

# Improve Your Organization's Global Security Operations Center with the Operating System for Physical Security

## Unique challenges require data-driven solutions

Security teams are facing more challenges than ever before, including changes to how people work (and from where), budget restraints, the focus on doing more with less, and a constantly changing global threat landscape.

Physical security today is often plagued with:

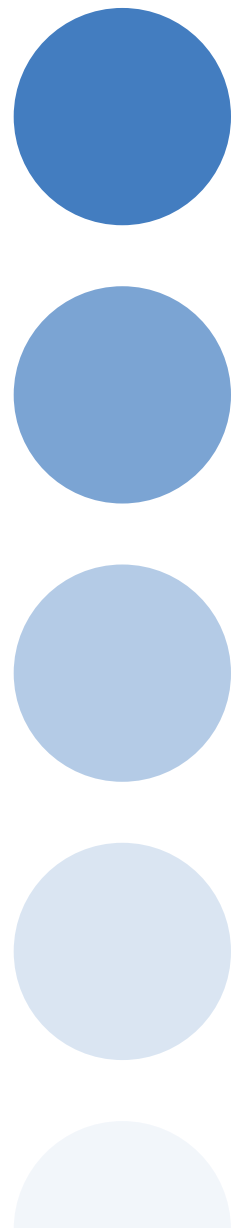
**Systems and teams that are siloed.** Most organizations have a unique splattering of legacy systems they've acquired over the years, with many instances of access control devices and video surveillance cameras not talking to each other. As a result, there's a significant lack of visibility into security operations and an inability to view all incoming data in a single platform. Taking it a step further, this can mean a lack of team collaboration and communication.

**An ongoing cycle of rip and replace.** As new technology is introduced or facilities are added to an organization's security program, a cycle of rip and replace to achieve uniformity may exist because the systems in place lack the ability to cohesively integrate. The result is significant capital expenditures and investments that don't address the organization's ability to streamline its security operations.

**Staffing shortages.** Security leaders traditionally inherit legacy security systems that rely largely on field resources, like guards, that can result in minimal return on investment when examining an overall security program. Since the pandemic, guarding companies have faced unprecedented shortages in field resources and guards, with one study highlighting that one-third of guard companies are facing critical staff shortages. The cost of retaining these resources is also sky-rocketing, causing security teams to allocate more money toward billable hours.

**Security that doesn't scale.** New and emerging technology enters the market regularly, and security leaders invest in devices and solutions to solve some of the challenges they face. But some of these systems and devices lack the ability to talk to each other and provide operators – and by extension, field resources – with the information necessary to make better decisions. As more devices are added, the layers of complexity grow, making it more and more difficult to see a common operational picture.

**Excessive noise from incoming sensors and devices.** From a Global Security Operations Center (GSOC), security programs collect and analyze information about threats using incoming data from numerous devices. These teams are tasked with monitoring the incoming alerts and alarms associated with multi-site, disparate locations and responding quickly and effectively.



But this can be highly manual, as noise created from false alarms makes it difficult to determine what's a valid threat and what's a false alarm. GSOCs have largely been reactive to incoming alarms, addressing incidents as they occur and under constant pressure to ensure the safety of people, assets, and the brand.

**A lack of understanding around security program performance.** Security leadership at all levels need a way to understand the performance of their physical security people and technologies so they can execute quick reactions to incidents, resolve noisy events, and detect new threats.

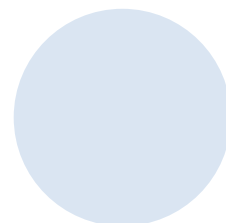
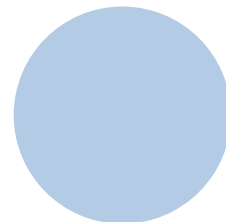
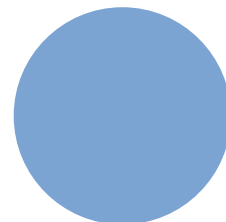
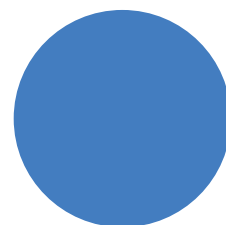
## What it Means for You

Traditional physical security programs, which have typically been seen as a cost center, aid in addressing many of these challenges that modern organizations are tasked with as they strive to protect their people, assets, and brand.

As organizations like yours develop plans to protect their facilities, assets, and people – all of which are today likely spread across a vast geographic area – there is renewed focus on an organization's legal, moral, and business obligations to anticipate physical security threats and to implement a scalable strategy. Shifting an organization's security program into the ability to have a holistic view that enables users to quickly filter de-noised threat information relevant to the organization, is the way forward.

The HiveWatch® GSOC Operating System is a cloud-based Security Fusion Platform® that works with existing security systems to power an organization's GSOC. Built for physical security teams, the platform takes the complexity out of gathering information from numerous security systems using Multi-sensor Resolution™ and machine learning, enabling it to increase sensor accuracy, reduce false alerts, detect new threat vectors, and automate support tickets for faulty sensors.

As you take the next step in your journey to achieve buy-in from various stakeholders within your organization, we hope this guide will help you achieve cohesion, answer key questions from multiple departments, and allow you to communicate effectively with decision-makers.

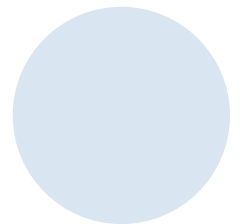
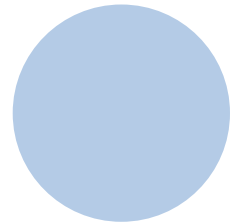
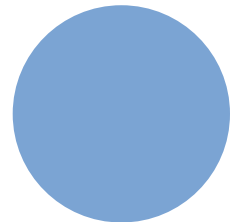
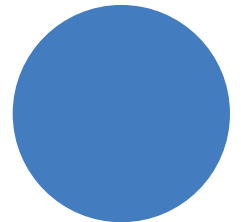


## How to Use This Guide

**Stage 1** will address some of the common questions you may hear as you approach various leaders and stakeholders in your organization about your physical security needs.

**Stage 2** helps you make a case with stakeholders for the many ways the organization will benefit from the HiveWatch GSOC OS.

**Stage 3** helps you secure buy-in and articulate why the HiveWatch GSOC OS is uniquely positioned to help your organization transform its physical security program.

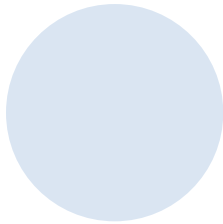
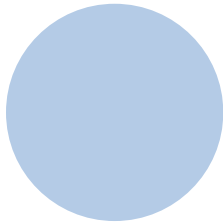
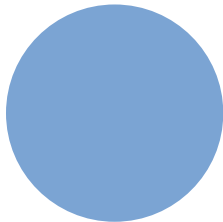
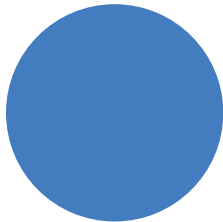




## Stage 1: Frequently Asked Questions

Role	Common Questions & Concerns
<p><b>Security</b> <i>Including directors or managers of security and security consultants</i></p>	<p><b>How does the HiveWatch GSOC OS work with our existing security infrastructure?</b></p> <p>The HiveWatch GSOC OS is added to our existing GSOC to bring new capabilities and orchestration to the systems we already have in place, including access control systems, video surveillance camera data, video management, and much more. HiveWatch can be added without having to rip and replace any of our existing systems.</p> <p>HiveWatch provides security leadership with a centralized place to understand the performance of their physical security people and technologies so they can execute quick reactions to incidents, resolve noisy events, and detect new threats.</p> <p>As a cloud-native solution, the HiveWatch GSOC Operating System can effectively be used for local, virtual, or distributed GSOCs.</p> <p><b>Does the HiveWatch GSOC OS help with guard communication?</b></p> <p>The HiveWatch Guard Mobile App can be added to the GSOC OS to connect your field resources (guards) to your operations center without the need for expensive radio solutions or cumbersome call sheets.</p> <p>Using the Guard Mobile App, guards can communicate directly with GSOC Operators and Program Managers through Voice Messages to quickly resolve incidents. The app allows them to see when new incidents occur near their posts, which guards are addressing them, and their position, to improve response, which means incidents can be resolved quickly and effectively.</p>
<p><b>Facilities</b> <i>Including head of facilities and director of facilities and roles responsible for managing the physical workplace</i></p>	<p><b>Can the HiveWatch GSOC OS scale as we quickly add more locations?</b></p> <p>The platform offers nearly unlimited scalability and can accommodate our growth as we enter new geographic regions and embrace new models of remote and hybrid work.</p> <p>In the past, businesses like ours would simply throw more guards and people at physical security as they expanded their footprint and headcount. The HiveWatch GSOC OS can seamlessly incorporate existing security systems at new locations while offering insights into areas of a facility where more incidents may occur to allocate resources accordingly.</p> <p>The HiveWatch GSOC OS can work with existing security systems like access control, video surveillance, and alarms. And it is flexible enough to accommodate new systems we might deploy or add through acquisitions. There is no need to rip and replace anything.</p>
<p><b>Technology</b> <i>Including CTO, CIO, and CISO</i></p>	<p><b>How secure is the HiveWatch GSOC OS?</b></p> <p>The platform is cloud-based and SOC 2 compliant, which meets the requirements businesses like ours set for their cloud providers.</p> <p><b>Can the platform help us detect online threats to employees and facilities?</b></p> <p>Yes. The platform can monitor the Internet, including the Dark Web and deep social platforms, to identify and assess threats to our people and facilities. However, HiveWatch is not a cyber monitoring company.</p>

Role	Common Questions & Concerns
<p><b>Technology Cont.</b> <i>Including CTO, CIO, and CISO</i></p>	<p><b>Can HiveWatch connect our cyber and physical security efforts?</b></p> <p>Yes. HiveWatch is a Security Fusion Platform®, unifying siloed physical and cyber security systems. With this level of information sharing and orchestration in place, HiveWatch can help correlate data and identify anomalies, such as when cyber tools identify an employee opening an electronic document in one location, while physical security detects the employee who just accessed a building in a different location.</p>
<p><b>Human Resources</b> <i>Including roles responsible for the organization’s people and culture</i></p>	<p><b>How will the HiveWatch GSOC OS improve the security and well-being of employees in the office and beyond?</b></p> <p>Our people are essential to business, and when we demonstrate that we care for our people it’s good for morale, recruiting, and employee retention. It’s also proven that employees who feel safe are more productive.</p> <p>The platform will alert us to threats our people face from natural disasters, like wildfires, earthquakes, or hurricanes, so we can check on their wellbeing. The platform can send out mass or critical communications through a number of channels, including phone, text and Slack if we need to communicate to employees in an emergency (subject to HiveWatch legal review of the message).</p> <p>The HiveWatch GSOC OS’ ability to assess risk and detect critical events will help us protect employees in different geographic locations or while on company travel.</p>
<p><b>Legal</b> <i>Including roles responsible for risk management and compliance</i></p>	<p><b>How will the HiveWatch GSOC OS help us meet the compliance requirements of customers and regulatory bodies?</b></p> <p>Protecting our people, assets, and facilities is critical to meeting compliance obligations and service level agreements (SLAs) with our customers and partners. We need to be aware of threats to the people and facilities that are involved in maintaining and growing these relationships, and a customized physical security program can include these specific requirements when it is designed or accommodate them as we grow.</p> <p>The platform will also help us with our business continuity efforts by identifying and assessing risks that can stop us from providing services to our partners and customers.</p>
<p><b>Finance</b> <i>Including roles responsible for budgets, spending, and risk management</i></p>	<p><b>What are the financial benefits of adding the HiveWatch GSOC OS to our security program?</b></p> <p>While we have security systems in place that help keep our organization safe, we lack visibility into the ROI of these systems on a large scale. Using a platform like the HiveWatch GSOC OS provides us with more visibility into the effectiveness of our field resources, helping us better allocate them toward more proactive assignments.</p> <p>Recently, one of HiveWatch’s customers reported on the platform’s contribution to the company’s overall business goals. The platform helped the GSOC operators become 57% more efficient, shifting from primarily reactive to a more proactive approach to physical security. This means the team now has more time to devote to strategic work that’s directly tied to business growth and scale.</p> <p>Being able to better assess performance to identify high performers, adjust standard operating procedures, and evaluate security program designs will help streamline operations and reallocate resources in line with budgeting goals.</p>

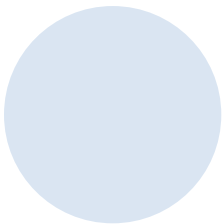
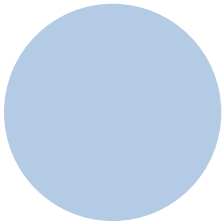
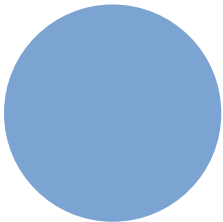
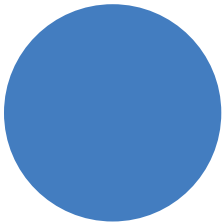




## Stage 2: Paint Your Vision

Role	Your Vision
<p><b>Security</b></p>	<p>HiveWatch can improve our physical security and scale our security program in a more efficient way, driving more value to the business and resulting in the idea that physical security is less of a cost center and more of a business driver.</p> <p>Threats to our business can come from any number of sources today, including strangers on dark corners of the Internet, political unrest, and natural disasters. Equipping our in-house GSOC with the tools they need to monitor and assess these threats and other critical events will help meet our physical security needs and scale as our company grows and threats evolve.</p> <p>The HiveWatch GSOC OS can take existing disparate systems to make them more effective, to help us manage risk in the modern world with a better return on our investment.</p> <p>Automation helps maximize physical security staffing and time, freeing up individuals to focus on the things that truly matter, and not vast amounts of false alerts.</p>
<p><b>Facilities</b></p>	<p>Our growth plans will require new facilities and a geographically dispersed workforce, which means our facilities team can't be expected to manage and scale physical security.</p> <p>Using advanced technology from HiveWatch allows you to focus on finding and creating the facilities we need to accommodate growth without worrying about incorporating more devices into an overall physical security program.</p>
<p><b>Technology</b></p>	<p>We can improve our physical security and business continuity without adding to the burden of the technology team.</p> <p>Our technology team is involved in every aspect of our business, from product to managing business applications. While physical security increasingly relies on technology, it's not a burden our tech team needs to manage given the pace of innovation we need to meet our goals.</p> <p>When tech teams need to bring in new resources and improve scalability, they turn to cloud-based platforms. The HiveWatch GSOC OS applies the same concept to physical security. The cloud-based, SaaS platform can adapt and scale as needed, without having to rip and replace every time our needs change. Improving the security of our people, assets, and facilities can also help us improve business continuity, and turns into a competitive advantage for our company in the process.</p>
<p><b>Human Resources</b></p>	<p>A new approach to security can help us meet workplace safety obligations, improve employee retention, and aid in a number of HR tasks.</p> <p>Employees want to feel cared for and protected as they go about their work. That's why there is a renewed focus on workplace safety and why our company needs to provide the best possible physical security.</p> <p>When our employees feel cared for, they are more likely to stay with the company. Whether they are in the office, working remotely, or traveling, they'll know that someone is watching for their wellbeing on a day-to-day basis, as well as during extraordinary events like natural disasters and pandemics.</p>

Role	Your Vision
<b>Legal</b>	<p>With HiveWatch, we can better manage our risk and compliance. The HiveWatch GSOC OS will allow our security team to be more proactive, rather than reactive, preventing incidents before they happen. It will also give our guards more situational awareness, alert us of down systems and devices, and improve response times.</p>
<b>Finance</b>	<p>The reality is, our GSOC doesn't have to be a cost center. It can be used to drive revenue rather than spend it.</p> <p>When we're operating in a traditional, more reactive way, we have to increase headcount to address all of the incoming alarms and incidents. If we're able to reduce the number of false alarms that have to be addressed, we have more capacity to provide proactive, strategic planning and execution that adds value from the GSOC to the overall business.</p> <p>Leveraging the HiveWatch GSOC OS also provides built-in standard operating procedures (SOPs) that guide response and reduce training time for incoming security operators. Doing this helps us reduce turnover and get these resources up and running quickly.</p>







## Stage 3: Getting Buy-In and Commitment

Role	Demonstrate Business Value
<b>Security</b>	The HiveWatch GSOC OS takes data from existing security devices and turns it into actionable intelligence that provides operators and field resources with the information they need to address incidents. The platform also provides device health monitoring, which reduces false alarms and enables more proactive response.
<b>Facilities</b>	As our footprint grows, we need the ability to seamlessly scale our physical security program. Using a cloud-based, SaaS platform allows us to monitor and assess threats from multiple locations to provide a level of security for our people, assets, and facilities we can't deliver with our current resources.
<b>Technology</b>	The HiveWatch GSOC OS will allow us to provide a physical security program using the same "as-a-service" model that helps technology organizations operate more efficiently and scale when needed. It creates flexibility in future technology expansion, as the platform is developed to ingest data from various sources.
<b>Human Resources</b>	The HiveWatch GSOC OS will allow us to protect our employees by allowing our physical security to be less reactive and more proactive. It will help us meet our workplace safety obligations by monitoring and assessing threats to our employees and facilities wherever they are located, improve our employee retention, and scale as we grow.
<b>Legal</b>	The HiveWatch GSOC OS will allow us to protect our employees and our relationships with partners and customers leveraging an intelligent, cloud-based platform. It will deliver a level of protection and business continuity, while providing ongoing ROI analysis and reallocation of resources.
<b>Finance</b>	The HiveWatch GSOC OS will help us manage risk and deliver a more proactive physical security program that enhances the capabilities of our existing physical security resources. The solution is also considered an operational expense for the organization versus a capital expense, which can help with scaling as needed and provides more predictability for ongoing costs for the business. The predictable nature of the expense helps finance teams know how much is being spent and when.

To learn more, set up a discovery call at [hivewatch.com](https://hivewatch.com)