

# On-Demand Security Services Let's You Plan for the Unexpected

Over the past three years the security industry has gone through dynamic changes that range from the public perception of security measures to the way that businesses partner with security providers to ensure a safe environment for employees, customers, the general public, and, of course, the company's assets. Frequently the emphasis falls on high-tech methods of detection and surveillance, while the human aspect of deterrence can be overlooked as too expensive or not practical on a full-time basis.

Here is an example of how one company has responded to the business community's needs by creating an extremely flexible and reliable, on-demand security service.

Security Resources, Inc. is a ten-year-old, coast-to-coast security provider that has built a solid reputation by working with customers to implement custom security solutions for each customer's unique needs. They have adapted their core service offering of uniformed and undercover personnel to create new services that serve their customers when the unexpected happens. The services, called XpressGuard® and XpressGuard® Alarm Response, provide trained, uniformed personnel in response to circumstances occurring at customer locations where there is no full-time security, but an officer presence is needed on demand.

## The XpressGuard Promise

The XpressGuard service guarantees a trained, certified officer's presence on site anywhere in the United States or Canada upon four hours notice to Security Resources. The company has partnered with a best-of-breed network of security providers across the continent to be able to make this promise. Each of the partners has passed through a rigid



screening process that delves into the companies management, experience, supervisory practices, reporting methods, references, and their ability to deliver every time.

Security Resources acts as the central point of contact throughout the entire engagement cycle. Calls are received in their New Jersey Call Center and officers are dispatched in concert with teams throughout the partner network. Scheduling, reporting, and billing are all handled through Security Resources, so all of the moving parts have a single face to the customer.

While the company has only recently officially launched the XpressGuard Alarm Response service, the partner network and the underlying technology systems have been in development for over five years.

"We have spent a great deal of time researching and developing all of our affiliate partners," explains Bob Bond,

president of Security Resources. "We have developed a network of the best providers in each region of the country. It's an all-star team that delivers every time. XpressGuard not only extends the reach of our business, but it also extends the reach of our customers as well."

## Managing the Unexpected

Today many circumstances that have only near-term predictability create new challenges for security managers that their predecessors never had to deal with. How do you manage for the unexpected? Terrorism, natural disasters, and power outages can all have a tremendous impact on an organization and can occur with little or no warning across wide geographic areas. In many cases 24/7 on-site security personnel at remote locations are hard to cost justify. An on-demand service allows customers to manage risk while maintaining budgetary considerations. Just as manufacturers

and retailers have adopted just-in-time delivery practices to minimize standing inventory costs, XpressGuard provides the same mechanism for security managers.

Joe Malone, CEO of Security Resources, illustrates the point. "It can be very hard to make a business case for uniformed security at every one of a company's locations," he explains, "but, unfortunately, it's very easy to add up losses in the event of unforeseen circumstances. While security managers need to make recommendations and execute security plans, they still need to answer to risk management and corporate finance departments. Our services give them a way to make everyone happy. Most of all it provides a way for each location to have on-site resources when they are needed most."

### No Contract Required

XpressGuard, is an on-demand service that does not require a contractual relationship with Security Resources. However, many users have already contracted with Security Resources for full-time uniformed guards and

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other services. The XpressGuard Alarm Response service does require a contract that includes a small monthly charge for each location as well as per-event charge for each alarm response.

Eileen Sabatelli, director of safety and loss prevention for Aeropostale, is a long-time customer of Security Resources. Aeropostale is a well-known national retailer with very strict security protocols. Sabatelli has used the XpressGuard service at many of their locations around the country.

"We have used XpressGuard for gap coverage, special events, and in emergencies," says Sabatelli. "We also have Security Resources covering several permanent assignments. They come through for us every time. It makes my life easier as well as our local staff. When you have an emergency, you don't have time to start interviewing companies. With XpressGuard we can react quickly and know that we're getting quality guards. If there is ever a concern, I have only one phone call to make."

### The Growing Problem of Alarm Response

Police departments in several states have been given the option of not responding to intrusion alarms because of the significant number of false alarms that occur. This is a situation that creates tremendous risk for companies with multiple locations around the country or a region. How does a company respond to the alarms when they are activated? If the police aren't going to show up, who is? Who is going to assess the situation and report back the circumstances?

"Our goal was to deliver value in the form of being cost effective while being extremely responsive to alarms wherever they may occur throughout the country," says Bond. "Initially, our focus was on the areas where it was most crucial, such as California and Utah, but now we are able to deliver the service almost anywhere."

According to Dane Mindell, the loss prevention project manager at PETSMART, "We needed to have our middle-of-the-night alarms responded to. We were comfortable making the decision

to use Security Resources because we were familiar with the company with our existing relationship for XpressGuard services."

The local alarm company first notified Security Resources' dispatch center, which then deployed a local resource to the location to investigate. The location's perimeter was secured and all appeared to be normal. An incident report was available the next morning.

"We employed Security Resources to respond to the alarm conditions as a cost-saving measure for the company," Mindell says. "We've eliminated our store manager's time and exposure by leveraging our relationship with Security Resources."

Malone summed it up by saying, "Our service eliminates a lot of headaches and scrambling for our customers and that's exactly what we set out to do."

To learn more about Security Resources, you can visit them on the web at [www.securityresources.biz](http://www.securityresources.biz). ■

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*PETSMART, Inc., (NASDAQ: PETM) is the largest specialty retailer of services and solutions for the lifetime needs of pets. The company operates more than 640 pet stores in the U.S. and Canada, as well as a large pet supply catalog business and the Internet's leading on-line provider of pet products and information ([www.petsmart.com](http://www.petsmart.com)). PETSMART provides a broad range of competitively priced pet food and supplies, and offers complete pet training, grooming, and adoption services.*

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*Aeropostale, Inc. (NYSE: ARO) is a fast-growing, mall-based specialty retailer of casual apparel and accessories that targets young women and men aged 11 to 20. The company focuses on high-quality, active-oriented, fashion basic merchandise at compelling values in a high-energy, entertaining store environment. The stores exclusively feature the company's proprietary brand Aeropostale. Since first opening in 1987, the company now operates 460 stores in 41 states.*