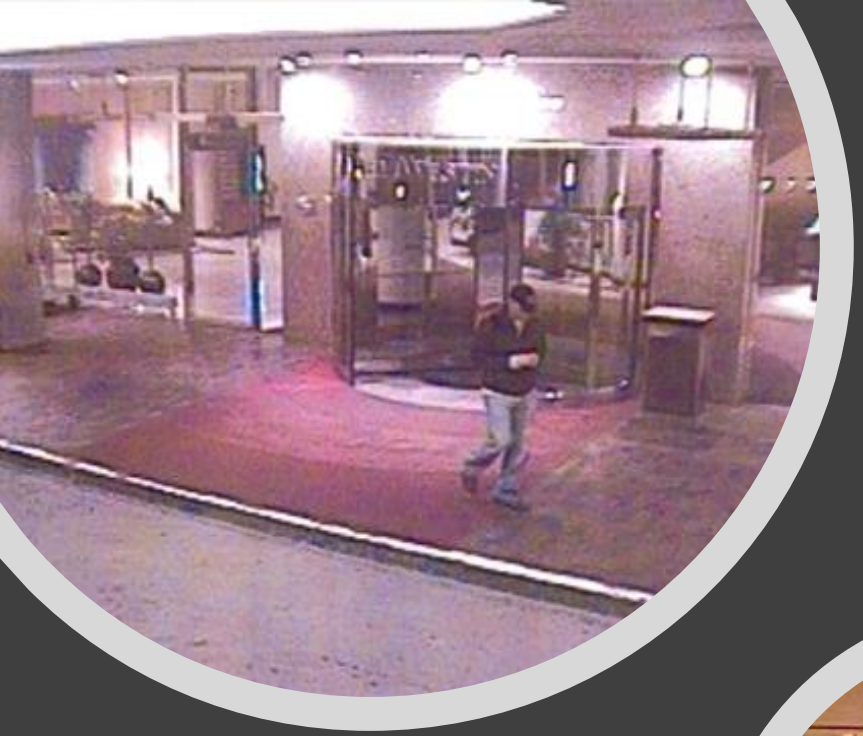
Overview of Issue

- Executives don’t like to think about security
- Projects are not sexy
- ROI difficult to quantify
- Funding is hard to obtain
- Investment in security must be smart

Content

- Security Does Work – Case Studies
- Human Nature
- Making the Case for Security Investment
- Getting it Right
- Make it Sexy
- Trends



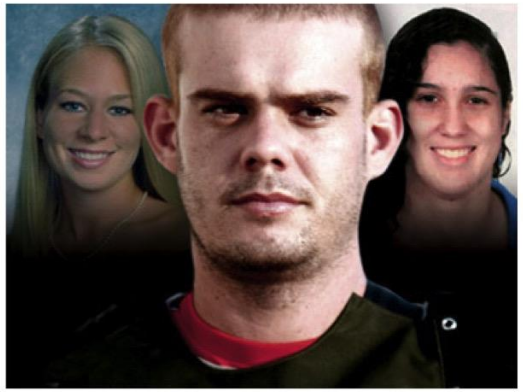
Craigslist Killer

- Philip Markoff
- Multiple assaults on escorts he met on Criagslist
- April 14, 2009 – Murdered Julissa Brismann at upscale hotel in Boston

Credit: AP

Yale University Murder

- Missing Student Annie Le
- 24 year old doctoral student
- Entered lab building but not seen leaving
- Access and video data implicate Raymond Clark



Juron Van Der Sloot

Killed Stephany Flores Ramírez in Lima, Peru in 2010.

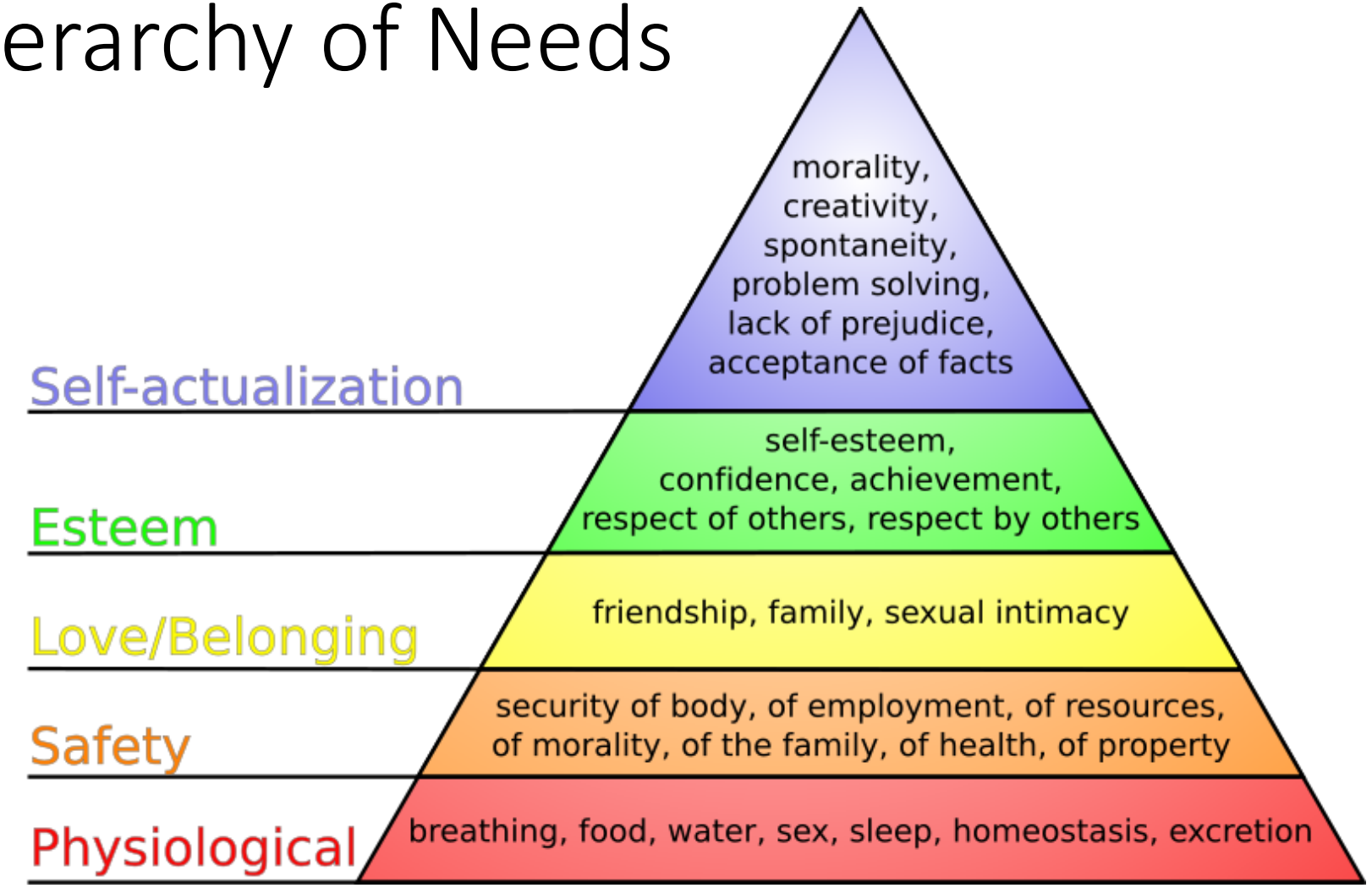
Prime suspect in the 2005 disappearance of Natalee Holloway in Aruba

Video evidence critical in solving case

Banks

Human Nature

Maslow's Hierarchy of Needs



Harvard Statistical Study

"The general public has an unrealistic expectation of pure security; however, they have little interest in the preparedness process. Interest in security peaks during a time of crisis and the public has little to no tolerance for breaches of security. Tendency is to look for someone to blame".

Juliette Kayyem, Harvard Kennedy School of Govt.

Case for Investment

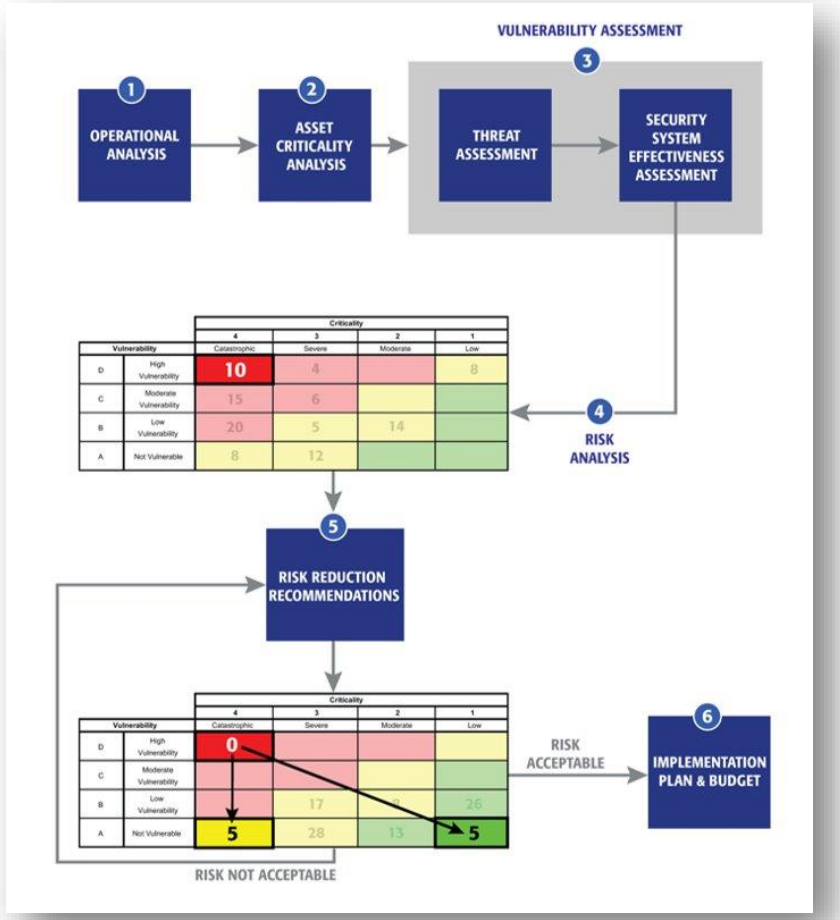
Oxford Metrica & Ernst & Young Study

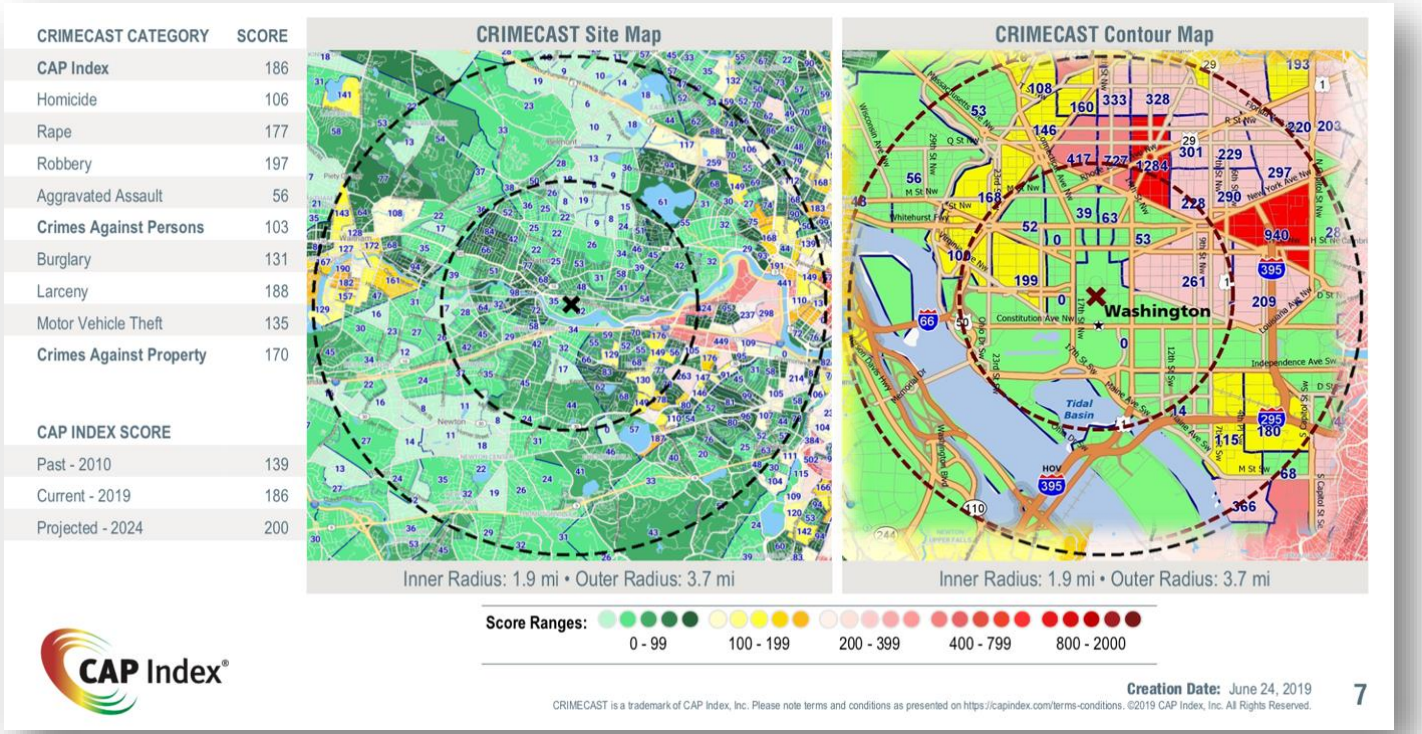
- Clear, empirical connection between risk quality and shareholder value performance
- High quality risk management is strongly correlated with low cash flow volatility
- Risk quality is a strategic issue and an essential aspect of corporate governance procedures
- When asset protection fails, the value impact can be significant and is typically destiny determining

ERNST & YOUNG

Oxford METRICA

Risk Assessment





Security Business Plan

- Tier facilities
- Develop standards
- Recommendations with cost estimates
- Implementation phases
- Capital and operating costs

Cost by Category	
Electronic Security	$365,000
Physical Security	$179,000
Policies, Plans, Procedures	$91,000
Grand Total	**$635,000**

Cost by Phase	
Phase 1	$103,500
Phase 2	$331,500
Phase 3	$200,000
Grand Total	**$635,000**

Average Cost	
Per Building (28 Buildings)	$22,679
Tier 1 (6 Buildings)	$136,071
Tier 2 (8 Buildings)	$181,429
Tier 3 (10 Buildings)	$226,786
Tier 4 (4 Buildings)	$90,714
Grand Total	**$635,000**

Follow the Money

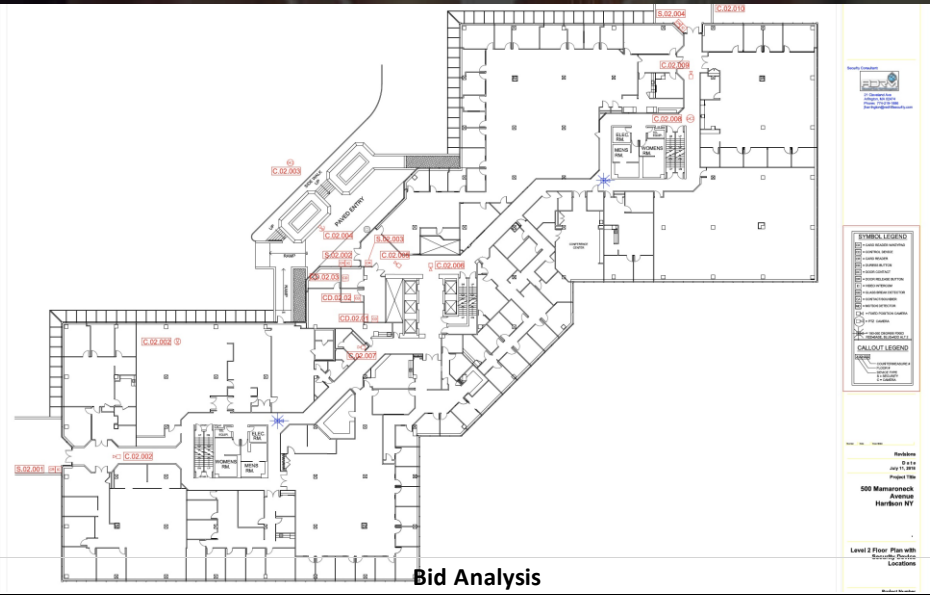
- Capital Planning Projects – Go to the Party
- Partner with IT – Large budgets
- Benchmark Peers

Camera System	100.00%
Access Control System	100.00%
Intrusion Detection System	100.00%
Threat Analysis and Monitoring	28.57%
Social Media Monitoring	57.14%
Cyber Security Monitoring	0.00%
Mass Notification	71.43%
Video Analytics	42.86%
Advanced Video Review	57.14%
Other (please specify)	28.57%

Make Smart Decisions

Selection

- Select the Right Products and Services
  - Team Approach
  - Know Important Features
  - Quantitative Review
  - Site Visits
- Select the Right Installers
  - Spec, Drawings, Schedules
  - Evaluate Bids
  - Check References
- Project Management and Commissioning

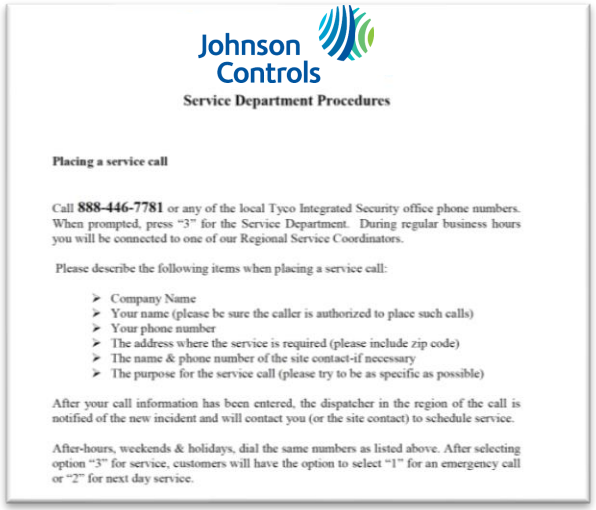


Bid Analysis

	[redacted]	[redacted]	[redacted]	[redacted]
Head End Subtotal	$13,337	$8,164	$6,983	NO BID
Access Control Subtotal	$39,490	$27,081	$11,881	NO BID
IP Video Subtotal	$49,136	$44,680	$35,219	NO BID
Misc Equipment Subtotal	$50,216	$32,369	$196	NO BID
Communication	$2,847	$8,346	$1,417	NO BID
Project Management	$9,871	$3,640	$4,500	NO BID
Programming Labor	$7,101	$880	$0	NO BID
Misc Labor	-	-	$45,714	NO BID
Freight	$1,123	$125	$575	NO BID
Tax	$13,037	$8,897	$7,853	NO BID
Discount	*-$26,218*			
Total	**$159,939**	**$134,182**	**$114,339**	**NO BID**
Add/Alt. #1 (Cabling for Hallway Cameras)	$3,440	$6,887	$115	-
Add/Alt. #2 (Install Hallway Cameras)	$23,278	$15,170	$18,483	-
Add/Alt. #3 (New Cat 6 to Roof Cameras)	$5,641	$4,414	$115	-
Add/Alt. #4 (Badging Support)	$6,742	$4,724	$230	-
Total Estimated Cost	**$199,041**	**$165,377**	**$133,281**	**NO BID**

Keep it Running

- Follow the Security Business Plan
- Manage systems
  - Support and Maintenance
  - Upgrades
  - Replacement of Devices



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Service Department Procedures

Placing a service call

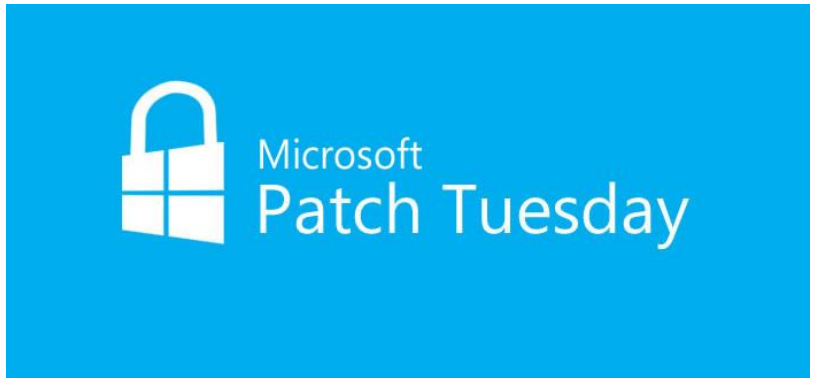
Call **888-446-7781** or any of the local Tyco Integrated Security office phone numbers. When prompted, press "3" for the Service Department. During regular business hours you will be connected to one of our Regional Service Coordinators.

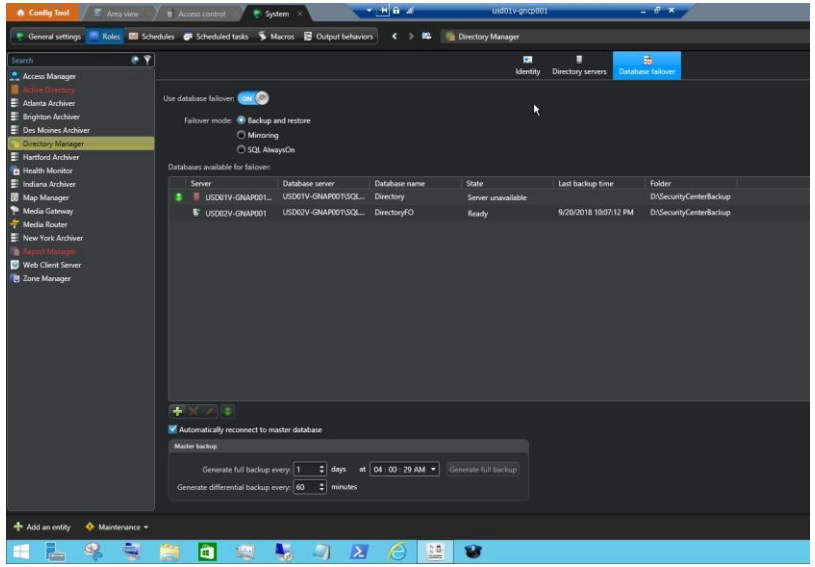
Please describe the following items when placing a service call:

- Company Name
- Your name (please be sure the caller is authorized to place such calls)
- Your phone number
- The address where the service is required (please include zip code)
- The name & phone number of the site contact-if necessary
- The purpose for the service call (please try to be as specific as possible)

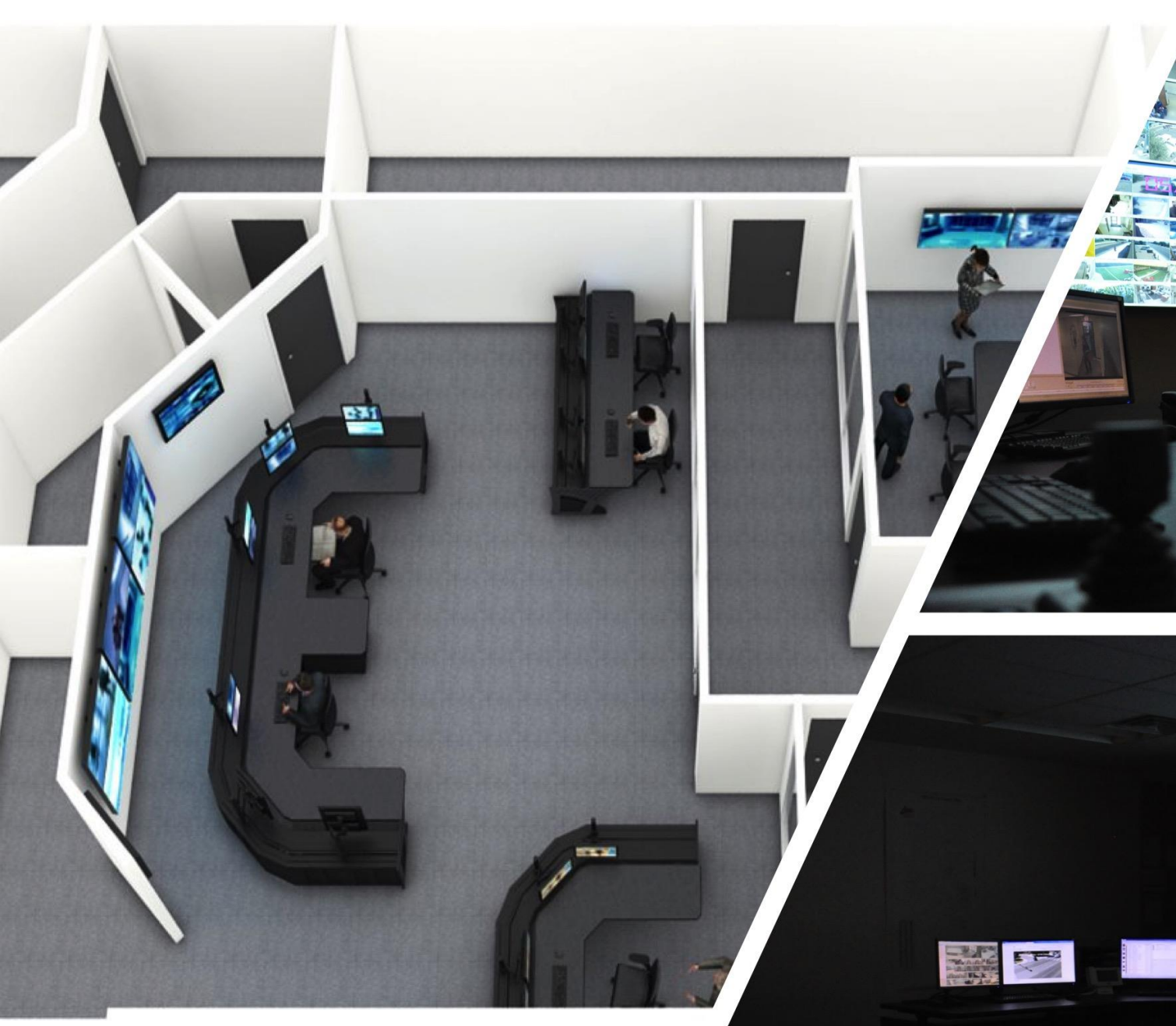
After your call information has been entered, the dispatcher in the region of the call is notified of the new incident and will contact you (or the site contact) to schedule service.

After-hours, weekends & holidays, dial the same numbers as listed above. After selecting option "3" for service, customers will have the option to select "1" for an emergency call or "2" for next day service.



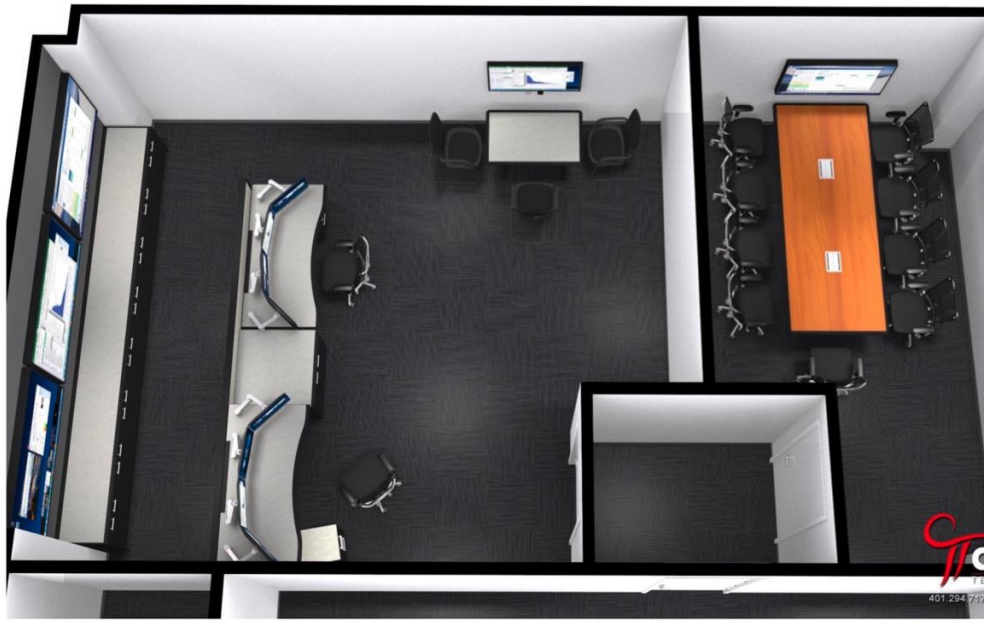


Command Centers Are Sexy



HOBBS
NM
POLICE

Incident Command
Center



Balance – If you leave the front door open…

Risk Assessment

Occupancy Assurance – know who is on your campus

- Video deployment strategy – long-term
- Command Center – operational and situational awareness
- Advanced Video

Occupancy Assurance Process

01

Access Flow Analysis

02

Existing Program Study

03

Occupancy Assurance Plan

04

Implementation Plan

05

Procurement

06

Training and Testing

Trends

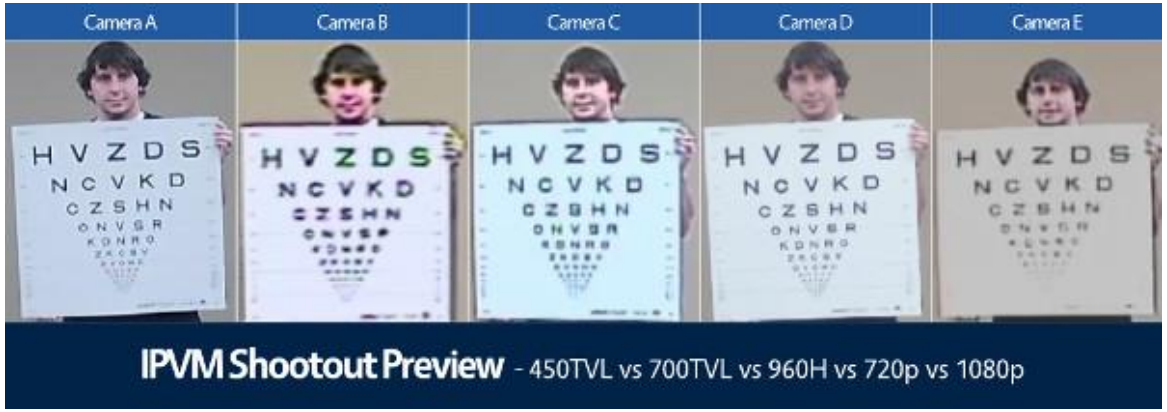
Mega Pixel

Figure 1(a)
A CCTV image likely to be suitable for personal identification.

Figure 1(b)
A CCTV image not likely to be suitable for personal identification.

Figure 1(c)
Cropped, enlarged, and enhanced image processed from Figure 1(a) above.

Figure 1(d)
Cropped, enlarged, and enhanced image processed from Figure 1(b) above.



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Wide Dynamic Range

360 Degree Cameras

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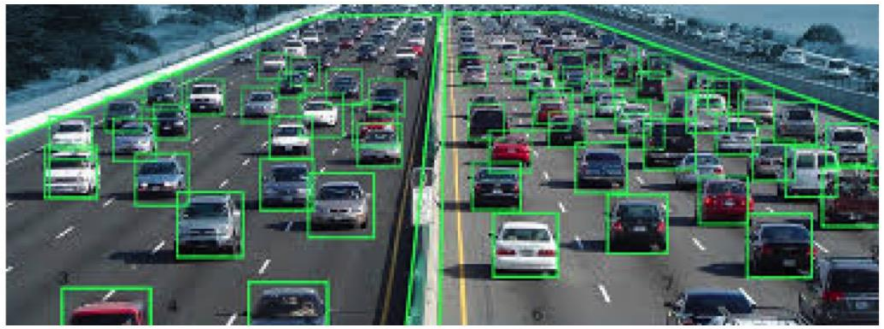
360 Degree Cameras

Thermal Imaging



Video Analytics

Questions