

## Testimonies of client stakeholders, technology providers, and security company managers

### Example for client needs in the protection of public spaces - Altarea, France

Altarea is a French Shopping Mall management company, but also active in real estate development, management of residencies for the elderly, and financial assets investment.

**Services required from private security companies:** as an example from a shopping mall operator, the following services are usually demanded of private security companies:

- Physical surveillance
- Remote surveillance
- Intervention
- Fire protection
- Security systems Installation
- VIP Protection
- Event security

Private security is seen as an added value for the company, which also means that Altarea has a constant requirement for the highest levels of quality in services offered by security providers, even if it is difficult to clearly calculate a return on investment.

**Quality criteria:** Altarea's expectations from private security companies include a good level of training and qualitative protective equipment provided to workers; the proficient use of IT tools by security workers; and proper public-private partnerships in case of an incident.

### **Recommendations to support businesses and workers in times of labour shortages:**

- Career: possibility to increase workers' knowledge and scope of responsibilities, and giving them perspectives of career pathways to attract talents.
- Status: legal protection for interventions in case of damages, casualties, injuries.
- Increased training of workers to respond to new client demands: behaviour detection, use of new technologies such as AI and data analysis, sophisticated video surveillance systems and drones.
- Additional competencies for private security officers where it would make sense:
  - Enforcement powers in case of minor crimes;
  - Use of non-legal arms (e.g. pulse guns);
  - Use of individual cameras to secure the public and guards;
  - Sanctioning non-compliant security companies and better enforcement of sectoral regulation.
- Development of new job profiles, such as safety agents, cybersecurity personnel, electronic devices installers, etc.

Contact: Rudolphe Proust, Group Security Director, Altarea, France





## Example of client needs in aviation security - Dubrovnik Airport, Croatia

### Services which are increasingly required from private security companies:

- Remote screening of passengers / Remote management
- Integrating screening of passengers and cabin baggage
- Risk-based security screening levels
- Integration of physical and cybersecurity

A trend in aviation security is the automation of services to speed up security screening and free up resources for customer service.

### Skills that are increasingly demanded in aviation security services:

- knowledge of aviation security regulation,
- more complex technology skills, e.g. AI, installation, maintenance and diagnostics,
- people management, communication skills, multi-tasking and customer service.

Contact: Goran Pulig, Airport Security Manager, Dubrovnik Airport, Croatia



## Technology foresight and its human impact - Smith Detection

Security service clients, e.g. in aviation security, increasingly deploy technology that demands interaction with humans and human oversight, while basic tasks are increasingly done by machines themselves. It is therefore essential for security services to engage in a dialogue with technology providers and clients, e.g. airports, to make sure that future technologies meet the skills of security officers.

Contact: Liene Laimina, Board Member of the European Organisation for Security, Smith Detection



## New demands from an international client perspective - Securitas Germany

### Drivers of change shaping client demand:

- Evolving regulation, at German and European level;
- New risks: urbanisation, complex infrastructures, new threats;
- Multicultural societies;
- New technologies.

It can therefore be expected that the security industry will take on more tasks and responsibilities in the future. The training and qualification of workers must be adjusted accordingly to meet new client requirements comprehensively.



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## Two trends in client demand:

- **Trend #1:** focus on costs and basic services.
  - Cost pressure and demand for classic, simple services to be provided by personnel with basic training.
  - These services are very tender-driven with hardly any opportunities for the security service providers to get involved and give advice.
- **Trend #2:** focus on new kinds of services, quality, integration of technology and high-skilled workers.
  - Clients expect a high service-level and motivation of security staff.
  - These clients usually have an affinity for the use of modern technology and welcome additional training and qualification of workers.
  - Automation of services thereby lead to the demand for more service- and customer-oriented skills, but also IT skills for the operation of new technologies.
  - These tenders are usually less cost-driven and more quality focused, and the security service provider is asked to be pro-active with advice.

## Consequences of the demand for a new form of security services:

Particularly international clients are increasingly demanding for a new form of security services, which cannot be met with old procurement and service methods. Future services will therefore increasingly include the following:

- Mobile guarding (transitioning from on-site guarding);
- Remote guarding;
- Electronic security;
- Fire and safety;
- Corporate risk management.

Companies must fulfil the highest security standards, provide attractive working environments, offer completely new missions to workers and efficient security solutions to clients. This demands the use of the latest technology, data analytics, and digitalisation of business processes.

In return, this doesn't only result in better performance and employee motivation, but also in enhanced recognition and reputation of the industry.

This trend can therefore lead to a transformation of the security industry, if procurement methods change (against trend #1) and if companies are able to win new, skilled, labour. For this transformation to take place, both developments must go together.

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