

# How Security Companies Can Boost Profitability



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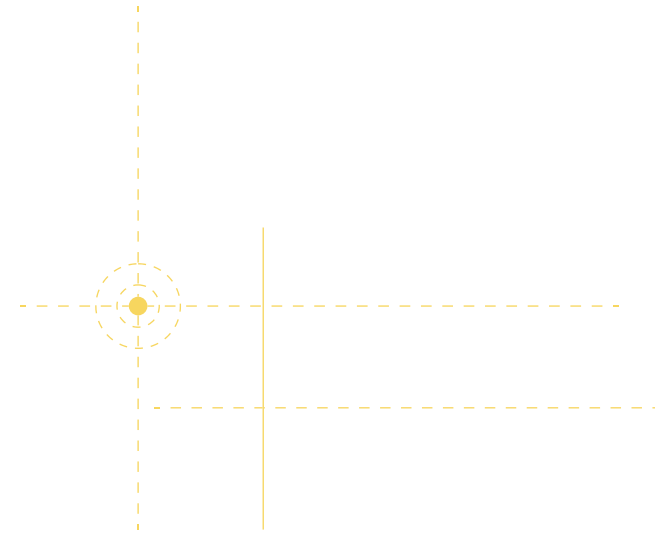
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# Improving Efficiencies to Gain Better Profitability

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Improving operational efficiencies is key to any security company's profitability. So what is the best way to keep security officers in check, organize operations, and provide clients with efficiency and satisfaction? By introducing technology.

Technology as the solution to improving operations helps security companies increase profits by efficiently optimizing overhead costs while highly improve TCO (total costs of ownership).



## What you'll read in this report:

- Confronting Operational Challenges
- Leveraging Technology for Better Service Delivery
- Optimize Back-Office Operations to Free Up Resources





# Confronting Operational Challenges

Security companies share common challenges that cut into profitability. These challenges typically fall into one of two categories that affect net margin:

## Labor Costs

Employing security officers and support staff tends to comprise the largest portion of a security company's cost structure. To a large extent, labor costs are fixed, as security companies have to pay whatever the market rate requires, and a certain amount of officers are necessary to provide quality service.

While there is only so much that security companies can do to reduce these costs, the variability lies in areas such as employee turnover—the more security companies can improve retention, the fewer resources they have to dedicate to employee training. As a result, net margin increases.

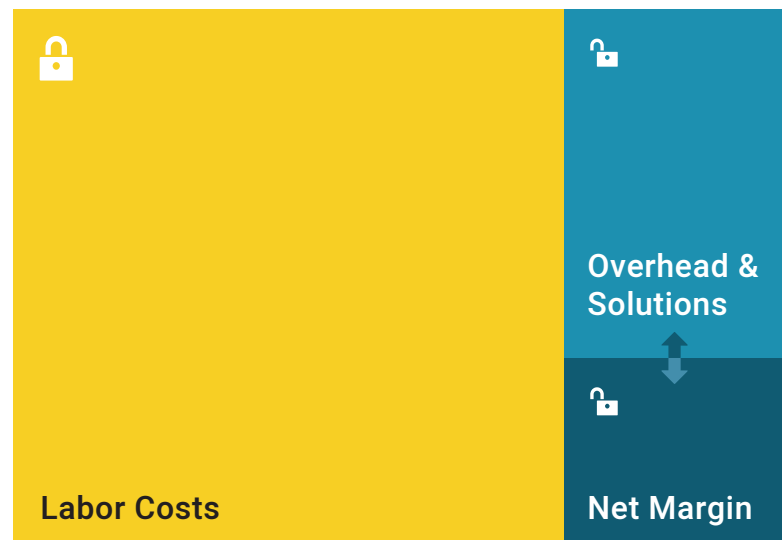


## Overhead & Solutions

Overhead and solutions such as uniforms, vehicles, operations staff, and technologies compromise the other main area of a security company and cost structure. These costs tend to be less than labor costs, but they are far more variable; finding efficiencies in this area directly impacts net margin.

Targeted investments in smart technology such as a security workforce management platform can help security companies optimize operations. As a result, they can serve more clients without increasing resources and thereby improve profitability.

## Cost Structure of a Security Company



*"The only way to improve the bottom line is to streamline operations, including overhead and solutions – doing that well will help cut costs, deliver better service, and help you stay profitable."*

Revenue - Labor Costs - Overhead & Solutions = Net Margin (Profit)



## Streamlining = Saving & Growing

Ultimately, the only way to improve profitability is to streamline your overhead and solutions. Doing so not only cuts direct costs but also enhances employee productivity and helps your company deliver the best quality of service to your clients.

Altogether, smooth operations position your company to retain and attract great employees and clients while increasing net margins and overall profitability.



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# How Utilizing a Security Workforce Management Platform Leads to Better Profitability & Growth

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Using a security workforce management platform provides security companies with a centralized and organized way to manage their operations and to create efficiencies that boost profitability and growth. Specifically, turning to a software solution helps security companies:

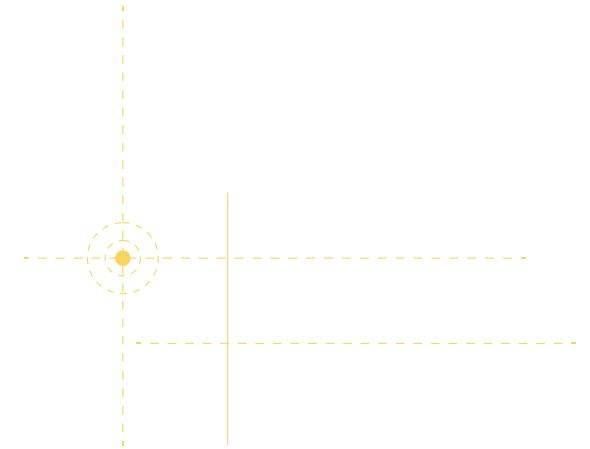
- Track and Analyze Security Officer Activity
- Gain Business Intelligence
- Standardize Workflows
- Enhance Compliance
- Optimize Back-Office Operations



## Track & Analyze Security Officer Activity

Data collected from the field, such as through GPS tracking of officers on tour, digital incident and activity reporting, and more provides security companies with key insights to better serve their customers.

For example, GPS tracking helps you reduce response time in an emergency due to the fact that you can then dispatch officers based on proximity to an incident. Security workforce management platforms also allow companies to easily analyze officers' incident and activity reports digitally so you can make more informed decisions about how officers perform their duties and where they should be staffed by identifying at-risk areas.



## Gain Business Intelligence

In addition to gaining insights into security officer activity, security companies can also gain business intelligence on client profitability. For example, by analyzing officer activity assigned to various clients, security companies can better understand the staffing and overhead costs associated with each client, ultimately using their resources more efficiently.





## Standardize Workflows

While security officers need to be able to respond to unique situations, many field activities can be standardized to ensure consistency and efficiency.

With a security workforce management platform, security companies can take advantage of different features that simplify the following:

- Employee Training
- Time and Attendance Tracking
- Scheduling
- Visitor Check-ins/outs
- Incident and Activity Reporting
- Alerts, Notifications and Post Orders

By standardizing these operational tasks, security companies, especially those that serve national accounts, can reduce the time and cost of managing employees and ensure that officers can conduct their duties efficiently. Plus, workflow standardization helps display a high level of professionalism, improves overhead costs, and helps retain clients, by providing consistent activity reports, for example.

*“Ultimately, standardization will highly improve your Total Costs of Ownership.”*



## Enhance Compliance

Complying with local, state and federal laws is an important but often burdensome process for security companies. However, a security workforce management platform makes adhering to regulations and maintaining compliance easier and more accurate.

A software solution can help security companies

- Identify expiring certifications in advance and automatically alert stakeholders
- Reduce legal risks by maintaining online documentation of officer credentials
- Collect, retain and organize training records online ensuring contract compliance

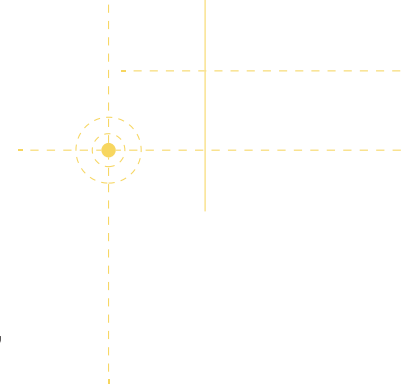
As a result, security companies can:

- Reduce the risk of costly fines
- Improve employee experience by helping officers keep updated certifications
- Impress customers who want an experienced team to handle the job

*"Since I introduced Trackforce to our security operation, it has proven itself as an invaluable tool in managing the security operation efficiently."*



## Optimize Back-Office Operations



While the administrative aspects of running a security company may not be glamorous, optimizing these types of back-office tasks helps free up employees' time, which is critical to success. Using a security workforce management platform, companies can streamline back-office responsibilities such as:

- Payroll and other Accounting Functions
- Workforce Documentation
- Security Officer Scheduling
- Client Reporting and Invoicing

By digitizing and automating administrative tasks, a security company can reduce costly errors and avoid wasting employee and client time. Manual errors that can cause a payroll delay, for instance, will likely have staff grow frustrated and may, over time, reduce retention.

Having more consistent back-office operations also helps reassure clients, as errors in areas such as scheduling can lead to understaffing or late employees, which does not look good to clients.

Ultimately, having efficient and accurate back-office operations helps security companies lay a strong foundation for performing positive client-facing work. Also, strong back-office operations help security companies have clear financial data and analytics to keep their costs under control.



# Key Take Aways

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Including technology in your solution for streamlining workflows to achieve operational efficiencies will help you establish efficient operations and increase profits by optimizing overhead costs. Technology will help decrease your main source of headaches and increase your profits.

Targeted investments in technology to streamline operations help improve profitability by:

- Streamlining operational overhead
- Boosting security officer productivity, performance and retention
- Easing compliance
- Delivering better service to clients

Trackforce's security workforce management platform is the solution security companies can take to improve their growth and manage their workforce more efficiently.

Specifically, working with Trackforce enables security companies to experience:

- 35% improved incident response time
- 38% saved administration time
- 40% reduced operating costs
- 30% increased new business

**To see how Trackforce can help optimize your operations for growth, contact us for a free consultation.**





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