

The Security Executive Council (SEC) Solution Innovation Partner (SIP) program evolved as a means for practitioners to choose a trustworthy risk mitigation provider with confidence when there is a myriad of options in the marketplace. Proven Solution Innovation Practice Case Studies help to evaluate performance claims and differentiate security solution providers for business outcomes including risk mitigation, return on investment, and security assurance.

This Solution Innovation Case Study offers a proven process approach for mitigating risk(s) online that could result in injury or impairment of people, assets, critical processes, products and/or brand reputation. This proof point examines representative risk issues, mitigations and result outcomes as validated by the Security Executive Council and the end-user.

The following case study demonstrates a global asset management company's ability to proactively mitigate risk to people, property, and information in real-time during an incident. The LiveSafe Solution is a mobile two-way safety communications platform and risk mitigation tool used by businesses and universities. It is designed specifically to light up dormant human sensors to help manage risk in order to give organizations an immediate path to communicating safety information to constituencies. And it delivers peer-to-peer and self-service tools to help everyone in the community stay safe, in everyday and high-risk scenarios.

Risk Issues and Mitigation Opportunities:

1. The client's people and assets were occasionally in the vicinity of incidents such as protests, active assailants, terrorist events, etc. Real-time risk intelligence gathering during these events needed improvement in terms of volume, timeliness, and accuracy.

Solution Requirements:

- The client wanted to develop the ability to obtain real-time risk intelligence from its people, Security Officers, and other reliable sources at or near the scene.
- Leveraging its Security Operations Center (SOC) and its people on the ground, the client required the ability to develop proactive situational risk understanding during emerging safety and security incidents in order to direct resources where they were needed more effectively and efficiently.

Delivered:

- LiveSafe's community sourced intelligence capabilities have been integrated into the client's physical security information management system.
- Relevant site emergency plans and nationally recognized emergency management resource tools sit on the App.
- Real-time risk intelligence now allows the client to allocate resources when and where they are needed.
- In preparation for a planned event, the client deployed 198 security officers. All were equipped with the LiveSafe Mobile App.

Outcome and Benefits of Service Including ROI:

- The volume and pace of reports during this incident enabled the client's Managers to take proactive measures ahead of protest movements that ultimately prevented estimated property damages in excess of \$100,000.
- With just 30 minutes of training, dozens of contract Security Officers successfully used LiveSafe to make 188 real-time observations of potential safety and security incidents within a 12-hour period, enabling the client to leverage geolocation data to deploy staff proactively and fluidly to areas threatened by protesters.
- A command center was quickly established with the LiveSafe Platform at the heart of the operation.
- 91% of tips received involved a real-time chat session between sender and command center operator. 57% of tips included attached media, such as video and photographs.
- A client's Supervisors got caught in the middle of the event, which was turning violent. He requested a LiveSafe Safe Walk. LiveSafe's geo-tagging capability was leveraged to direct police to his location and escort him to safety.
- LiveSafe is now integrated within the client's physical surveillance systems, daily operations and drills.
- LiveSafe tool promoted by end users consistently to increase usage by 35% since inception.

Client Testimonial - *"LiveSafe really saved us during this event. We were getting so many tips that we were able to deploy our security officers to the next area where the protesters would be. We're one of the few companies that experienced zero property damage that day. The only reason our buildings weren't damaged is because we got out ahead of the issues"*

SIP Case Study Authentication Process

This process was overseen by a Security Executive Council subject matter expert with 20+ years of experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. End-user authenticated October 2019.

Note: *The Security Executive Council's Solution Innovation case study represents a snapshot in time to demonstrate a solution to a specific-organization's issue. End-user diligence, trial and measurement are strongly recommended for any contemplated risk mitigation activity.*

A General Comparison of Competition

Feature/Capabilities	LiveSafe	Company 1	Company 2	Company 3
• iOS Support	YES	YES	YES	YES
• Android Support	YES	YES	YES	YES
• Submit Location	YES	YES	YES	YES
• Submit Risk Intelligence	YES	NO	NO	NO
• Two-way Chat	YES	YES	YES	NO
• Anonymous Support	YES	YES	NO	NO
• Routing	YES	NO	NO	NO
• Layer on Logistical Data	YES	NO	YES	NO
• Request Virtual Companion	YES	NO	NO	NO
• Panic Button	YES	NO	NO	NO
• Two-way Chat	YES	NO	NO	NO
• Automatic Destination Estimation	YES	NO	NO	NO
• Notifications	YES	NO	NO	NO
• Locally Stored Data on Mobile App	YES	NO	NO	NO
• Data Automatically Updated Based on Location	YES	NO	NO	NO
• Off-line Access to Data	YES	NO	NO	NO
• Quick 911 Access	YES	YES	YES	YES
• Voice Access to Local Safety Officials	YES	YES	YES	NO
• SMS Access to Local Safety Officials	YES	YES	YES	NO
• Local Safety Data Updated Based on Location	YES	NO	NO	NO
• SMS, Email, and Push Notification Support	YES	YES	YES	YES
• Message Templates	YES	YES	YES	YES
• Analytics	YES	YES	YES	YES
• Geographically Targeted Messages	YES	NO	YES	NO

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• Time-based Geofence Targets	YES	NO	NO	NO
• Embedded Tips in Broadcast Messaging	YES	NO	NO	NO
• SMS, Email, and Push Notification Support	YES	NO	NO	NO
• Roster (name, phone, email address, etc.)	YES	NO	NO	NO
• Location Support	YES	NO	NO	NO
• Analytics	YES	NO	NO	NO
• Two-way chat	YES	YES	YES	YES
• Maps, Locations, and Media	YES	YES	YES	YES
• Platform Administration	YES	NO	YES	NO
• Real Time Analytics on Platform Usage	YES	NO	YES	NO
• Automated User Management	YES	NO	NO	NO
• Workday	YES	NO	NO	NO
• Webhooks/REST	YES	NO	NO	NO
• RSS Feeds	YES	YES	NO	NO
• Embed LiveSafe Directly into Mobile Apps	YES	NO	NO	NO
• Manage Large Number of Users	YES	NO	NO	NO
• Support Complex Organization	YES	NO	NO	NO