



# SECURING THE SUCCESS OF GROWING ENTERPRISES

SAFEGUARDING PEOPLE, PROCESS AND TECHNOLOGY CONTINUES TO  
BE AN INTEGRAL BUSINESS PRIORITY.

Security for business is about protecting assets, managing risks, and creating value. In today's globalised economy, the security risks and issues facing modern enterprises have not only become more significant and complex, but also come with far reaching impacts. As such, it is no surprise that safeguarding people, process and technology continues to be an integral business priority for many of the world's most successful global brands.

With the convergence of risk in an ever-changing threat landscape, SMEs need to look at their security profile from a wider perspective beyond that of just specific threats to a single asset. To do so, they need to first identify and understand the areas of vulnerability that could cause their business the most damage.

#### **Protection of facilities & assets**

Securing a company's physical assets is a critical consideration for businesses in any industry. Any prospect of theft, damage and destruction can have a serious impact on the business continuity of a company, regardless of its size.

Unfortunately, some SMEs feel that they are at a low risk because they have no assets of significant value on their premises. This could not be further from the truth. A simple illustration: A burglar chances upon a weakness in the security and breaks into the office. He then steals some laptops containing important information and at the same time vandalising the premise resulting in irrecoverable breakages. Even if the office was insured, the organisation would still

have to go through the painstaking process of rebuilding all their business information and possibly their list of client contacts. Any form of downtime will have a severe impact on their business operations and cash flow; the disruption of services to their client base may also affect the long-term viability of the business, as clients seek out other alternative service providers.

### **Protection of information and intellectual properties**

For many businesses, the secret to their success lies in a wealth of information and intellectual properties which can be found in letters, printed costing, customer information, financial and HR files, equipment, prototypes and information stored in office computer systems. As part of the security strategy of any business, access to these critical information needs to be protected from possible external as well as internal violations.

### **Staff safety**

Crimes committed against businesses can have a very high cost, not only in the loss of valuable stock and equipment and damage to premises, but also on the effect that it has on staff morale. Such damages can be prevented by having appropriate loss prevention measures in place.

This is even more important in a globalised economy, as businesses need to venture into more remote locations where exposure to cultural clashes, riots, workplace violence and crimes are significant growing concerns. While we cannot control the macro-environment, we can create a safe working environment, protected from internal disruption such as disgruntled staff and external physical threats.

### **Driving costs down**

With the latest technological advances, monitoring and security systems are not simply loss prevention tools, but also business management tools that can be used by SMEs to enhance their business operations and processes and increase their margin. This includes taking over management and administrative functions that are tedious and prone to human-error, such as managing attendance and punctuality or updating payroll.

In addition to deterring theft and tracking opening and closing hours, many retailers now also use intelligent video software on their CCTVs for general surveillance, as well as monitoring customer flow and detecting overcrowding. This allows them to review their staffing requirements and

improve the overall efficiencies of their stores.

With the growing trend towards outsourcing, third party value-add and contract-manufacturing, compliance with security and safety standards is also now becoming a pre-requisite for doing business, and can often become a vital deal winner for growing enterprises in a competitive globalised market place.

For many SMEs however, the prospect of putting an integrated security plan in place can be quite a daunting task. With the realisation that educating employees and raising security awareness is very much a long-term process, any implementation of an effective integrated security system needs a top-down approach to making security a priority, with strong support from the management.

In an ideal situation, a reputable international security consultant should be engaged to help assess the risks from a third party standpoint right at the start of the process. But if this is not an option, involving top management and staff in an internal audit of the current security and risk procedures is then an important starting base. Teams need to work together to identify potential blind spots, from protecting business assets, managing risks and creating value for the business, to the finer, more complex technological aspects in relation to the day-to-day business operations, both front end and back.

Investment in an enterprise security solution that drives business processes is very much like investing in a

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financial or HR software. While it does not drive visible profit or revenue growth, it is a critical process that helps improve operational efficiencies and subsequently lowers operational costs, delivering an end result that ultimately impacts the bottom line. Inadequate solutions result in frequent downtime, repairs and replacements, which not only fail to meet the security objectives but also erode the organisation's competitiveness, margins and accountability.

With a well-integrated security management process in place, SMEs will not only have the peace of mind knowing that their business is secure from potential hazards, but also the confidence to further drive business growth and profitability.

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