

Improve Your Organization's Physical Security with a Virtual GSOC

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Hyper-growth and fast-scaling organizations are under immense pressure from investors and founders to grow and deliver innovative products and services to their customers. If you're in such a fast-paced environment, you understand there are a number of moving parts. A great deal of the company's focus is on the product, but while the product is developed and marketed, there's also a company that needs to be built.

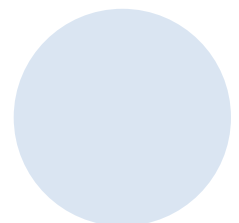
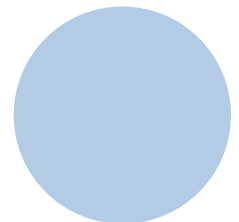
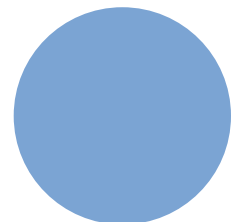
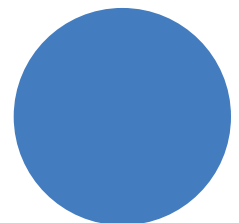
For small businesses with lofty goals for growth and startups alike, all of the functions we see in modern business need to be developed almost entirely from scratch. That includes human resources functions, facilities management, finance roles, and physical security.

Mature businesses rely on a Global Security Operations Center, or GSOC, to collect and analyze information about threats to the organization, its people, and its assets. But the resources required to properly staff and maintain a GSOC are beyond the reach of many businesses, including startups. This presents a challenge: the world is simultaneously more connected and dispersed than it's ever been, which makes managing physical security risks more critical – and more difficult – than ever before.

All businesses have unique needs around physical security and their environments rarely run on 9-to-5 schedules. They almost always run across multiple time zones. Legacy security strategies that rely largely on human guards are costly and often yield minimal return on investment when examining an overall security program.

As organizations like yours develop plans to protect their facilities, assets, and people – all of which are today likely spread across a vast geographic area – there is renewed focus on an organization's legal, moral, and business obligations to anticipate physical security threats and to implement a scalable strategy.

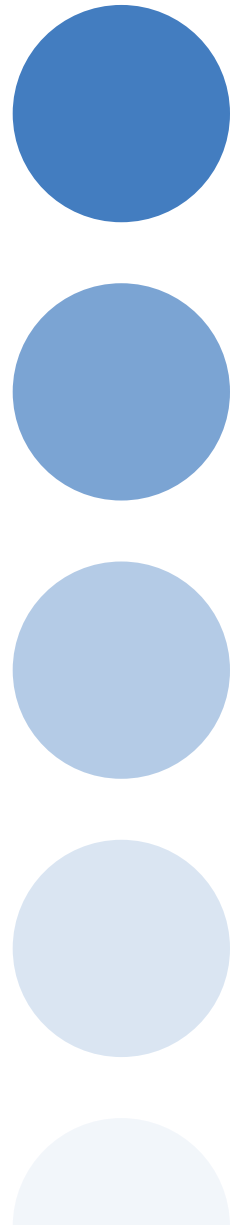
Natural disasters are one type of threat. When a typhoon or tsunami impacts a port city, for example, it threatens the safety of employees in the region at work and at home. But it also represents a threat to customer relationships. Shipments can be delayed, possibly for an extended period of time. Such a scenario also impacts business continuity, as shipping or manufacturing may need to move to another location on at least a temporary basis. Physical security strategies also help protect employees from workplace violence, and they can include contact tracing during



a pandemic. While the scenarios vary, it's clear that many small and growing businesses can use the help of experts to provide the protection their people need.

HiveWatch's Virtual GSOC (vGSOC) can help your organization develop a security program that is managed via the cloud, utilizing its GSOC Operating System. Many established enterprises rely on a physical GSOC to serve as the command and control center for their security programs. These secure locations are where threats are identified and analyzed and the appropriate response is determined. A vGSOC performs the same functions without a physical location, which will save money, enable scalability, and get the security program up and running more quickly than bringing a physical GSOC online.

HiveWatch's vGSOC works like other "as-a-service" offerings in the tech space. It is an ideal solution for businesses that lack the resources to plan and implement a physical security program on their own. It also helps businesses when their existing security program can't scale as the organization enters hyper-growth phase, through mergers and acquisitions, or reimagining their office footprints.

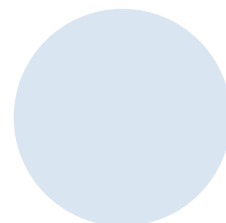
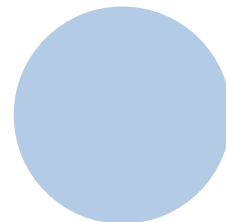
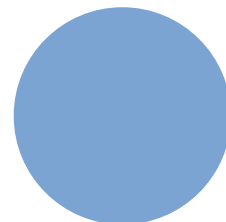
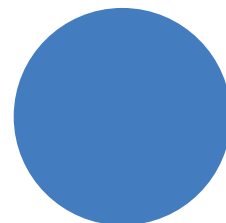


How to Use This Guide

Stage 1 will address some of the common questions you may hear as you approach various leaders and stakeholders in your organization about your physical security needs.

Stage 2 helps you make a case with stakeholders for the many ways the organization will benefit from the virtual GSOC model available from HiveWatch.

Stage 3 helps you secure buy-in and articulate why HiveWatch is uniquely positioned to help your organization transform its physical security program.



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Stage 1: Frequently Asked Questions

Role	Common Questions & Concerns
Security <i>Including directors or managers of security and security consultants</i>	<p>How does HiveWatch's vGSOC compare to our existing means of providing security?</p> <p>HiveWatch can work with our company to build a custom security program that meets our current needs with the ability to scale as we grow.</p> <p>The combination of security expertise and a virtual GSOC approach is more efficient and easier to deploy and adjust as our needs change. It will reduce our costs for human guards and operators while providing a higher level of protection and response.</p> <p>HiveWatch will provide real-time monitoring for breaches and emergencies, customized risk assessments, critical event detection, situational awareness, incident management, and executive protection intelligence including travel tracking.</p> <p>We don't currently have the resources to provide this level of protection on our own.</p>
Facilities <i>Including head of facilities and director of facilities and roles responsible for managing the physical workplace</i>	<p>Will HiveWatch scale as we quickly add more employees and locations?</p> <p>HiveWatch offers nearly unlimited scalability and can accommodate our growth as we enter new geographic regions and embrace new models of remote and hybrid work.</p> <p>In the past, businesses like ours would simply throw more guards and people at physical security as they expanded their footprint and headcount. HiveWatch will provide a more customized, holistic approach to physical security that protects our facilities, assets, and people wherever they are located while saving significant budget compared to building these capabilities internally.</p> <p>HiveWatch can work with existing security systems like access control, video surveillance, and alarms. And it is flexible enough to accommodate new systems we might deploy or add through acquisitions.</p> <p>HiveWatch is designed such that it will support our efforts to bring this back in-house if/when we are ready.</p>
Technology <i>Including CTO, CIO, and CISO</i>	<p>How secure is the HiveWatch cloud?</p> <p>HiveWatch operates in a SOC2-compliant cloud, which meets the requirements businesses like ours set for their cloud providers. HiveWatch also has stringent physical security measures in place that govern the people who are accessing our information.</p> <p>Can HiveWatch help us detect online threats to employees and facilities?</p> <p>Yes. HiveWatch can monitor the Internet, including the Dark Web and deep social platforms, to identify and assess threats to our people and facilities. However, HiveWatch is not a cyber monitoring company.</p>

Role	Common Questions & Concerns
Human Resources <i>Including roles responsible for the organization's people and culture</i>	<p>How will HiveWatch improve the security and well-being of employees in the office and beyond?</p> <p>Our people are essential to business, and when we demonstrate that we care for our people it's good for morale, recruiting, and employee retention. It's also proven that employees who feel safe are more productive.</p> <p>HiveWatch will alert us to threats our people face from natural disasters, like wildfires, earthquakes, or hurricanes, so we can check on their wellbeing. HiveWatch can send out mass or critical communications through a number of channels, including phone, text and Slack if we need to communicate to employees in an emergency (subject to HiveWatch legal review of the message).</p> <p>HiveWatch's ability to assess risk and detect critical events will help us protect employees in different geographies or while on company travel. And HiveWatch's expertise can help us with fairly routine HR tasks, including helping us prevent workplace violence, aid investigations, and ensure physical access is discontinued when employees leave the company.</p>
Legal <i>Including roles responsible for risk management and compliance</i>	<p>How will HiveWatch help us meet the compliance requirements of customers and regulatory bodies?</p> <p>Protecting our people, assets, and facilities is critical to meeting compliance obligations and service level agreements (SLAs) with our customers and partners. We need to be aware of threats to the people and facilities that are involved in maintaining and growing these relationships, and a customized physical security program can include these specific requirements when it is designed or accommodate them as we grow.</p> <p>HiveWatch will also help us with our business continuity efforts by identifying and assessing risks that can stop us from providing services to our partners and customers.</p>
Finance <i>Including roles responsible for budgets, spending, and risk management</i>	<p>What are the financial benefits of a vGSOC approach to security?</p> <p>Virtual platforms help businesses improve their ROI in a number of areas because they are flexible and scalable. HiveWatch will deliver comparable advantages.</p> <p>The human cost of physical security is high and delivers poor ROI because it relies mainly on guards and human capital that don't offer much in the way of proactive detection and threat assessment.</p> <p>A customized program for physical security is designed around our needs, and helps us better manage risk, reduce the costs associated with employee turnover, and can help us better manage our insurance costs.</p> <p>HiveWatch will better protect our people, facilities, and intellectual property while delivering substantial ROI compared to traditional approaches to physical security.</p>

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Stage 2: Paint Your Vision

Role	Your Vision
Security	<p>We can improve our physical security and scale our security program in a more efficient way.</p> <p>Threats to our business can come from any number of sources today, including strangers on dark corners of the Internet, political unrest, and natural disasters. Developing the in-house resources to monitor and assess these threats and other critical events requires more resources than we can devote to physical security.</p> <p>HiveWatch will design a custom physical security program managed through its vGSOC to meet our needs and scale as our company grows and threats evolve.</p> <p>Unlike human guards, point solutions for access control, and cameras, HiveWatch provides the effective protection we need to manage risk in the modern world with a better return on our investment.</p>
Facilities	<p>You can focus on finding and creating the facilities we need to accommodate growth and rely on experts for physical security.</p> <p>Our growth plans will require new facilities and a geographically dispersed workforce, which means our facilities team can't be expected to manage and scale physical security.</p> <p>HiveWatch allows us to tap physical security expertise and a state-of-the-art GSOC to identify and assess risks and protect our people, assets, and facilities.</p> <p>Growing this capability in-house would take more time than our growth plans allow and come at a significant cost.</p>
Technology	<p>We can improve our physical security and business continuity without adding to the burden of the technology team.</p> <p>Our technology team is involved in every aspect of our business, from product to managing business applications. While physical security increasingly relies on technology, it's not a burden our tech team needs to manage given the pace of innovation we need to meet our goals.</p> <p>When tech teams need to bring in new resources and improve scalability, they turn to cloud-based platforms. HiveWatch applies the same concept to physical security. We will get a customized security plan that can adapt and scale as needed, without having to rip and replace every time our needs change. Improving the security of our people, assets, and facilities can also help us improve business continuity and turn into a competitive advantage for our company in the process.</p>

Role	Your Vision
Human Resources	<p>A new approach to security can help us meet workplace safety obligations, improve employee retention, and aid in a number of HR tasks.</p> <p>Employees want to feel cared for and protected as they go about their work. That's why there is a renewed focus on workplace safety and why our company needs to provide the best possible physical security.</p> <p>When our employees feel cared for, they are more likely to stay with the company. With HiveWatch we can provide a level of security beyond our current resources. Our employees' safety can be managed by experts at a state-of-the-art GSOC. Whether they are in the office, working remotely, or traveling, they'll know that someone is watching for their wellbeing on a day-to-day basis, as well as during extraordinary events like natural disasters and pandemics.</p>
Legal	<p>We can better manage our risk and compliance by outsourcing our physical security program to experts.</p> <p>Our compliance obligations to our customers and partners and our safety obligations to our employees can be better managed by working with HiveWatch's trained experts and vGSOC. Physical security is not a core capability of our company, and taking the time to build that capability and scale it as we grow will divert resources from our plans for our products and growth.</p>
Finance	<p>We can improve the ROI of our physical security costs, while reducing employee turnover and insurance costs with a vGSOC.</p> <p>Outsourcing our physical security to trained experts and taking advantage of a vGSOC follows the model many fast-growing businesses use to maintain their focus on the company's goals.</p> <p>The return on this investment will come from better security, happier employees, and lower costs compared to hiring human guards as our headcount and facilities continue to grow. HiveWatch will deliver the physical security we need at a rate of return we cannot achieve by growing this function on our own.</p>

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Stage 3: Getting Buy-In and Commitment

Role	Demonstrate Business Value
Security	With HiveWatch, we can evolve our physical security program into a custom-built strategy that uses trained experts and a state-of-the-art vGSOC to identify and assess threats and monitor critical events. This approach improves security, is more efficient than traditional strategies, and will scale more easily as we grow.
Facilities	As our footprint grows, we need an expert-designed physical security program that meets our company's specific needs. HiveWatch delivers the expertise we need to monitor and assess threats and uses a state-of-the-art vGSOC to provide a level of security for our people, assets, and facilities we can't deliver with our current resources.
Technology	HiveWatch will allow us to provide a custom-designed physical security program using the same "as-a-service" model that helps technology organizations operate more efficiently and scale when needed.
Human Resources	HiveWatch will allow us to protect our employees with a custom-design security program. It will help us meet our workplace safety obligations by monitoring and assessing threats to our employees and facilities wherever they are located, improve our employee retention, and scale as we grow.
Legal	HiveWatch will allow us to protect our employees and our relationships with partners and customers using a custom-design security program. It will deliver a level of protection and business continuity that is beyond what we can provide with in-house resources and scale as we grow.
Finance	HiveWatch will help us manage risk and deliver a custom-design physical security program that is beyond the capabilities of our current in-house resources. The "as-a-service" model used by HiveWatch helps businesses run their technology organizations more efficiently and scale with ease. We can apply this model and its predictable costs to physical security and better protect our employees, assets, and facilities in the process.

To learn more, set up a discovery call at hivewatch.com.