



With MySecuritas' user-friendly interface clients can see what we are doing by providing a clear and immediate overview of what Securitas delivers to them, even when there are no incidents.

Martin Althén,
Chief Information Officer, Securitas

CASE: DATA DRIVEN HIGHLY ACCURATE RISK PREDICTION

Through machine learning and predictive data models, Securitas is increasing its ability to understand the risk of security incidents, both criminal and otherwise. This knowledge will change the security services we deliver to our clients and give us a competitive edge.

A key element in Securitas' strategy is to promote innovation of new services – a journey we have started with the aim of becoming the intelligent protective services partner globally, leading the transformation of the security industry. We are involving employees across Securitas as well as our clients in this transformation. Our focus is to both enhance and augment existing services and to bring new services to the market that address the specific needs of our clients. To achieve this, it is fundamental that we extend our digital channels.

In 2019, based on client interviews and in close collaboration with clients across various segments, Securitas launched MySecuritas, a channel focused on small and medium-sized clients. Now in its first version, MySecuritas delivers dynamic incident reporting and business intelligence to our clients in digital form. In addition, it serves as a digital distribution channel for our services as well as those of our partners. Based on early data and feedback from clients, MySecuritas has been shown to enable increased client retention and fuel demand for additional service offerings. Altogether, the results are very encouraging.

The second digital service distributed and launched through MySecuritas was a risk prediction module. Based on multiple datasets, statistical models and machine learning algorithms, this service can predict where and when security incidents are most likely to occur – in real time. By analyzing data from our own operations combined with open data sources, the service

offers highly accurate, site-specific risk assessments. In a user-friendly interface, clients get a clear and immediate overview of the risk level across their operations, data that can be used to improve efficiency. The service also provides information and statistics about general risk levels across various areas and comparative indicators at the geographical level. The development of new services always considers individuals' integrity.

In combination with sophisticated machine learning algorithms, the collection of data from our more than 340 000 security officers enables Securitas to better understand risk across the security spectrum. These industry-specific insights enable our clients to manage their security more effectively as well as optimizing Securitas' service delivery and enabling us to proactively deploy security officers and better advise our clients. As a security partner, this gives us a unique opportunity to differentiate ourselves from the competitors by demonstrating that Securitas is the knowledge leader in the security industry.