Physical Security Information Management and Beyond – Managing Across the Enterprise

PROXIMEX

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The increasing focus on security policy within the enterprise has led to a new way of examining risks that institutions face as a whole. This, in turn, is leading to innovative methods that emphasize integration— the integration of the risk side of business into the strategic planning side in a consistent and holistic manner. In the past, enterprise risk management was the function of individual departments, for example, loss prevention, legal, HR, to name a few. The traditional approach was to treat individual risks separately. The challenge with the old approach was that it not only ignores the interdependence of many business risks but also does not optimize costs associated with the total enterprise risk.

> **“The management practice of traditional security is evolving from one of deploying tactical solutions to respond to issues to one of strategic solutions to proactively protect business operations under any conceivable threat.”**
>
> WILLIAM CROWELL
> *Former Deputy Director, NSA*

Security as Policy

Never before has the practice of security policy taken on such a critical role in the overall business operations of a company. Over the last few years, security has evolved into an executive and board level issue. Regulation and compliance have certainly played a leading role, but the trend runs deeper. Security policy is being deployed across the global IT Infrastructure to create a trusted enterprise model – a model that will secure and coordinate IT information and physical security assets while protecting the corporate brand and ultimately shareholder value.

As a result, the security executive is achieving new levels of responsibility and influence, as the discipline requires a more holistic view of overall business operations, both internal and external. The risk realities of globalization, increased organized criminal activity, post 911 mindsets, and the process of security convergence are simultaneously combining to alter the conservative “after the fact” practice of physical security. Security policy is traversing the global network and going on the offensive to protect assets.

Security Policy Leverages PSIM Solutions

A new market segment labeled Physical Security Information Management (PSIM) has evolved. The Security Dreamer web blog (www.securitydreamer.com) defines PSIM as *"Technologies and processes to collect, understand, and respond to data relevant for security. Products in this category variously offer aggregation, visualization, system control, incident response and reporting"*. According to the author of the blog, Steve Hunt, Founder and CEO of Hunt Business Intelligence, the existing market for physical security software is a five billion dollar opportunity, ready to grow by 15% annually. This segment will not only redirect these dollars, but also add substantially to them. Enterprise security policy requires involvement, collaboration and agreement with other corporate organizations, especially the IT organization. This opens up new opportunities for vendors, integrators and consultants to offer their clients a security future that can flexibly integrate with new and existing systems while at the same time provide enterprise-level policies and workflow to comply with specified processes and regulations. The real expertise required originates with a core understanding of the IT infrastructure and its ability to integrate information from multiple points and locations to operate within the context of an enterprise security application.

Changing Role of the Security Practitioner

Physical (or corporate) security as a profession is taking a colossal leap forward in tandem with the technical advancements of the twenty-first century. Today, we are experiencing the initial stages of physical and logical security convergence, which has repositioned the traditional physical security industry. A new era that redefines global risk will rely on a new generation of security professionals to reduce enterprise security risks and establish the trusted environment required to succeed in global markets. Collaboration will become the foundation for the next generation of security, enabling the coordinated protection of remote physical, electronic and human assets.

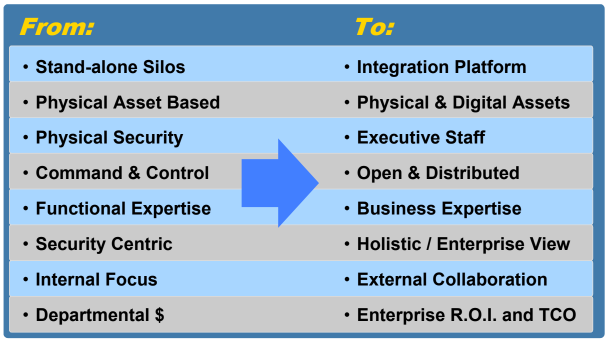
Companies expect every organization to contribute to both top line and bottom line and the security organization is no exception. Security practitioners cannot continue to operate only within the world of physical security, they must begin to work with other areas of the company if they want to be valued within the organization.

Security organizations must:

- Gain enterprise visibility to help mitigate risks
- Relate to the business to determine ways to contribute to top line and bottom line success
- Increase collaboration and communication
- Embrace enterprise technologies to help consolidate, automate, and manage multiple information sources

A Higher Level View of Security Operations

The move toward IT governance is occurring simultaneously to the convergence of physical security solutions within the context of an enterprise security policy. This intersection offers an opportunity for leading edge companies competing globally to deploy a secure and proactive environment for protecting digital, physical, and personnel assets. Leading edge organizations should merge IT governance initiatives (open systems & standards), a flexible computing infrastructure, and global security policy. This strategy will ultimately provide unique competitive advantage in the global marketplace where value is calculated on continuous innovation, time to market, and secure global operations.



From:	To:
• Stand-alone Silos	• Integration Platform
• Physical Asset Based	• Physical & Digital Assets
• Physical Security	• Executive Staff
• Command & Control	• Open & Distributed
• Functional Expertise	• Business Expertise
• Security Centric	• Holistic / Enterprise View
• Internal Focus	• External Collaboration
• Departmental $	• Enterprise R.O.I. and TCO

Proximex Corporation: Company Overview

Proximex understands the relationship between infrastructure and enterprise applications. Proximex provides corporate security practitioners the solutions they need to support the bigger security picture, that is, the transformation of both logical and physical (or corporate) security into a unified holistic model.

The value of the Proximex approach is providing the ability to proactively respond to business opportunities and protect against new security threats equally well.

Proximex has built a world-class team of advanced management, engineering and research professionals to develop our unique applications for the security and surveillance industries. The R&D team has expertise from both the physical security and IT technology with an average of more than 15 years expertise delivering award-winning, enterprise, distributed IT security and system management solutions at previous companies, providing an understanding of how to take massive amounts of data from distributed, heterogeneous systems and transform this data in to usable, actionable information. This enterprise expertise allows Proximex deliver solutions that are scalable, flexible, but also easy-to-use and administer for the largest and most complex environments. This distinctive expertise enables Proximex to deliver a market-changing solution by bringing together complementary technologies required to effectively manage information in the most complex security environments.

> **“Convergence is requiring our security leaders to learn much more about the business and change their perspective of their position, from a functional subject matter expert to a business person with functional knowledge.”**
>
> CHRISTOPHER KELLY
> *Vice President and member of the U.S. Security Practice, Booz Allen Hamilton*

Proximex created its flagship product Surveillint, an enterprise corporate security software application, to manage information originating from various points across a global network to proactively mitigate risk to the organization.

Proximex Surveillint

Surveillint is an enterprise-class solution that connects and correlates information from disparate security systems. By transforming unmanageable data into useable, actionable information, Surveillint provides companies with improved visibility and situational control. Furthermore, Surveillint leverages the company’s IT heritage by integrating physical and logical security systems with network and health monitoring technologies to ensure critical security systems are available to catch coordinated attacks and relay holistic business-level information.

Speed to value: fast set up and deployment.

Premier Physical Security Information Management (PSIM): manage situations and resolve incidents.

Reliable information: monitor the health of security infrastructure.

Lower total cost of ownership: simple to maintain and expand.

Manage risk and compliance: control the business impact to the organization.

Key Capabilities

Centrally Monitor and Control Security Systems

Surveillint offers a complete picture of all security activity in a single view in real time – no longer is it necessary to try to watch all the consoles in the security center at the same time. Multiple resources can also be controlled through the centralized system.

Business Logic Manager

With Surveillint, organizations can now effortlessly enforce policies and procedures. Operators don’t have to remember every mandated action but can focus on resolving the incident at hand.

Incident Connection Engine

Surveillint offers much more than connecting incidents with related information from disparate security systems. It is the only solution to automatically correlate related incidents to further reduce the number of false alarms.

Flexible Reporting

To help support the security team's value within the organization, Surveillint provides automated yet configurable reporting – no need to spend laborious hours generating reports, copying and pasting from numerous security system consoles, or verifying accuracy.

EZ Track™ Technology

Surveillint makes tracking suspects across multiple camera views, forward in realtime and back through recorded video, as easy as the click of an arrow – trail suspects without the need to memorize the many camera IDs and locations or manually search recorded video clips.

GIS Visualization

GIS integration with Surveillint allows security personnel to exploit GPS map details to better visualize their security zones.

Open, Flexible Platform

The open architecture of Surveillint integrates with virtually any security system through standard off-the-shelf, bi-directional Integration Modules. This architecture provides a modular way to support existing systems today and connect new future technologies as they are deployed. The information and data from these systems are integrated into the Incident Workflow Engine enabling organizations to automate collection, correlation, and actions. By integrating with existing systems, Surveillint protects investments and reduces costly system replacements while providing an open framework that anticipates integration with future security technologies.

Conclusion

The security industry is quickly transitioning from analog technologies to digital technologies. This has accelerated the amount of data being collected from disparate systems and devices and made the process unmanageable. The key to this transformation involves not only the integration of heterogeneous system data and information, but also the connection of information and incidents together with a holistic security policy. *Proximex Corporation has created software to assist the twenty-first century security professional by providing the ability to turn disparate information sources into real time actionable intelligence.* In so doing, a collaborative and strategic working relationship between the IT department and the physical security practitioner will evolve and provide corporations and government agencies with their best defense to secure all asset classes against the new definition of global risk.

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