

LOCATION INTELLIGENCE FOR
**CORPORATE SECURITY AND
BUSINESS RESILIENCE**

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THRIVING IN A CHAOTIC WORLD

The world is becoming increasingly volatile, creating a disruption in today's fast-paced business climate. Fueled by rapid economic growth and demands for greater global access to brands, many companies have expanded in new and existing markets, inevitably raising their exposure to a broader array of risks. Today's corporate security and business resilience teams are grappling with managing a greater number of ever-changing threats—ranging from natural disasters to human conflict—in even less time.

Catastrophic events can occur at any time without warning, threatening lives and the continuity of critical operations. In this high-risk environment, where a single event can change everything in an instant, businesses have come to realize that they must overcome adverse conditions on a daily basis. To thrive in this chaotic world, companies must become more resilient.

Resilient companies recognize their duty to care for employees and customers, seeking to holistically understand how to maintain continuity of operations during crises. They proactively work to understand and mitigate threats—from hurricanes and tornadoes to civil unrest and active-shooter situations—before they make the evening news.





RAISING THE STAKES

Modern companies operate on a global scale, which compounds the cost and impact of every business disruption. In 2017, the total economic impact from natural disasters alone exceeded \$330 billion in physical damages to property and assets and disruptions to core business functions. Additionally, civil litigation—brought by employees and customers alike and stemming from workplace safety and security issues—have steadily risen, increasing the total losses from these events.

Faced by mounting costs from catastrophic events, businesses are being pressured by insurance companies and regulatory firms to enhance safety and security. From manufacturing and logistics to financial institutions and retailers, corporate security teams are expected to proactively mitigate risk and respond to threats. To meet these growing demands and keep pace with the sheer volume of disruptions, companies must leverage location intelligence to reduce the gap between data collection and decision-making.

UNLEASHING THE POWER OF LOCATION INTELLIGENCE

Over the past 15 years, organizations seeking to enhance resilience and improve business continuity have increased their investments in physical security systems like access controls, CCTV, and physical security information management (PSIM) applications. Unfortunately, most of these investments only address a narrow subset of the threats facing modern businesses, creating a complex environment of disconnected systems that require manual data extraction and integration.

As the frequency and intensity of disruptions continue to increase, these cumbersome workflows for data integration no longer satisfy the demands of executive decision-makers. Given the severity of emerging threats, resilience requires security and risk management teams to move beyond simply responding to events by proactively mitigating threats.

Location intelligence provides businesses with the tools and methodologies they need to integrate and assess data from disparate sources and existing PSIMs. By using location as a lens through which to interpret complex, multidimensional data, security and risk management teams can leverage a common framework for data integration, analysis, and cross-departmental reporting. This fusion environment empowers executives with the insights needed to support decision-making before, during, and after a crisis.



MOVING TO REAL-TIME SITUATIONAL AWARENESS

Under normal circumstances, data can depreciate within 24 hours. However, during a crisis, the situation on the ground can change at any moment. To enhance resilience, organizations must ensure that they are making decisions based on the most accurate view of the situation.

Live Data Feeds

Esri's solutions for corporate security and risk management leverage location intelligence to effectively integrate live data feeds from disparate sources, enabling analysts to monitor developing threats. Key indicators, such as severe weather forecasts, social media posts, consumer data, police activity, terrorist attacks, and the location of executives or assets, can be configured and displayed automatically in a singular view through operational dashboards and mobile field applications.

Automated Alerts and Dashboards

The sheer number of threats facing businesses today makes it impossible for analysts to actively monitor each possible scenario manually. By combining live data feeds with automated business rules, analysts can focus on threats based on proximity to key facilities or executives. These data feeds and alerts are quickly processed and displayed using interactive dashboards and secure mobile applications, giving operations centers a comprehensive real-time operating picture that allows corporate security teams to effectively monitor potential risks and rapidly respond to active situations.



EXTRACTING SIGNALS FROM THE NOISE

Corporate security and risk management teams are inundated with an extraordinary amount of data on potential threats and disruptions. From crime statistics and access control records to real-time severe weather and CCTV feeds, oftentimes the greatest challenges are effectively managing these disparate sources and extracting meaningful information. Although many popular security solutions promote the ability to maintain operational awareness, few empower security and risk management teams to proactively conduct comprehensive threat analyses before crises emerge.

Most security solutions and PSIMs in today's market provide only a glimpse into a situation, and actionable insights are often buried in cumbersome reports. To become a truly resilient organization, businesses need to unleash the power of their data through location intelligence to discover and understand patterns that are not easily detected in spreadsheets and traditional dashboards.

Esri's solutions for corporate security and risk management have been forged from over 40 years of providing governments, uniform services, law enforcement, and the intelligence community with powerful analytics to conduct sophisticated analyses for predictive modeling and mission support.

An aerial photograph of a city area, including a large stadium with a red roof and green field, is overlaid with a semi-transparent blue map. The map features various colored regions (green, yellow, red) and a network of lines with dots, representing data points and connections. The text is positioned on the right side of the image, over the blue map overlay.

SHARING AUTHORITATIVE INSIGHTS WITH DECISION-MAKERS

During a crisis, knowledge, technology, and expertise are valuable only if they provide mission-critical insights to support decision-making. However, depending on the type of situation, executive stakeholders or managers may not have the same level of expertise as the security teams, increasing the likelihood of misunderstandings. Location intelligence provides organizations with a common language for cross-departmental collaboration and a channel for executives to intuitively understand the relationship between complex, multidimensional datasets.

Resilient organizations must empower their executives with access to real-time information. By displaying data through location intelligence, security and risk management teams are able to clearly share authoritative insights with decision-makers to proactively minimize the effects of disruptive events.

Catastrophic events are unpredictable, and decision-makers must have the ability to respond at a moment's notice. By leveraging secure mobile applications, decision-makers are able to access mission-critical information on their devices—even when away from the office.

IMPLEMENTING SECURITY COUNTERMEASURES

When an adverse event occurs, businesses may be left vulnerable, causing panic and increasing the chances of operational instability. Effective coordination and planning can help mitigate damages and disruptions, but inevitably, businesses will have to operate under hostile conditions. Resilient organizations understand that during the early stages of a crisis, security and risk management teams must have the ability to rapidly assess volatile situations and deploy appropriate countermeasures.

To provide authoritative insights to crisis response teams, Esri's solutions for corporate security and risk management integrate with an organization's existing infrastructure, providing a holistic view into access control records, CCTVs, and PSIMs. This unified data view empowers command center teams to scale and refine the focus of their response efforts—from a broad portfolio view to individual sites and detailed indoor floor plans.

This ability to seamlessly scale between views enables security teams to rapidly coordinate resources during evacuations or shelter-in-place procedures, deploying critical information to field personnel and first responders. During crises, security teams depend on precise, real-time metrics to track and identify the people within evacuation zones and, most importantly, the number and locations of people still within impacted areas.



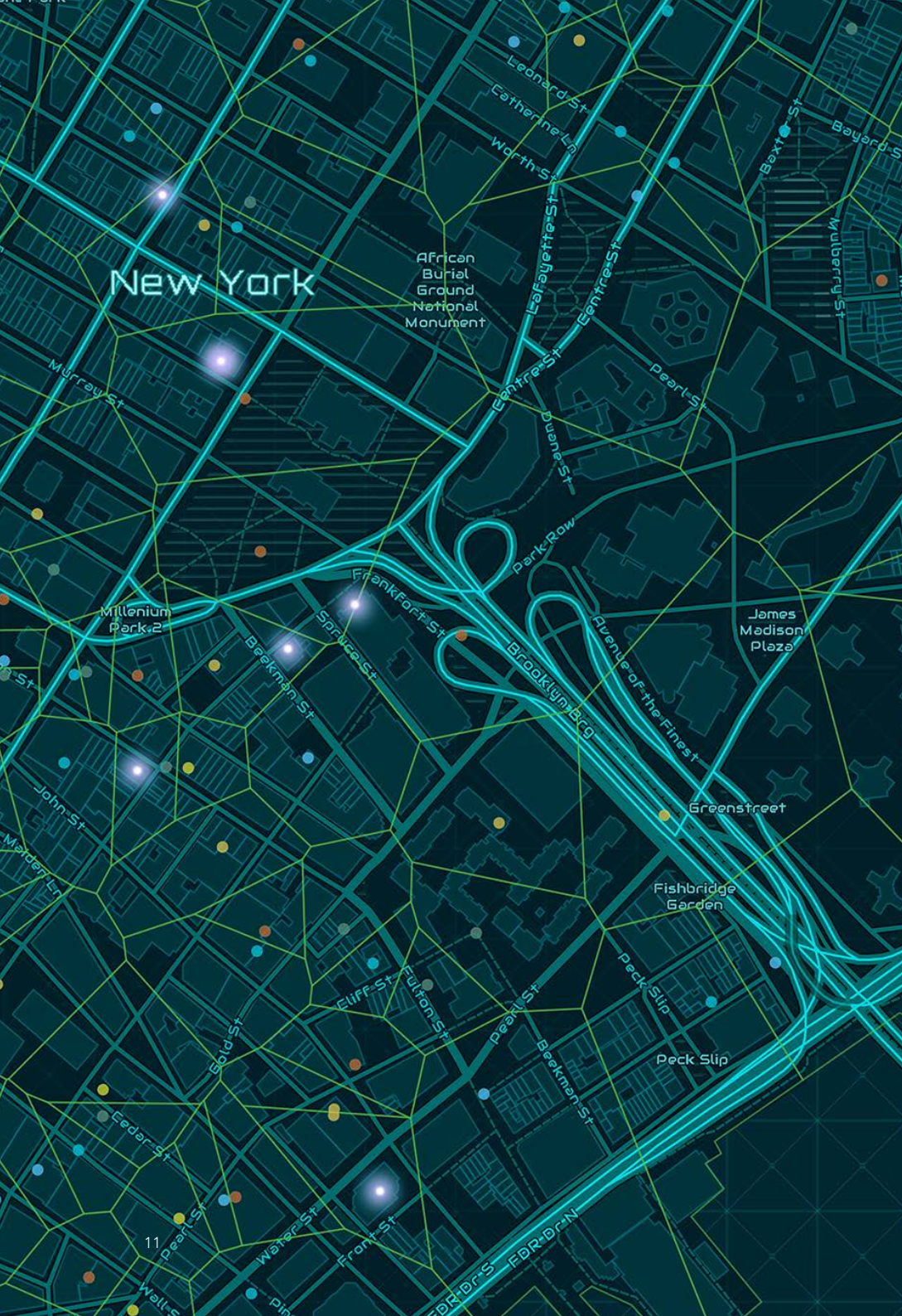
ENVISIONING A MORE RESILIENT TOMORROW

As the world becomes increasingly chaotic and more unpredictable for businesses, organizations must shift their security posture away from antiquated strategies to meet today's unrelenting security and risk management demands. Businesses are embracing policies and technologies that enhance their operational resilience to ensure continuity of strategic operations and promote continued growth even through adverse events.

Operational resilience requires businesses to have the ability to quickly identify and then adapt and respond to threats—mitigating and minimizing their effects before an adverse event can occur. Moving forward, this ability to proactively address security concerns will be a requirement of businesses that continue to grow in new and existing markets.

Through utilizing Esri's location intelligence solutions, businesses can enhance their organizational resilience by unleashing the full potential of their existing security investments. This common framework for data integration, analysis, and cross-departmental reporting offers executives unprecedented access to the full extent of their data and provides trusted tools to support decision-making before, during, and after a crisis.





About Esri

Esri empowers companies and organizations to leverage location intelligence for corporate security and risk management to identify and proactively mitigate threats before they can escalate. With rapid access to authoritative content from disparate data sources, Esri enables businesses to quickly analyze and provide real-time insights to decision-makers in one holistic view. Uncover previously unseen patterns and transform your security posture to protect what matters most to your business. As the global market leader in geographic information system (GIS) software, Esri offers the most powerful mapping and spatial analytics technology available.

Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world's largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world.

For more information, please contact

Esri
380 New York Street
Redlands, California 92373-8100 USA
1 800 447 9778
T 909 793 2853
F 909 793 5953
locationintelligence@esri.com

Learn more at
esri.com/corporate-security.



esri.com/corporate-security