

Proactive security: the future of perimeter defence



The days of being reactive are over. That's right, we as an industry, can no longer afford to be reactive.

As threats evolve, the need for proactive security is critical. While traditional methods, including physical barriers and security personnel, are still necessary, the future of our approach is built on the backs of emerging technologies.

Substantial vulnerabilities

As an industry, we've operated reactively for decades, it has been common for security teams to address threats only after they occur. The growing risk landscape proves that this approach has significant limitations.

Human oversight, delayed responses, and the inability to monitor large areas have exposed substantial vulnerabilities.

Emergence of AI

AI enables real-time monitoring, advanced data analysis, and more accurate risk detection

Times are changing though and it's largely due to the emergence of AI. AI is revolutionising the security landscape by making technology smarter. It enables real-time monitoring, advanced data analysis, and more accurate risk detection.

This ensures a higher level of security and safety, minimising potential incidents' impact while enhancing overall safety.

Focus on strategic aspects

AI's ability to process vast amounts of data quickly and accurately is, quite frankly, a game-changer. It can identify patterns and anomalies that can provide stakeholders with critical insights to respond in a more prepared manner.

By automating routine tasks and highlighting potential issues, AI also allows operators to focus on more complex and strategic aspects of security management, rather than responding to false alarms.

The future is AI

The future of security lies in AI. The Security Industry Association (SIA) has recognised AI as one of the top security megatrends in 2024. However, the challenge is not adopting AI, it is about effectively using it to enhance security.

AI can enhance video surveillance by improving object detection and enabling real-time, informed responses

AI systems can easily integrate with existing infrastructures, providing a layered defence that combines traditional methods with more modern technology. For example, AI can enhance video surveillance by improving object detection, reducing false alarms, and enabling real-time, informed responses. This ensures that security measures are adaptive, scalable, and capable of addressing the evolving risk landscape.

Don't react, anticipate

One of AI's most significant benefits is its ability to provide proactive insights. AI can predict potential breaches by analysing behaviour patterns and detecting anomalies allowing security pioneers to do something before an event happens. This shift, from reactive to anticipatory measures, marks a significant advancement in asset protection and risk management.

AI systems can also continuously analyse data and distinguish between everyday events and real-world threats. It's AI's continuous learning capabilities that mean the systems can adapt and improve over time to become more accurate and efficient in threat detection and response.

Save money, scale on demand

Contrary to common belief, adopting AI technologies will not put a security department over budget. It may be surprising, but these solutions offer cost-effective and scalable alternatives to traditional security measures.

An initial investment in AI technology can result in substantial long-term savings (and ROI) by reducing the need for physical infrastructure and on-site security personnel.

Customisable solutions

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AI systems are
environments
advancement

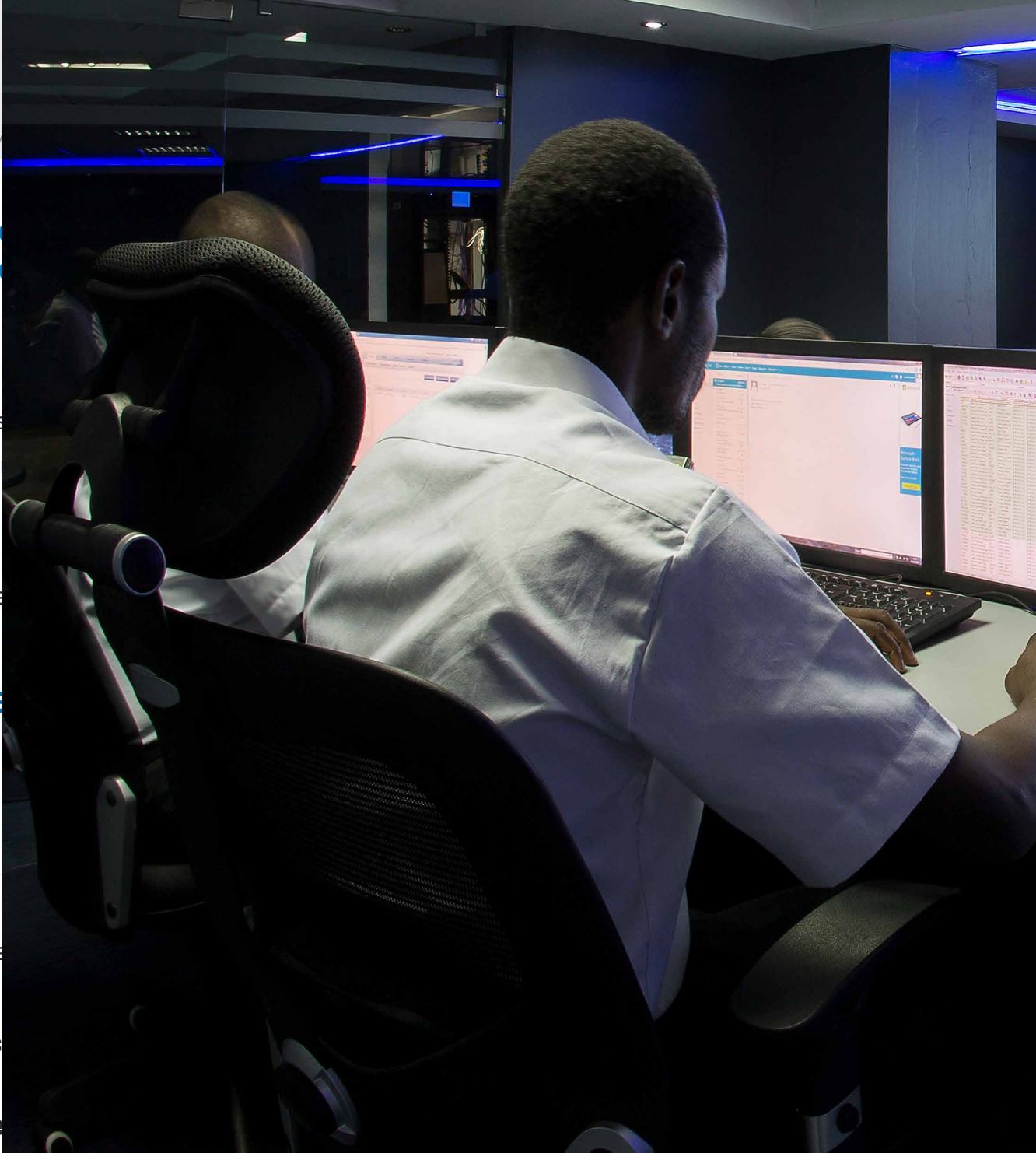
The ability to
enhancing pe

Embrace

Integrating AI
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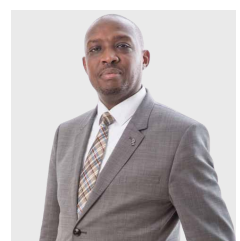


For instance, France is preparing to deploy AI-powered video surveillance as it gears up to host the 2024 Olympics, part of its efforts to detect sudden crowd movements, abandoned objects, and suspicious activities. Think about the sheer scale of that project.

We're finally moving forward, and staying one step ahead must be our priority. But this shift requires a significant change in mindset. Are you ready to make the change?

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