



Location Intelligence for Corporate Security and Business Resilience



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Ensuring Continuity of Operations in a Chaotic World

In today's interconnected world, businesses must assume that they will continually operate under less than ideal conditions. Faced with growing threats from both natural disasters and human conflict, corporate security officers and risk managers are utilizing location intelligence to strengthen resilience and maintain continuity of operations during perilous events.

Location intelligence provides businesses with the tools and methodologies they need to integrate and assess data from disparate sources. Using location as a lens through which to interpret complex, multidimensional data, analysts can derive deeper contextual understandings and share actionable insights with decision-makers. When faced with adverse events, these clear and comprehensive insights mean the difference between success and failure.

As the frequency and intensity of business disruptions continue to increase, businesses must prepare for a wider array of threats. From hurricanes and tornadoes to civil unrest and active-shooter situations, location intelligence enables organizations to understand and mitigate threats—before they make the evening news.

Extracting Signals from the Noise

Corporate security and risk management teams have access to an inordinate amount of data on potential threats and disruptions. From crime statistics and facility access logs to real-time storm data and security camera feeds, oftentimes the greatest challenge for analysts is effectively managing the various sources.

Although many point solutions offer the ability to understand a single component of security, they do not offer a comprehensive view of an organization's resilience. This is because until now, there has not been a common framework to unite these disconnected data sources.

Location serves as an intuitive language to manage and understand the relationship between disparate data sources. By displaying data through a geographic lens, analysts and decision-makers can quickly identify anomalies in their security posture to expedite response efforts and minimize disruption.





Maintaining Situational Awareness: Establishing a Common Framework

Promoting safety, security, and continuity within corporate workplaces has become increasingly complex. Faced with diverse threats that can disrupt business and harm employees, corporate security officers must effectively coordinate operations in chaotic conditions. In this hostile environment, maintaining control over the situation depends on the timely flow of accurate, relevant information.

During a crisis, knowledge, technology, and expertise are ultimately worthless if they are unable to influence decisions. Location intelligence is based on a common data hierarchy that promotes interdepartmental collaboration with secure permissions-based sharing. This empowers analysts with diverse skill sets to leverage their expertise and bring clarity to decision-makers.

Depending on the situation, stakeholders may not have the same level of expertise as the analysts, increasing the likelihood of misunderstandings. By incorporating a common framework for situational awareness, analysts quickly convert their findings into digital information products and instantly share critical insights with stakeholders.

Maintaining Situational Awareness: Ensuring Data Relevance

Establishing a common framework for data integration is only the first step in maintaining shared situational awareness. The next step is to implement procedures to ensure that data is relevant and timely. Under normal circumstances, data can depreciate within 24 hours. However, during a crisis, the situation can change at any moment. To enhance their resilience, organizations must ensure that they are making decisions based on the most accurate picture of the situation.

Live Data Feeds

Esri's platform for location intelligence effectively integrates live data feeds from disparate sources, enabling analysts to monitor developing threats. Key indicators, such as weather conditions, social media updates, police activity, terrorist attacks, and the location of executives or assets, can be configured and displayed automatically through digital maps, apps, and dashboards.

Automated Alerts and Dashboards

The sheer number of threats facing businesses today makes it impossible for analysts to actively monitor each possible scenario. By combining live data feeds with automated business rules-based geographic proximity information, analysts can focus on threats specifically targeting facilities or executives.

These data feeds and alerts are quickly processed and displayed using interactive dashboards and applications, giving operations centers a comprehensive operating picture that allows them to effectively monitor threats and rapidly respond.





Uncovering Hidden Vulnerabilities

To better understand potential sources of disruption, analysts must realize the probability, frequency, impact, and scale of an event. Each of these characteristics is influenced by both space and time. Every risk and peril is tied to location, and uncovering the spatial relationship between threats and targets leads to more effective coordination and response.

Most organizations do not fully understand the threats they face, because they don't know where they are vulnerable. By visualizing portfolios, properties, and even floor plans, analysts are better equipped to identify hidden risks.

From two-dimensional floor plans used to identify entry and exit points to three-dimensional models to determine the coverage of security cameras, location plays an important role in determining where an organization is most at risk.

An aerial photograph of a campus, likely a university, with various buildings, parking lots, and sports fields. Overlaid on the map are several colored regions: a large light blue area in the upper left, a green area in the center, and a large dark blue area in the lower right. A network of red and yellow lines with dots at the intersections connects different parts of the campus, representing evacuation routes or communication paths. The text is contained within a white rectangular box on the right side of the image.

Responding to Events

Many events occur without warning, creating panic and instability. Effective coordination and planning can help mitigate damage and disruption, but inevitably, businesses will have to face threats in the moment. Using location intelligence, security officers can quickly coordinate appropriate countermeasures during the crucial early stages of a crisis.

Evacuation and Shelter-in-Place Monitoring

Recent advancements in smart workplace technologies provide security managers with the tools needed to track the location of employees and guests within a building or campus in real time. When events or groups pose a safety concern, requiring either evacuations or shelter-in-place procedures, the security team can instantly alert affected personnel and direct them to the nearest safety zone or muster station. In the event of an evacuation, the same application can be used to track the number of people within the evacuation zones but, more importantly, the count and location of those still in the affected areas.

A Vision for a More Resilient Tomorrow

The world is becoming an increasingly chaotic and volatile environment for businesses, making security and continuity difficult to maintain. Catastrophic events can occur at any time, from natural disasters to human conflict, instantly changing an organization's operational picture. These events pose threats to the health of businesses, threatening lives and the stability of critical operations. To overcome these challenges and protect what matters most, businesses must become more resilient.

Resilience requires more than simply enacting traditional security measures. A truly resilient business addresses corporate security and risk management holistically, creating a common framework that empowers people from multiple areas of expertise to analyze common threats and share findings with colleagues. This collaborative strategy enables an organization to approach every threat to its well-being with rigor and agility.





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