



Dear First Name Last Name,

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. *You're protected, right? Not necessarily.*

I'm Mike Mullady, Vice President of Protective Services for Arrow Elite, a service of Arrow Security. I spent over 20 years as an NYPD Detective Squad Supervisor. Listen, 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.

That's why I believe that the move from strictly electronic surveillance to on-site security guards is worth considering, and here are a few reasons why:

1. **Adaptability and Judgment:** Security guards can adapt to unexpected situations and use their judgment to assess threats and respond appropriately. 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 to detect suspicious behavior that technology might overlook. This includes reading body language 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, which technology cannot do.
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 can deter criminal activity just by being there.
5. **Immediate Response:** In many cases, a security guard can take immediate action, such as apprehending a suspect or administering first aid. On the other hand, technology may only alert authorities or capture footage.

As criminal activity becomes more brazen (think of the rise in organized retail crime, for example), the need for proactive security patrols only increases. As you review your present security set-up, consider the human element as a key component of a comprehensive, effective, and more robust security program.

Please don't hesitate to reach out to me at mmullady@arrowelitesecurity.com at any time with any questions or concerns you may have.

Hope this helps,

Michael Mullady

Michael Mullady
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P.S. First Name Last Name – Surveillance equipment is a great enhancement to any security program, but it can never replace the experience, intuition, and training that a security guard offers, especially in light of the uptick in flagrant crime. Your best bet: Combining the human element and applicable technology for a more robust and resilient security program.



Michael Mullady is Vice President of Protective Services for Arrow Elite, a service of Arrow Security, Inc. Mike is responsible for providing a wide range of Executive Protection services to clientele nationwide. For more information, contact Mike at:

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