



**ARROW SECURITY**

# **3 Keys to Effective Security Management & Performance**

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in the Age of Electronic Surveillance

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## Our Philosophy is Simple.

DELIVER TO OUR VALUED PARTNERS  
WORLD-CLASS SAFETY AND SECURITY  
COUPLED WITH AROUND-THE-CLOCK  
SUPERIOR PROFESSIONAL SERVICE.

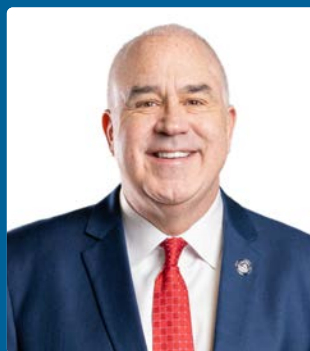
For nearly 40 years, we have partnered with a variety of property management companies/operators to provide security and safety services specifically designed for each client's needs. Today, more and more property managers reach out to us for security consultation, and based on these discussions one thing is clear; the industry is changing.

This report outlines the 3 key considerations that many property managers like you are seeking expertise and guidance on – from technology to operational efficiency and enhanced safety of tenants and their guests.



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# 1

## The Importance of Security Guards in the Age of Electronic Surveillance

As you tour your property, you can probably point to the surveillance cameras, the locked doors, the LED lights. You may even have a key card entry system for your employees or electronic passes for your guests. **You're protected, right?** Not necessarily.

Cameras are good if they're properly monitored or can record a crime in progress, but there's every chance they won't stop the crime from occurring in the first place. Why? Because thieves hedge their bets and figure that they've got time before anyone notices what they're doing or can stop them. And, unfortunately, they aren't wrong. For now.

As the security industry moves to incorporating AI into electronic surveillance, there will be noticeable enhancements, including early indicators that can alert security personnel to an issue at hand. In fact, Arrow is partnering with a company that provides AI-powered, two-way voice monitoring surveillance solutions. This is currently proving to be a cost-effective way to provide an enhanced level of coverage, especially for remote locations.

**However, even the most sophisticated use of electronic surveillance will miss the mark on "personifying" the human essence that security guards deliver, in ways outlined below:**

- 1. Adaptability and Judgment:** Security guards are specifically trained to respond to unexpected situations and use their inductive knowledge and reasoning. While technology can follow pre-programmed responses, it cannot make nuanced decisions or understand the context of a situation as effectively as a human.
- 2. Intuition and Experience:** Experienced security personnel can rely on their intuition and past experiences, as well as previous training, to detect suspicious behavior that technology might overlook. This includes being acutely aware of body language, atypical behaviors, and understanding subtle cues that indicate potential threats.
- 3. Interpersonal Skills:** Human security can engage with people, providing a sense of safety and reassurance. They can de-escalate situations through communication and negotiation; hallmarks of human engagement which technology presently does not offer.
- 4. Flexibility in Duties:** Security personnel can perform a range of tasks beyond monitoring, such as providing customer service, conducting physical searches, and managing crowds. Their presence alone offers the benefit of deterrence.
- 5. Immediate Response:** In many cases, a security guard can take immediate action, such as apprehending a suspect (in dire situations) or administering first aid. On the other hand, technology may only alert authorities or capture footage.

As the future of technology drives our innovation today, we utilize surveillance equipment and other technologies to augment and enhance our security programs. However, as criminal activity becomes more brazen, technology cannot replace the experience, intuition, and training that a physical security guard offers. As you review your current security set-up, consider the human element as the key component, and strategically adding complementary technologies to achieve a more comprehensive and effective security program.

# 2

## Effective Technology in the Management of Security Staff

For many business sectors, including property management, the prevailing view of security services is primarily that of a guard at a post. This view is no longer accurate. The fact is, technology is rapidly transforming how security operations are handled – whether in-house or contracted – while still embracing the human element.

As security concerns continue to rise, incorporating modern tools allows property managers to optimize security measures, improve operational efficiencies, and enhance the overall safety of their properties.

### Emerging Security Technologies

- 1. Enhanced 360-degree Surveillance:** Integrating technology into security operations offers property managers a significant advantage in ensuring efficient, proactive security. During lower-risk hours, for example, a security firm's **Command Center** can conduct live monitoring and issue reports, thereby reducing the full-time staff needed on the property itself. **Drone use** has also become a more common security measure by providing real-time views of large sections of property, while enhancing the ability to monitor hard-to-reach areas such as rooftops or expansive parking lots.
- 2. AI-Powered Real-Time Communication:** In emergencies, fast and clear communication between property management and security staff is essential to coordinating swift response. Today's AI-powered systems allow property managers to focus resources on real threats, using **video analytics** to monitor suspicious activities and **send alerts in real-time**, while determining if an actual emergency is taking place – all before alerting staff to take action.
- 3. Accurate Performance Monitoring:** Incident management software provide enhanced accuracy in reporting. Streamlining incident reporting and tracking across multiple properties ensures property managers can stay on top of potential security threats while also **generating data for long-term improvements**. In a similar vein, tracking security personnel's activities and response times helps property managers ensure that standards are being met and areas for improvement are identified. With mobile patrol apps, security staff can log their activities, **report incidents instantly**, and receive updated instructions, making it easier for property managers to oversee operations remotely.

### The Benefits of Technology for Property Managers

Property managers can fully realize the benefits of integrated technologies, and with the right security service provider, implement scalable solutions to help adapt to the changing needs of their properties and tenants. By leveraging advanced security technologies, property managers can significantly improve the performance of their contracted security staff, enhance tenant safety, and create a more secure, efficiently managed property environment.



# 3 The Use of Clear Performance Goals in Optimizing Your Security Provider's Role

A key component of property management is the oversight of security services, which has a direct impact on a property's operations and profitability. With security playing such a vital role in a property's bottom line, how do you measure the effectiveness of your security program?

One of the best ways to ensure your security provider performs effectively is by establishing clear performance goals. Performance goals set expectations and provide a roadmap to gauge how well the security services align with your specific needs.

## Why performance goals are essential:

1. **Accountability:** Setting clear goals helps you track the effectiveness of security measures, ensuring your provider delivers on their promises – whether that's reducing theft or improving response times, for example.
2. **Alignment With Business Objectives:** Security is about more than just guards and cameras. It's about protecting what's crucial to your business. Performance goals ensure that security efforts align with your broader objectives, like safeguarding sensitive data, minimizing operational disruptions, and keeping your tenants and their guests happy.
3. **Resource Optimization:** By outlining specific benchmarks, you can allocate manpower and technology more effectively, ensuring you're getting the most from your security investments. For instance, the clearer your objectives are when customizing your security training program and assigning security staff, the better the result will be.

## To optimize your security provider's role, establish Key Performance Indicators (KPIs) tailored to your organization's needs:

1. **Incident response time** measures how quickly your team reacts to breaches. Fast responses are critical to minimizing damage and impact. Patrol effectiveness lets you evaluate how thorough and frequent your security patrols are. Consistent patrols, and other forms of monitoring, deter potential threats.
2. **Incident reporting accuracy** includes creating detailed reports for better tracking and to help prevent future incidents. Ongoing training ensures security personnel are equipped to handle the latest challenges.
3. **Incorporating advanced technologies** is a powerful way to ensure that your security provider meets performance goals and act as force multipliers for your security team. Some key technologies include:
  - AI-powered surveillance, which allows for real-time alerts, quicker responses, and fewer false alarms.
  - Access control systems, including biometric scanners and smart card access points to help secure sensitive areas.
  - Incident management software, allows centralized reporting platforms to simplify tracking and improve decision-making.

Once performance goals are set, continuous measurement is critical. Regularly review KPIs to ensure your provider is aligned with your expectations. Are response times meeting set benchmarks? Are security incidents decreasing? Is compliance with safety protocols being maintained?

Clear performance goals are crucial to building an effective security strategy. Whether you rely on an in-house team or a contracted provider, setting, monitoring, and adjusting these goals ensures your security efforts align with your broader organizational needs. By using both human expertise and cutting-edge technology, you can optimize the security and safety of your tenants, as well as the operational efficiency of your property.

**LEARN MORE ABOUT IMPROVING THE SECURITY  
AND SAFETY PROGRAM AT YOUR PROPERTY.**

Visit **ArrowSecurity.com/property-management**

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