

Solution Innovation Case Study: “Improving Safety and Security with One-Touch Situational Risk Awareness Communications”

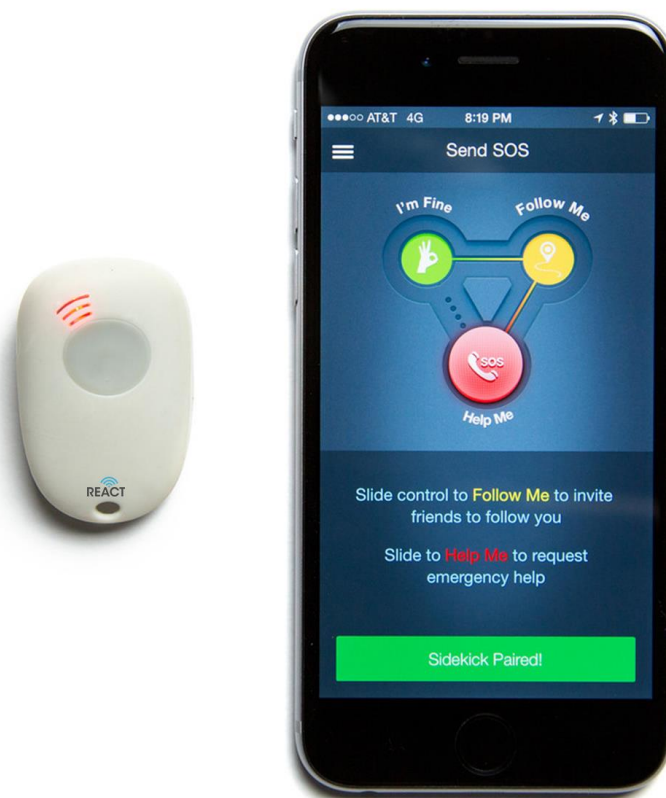
The SEC Solution Innovation Partner (SIP) program evolved as a means for practitioners to choose a trustworthy risk mitigation provider with confidence when there are a myriad of options in the marketplace. Proven Solution Innovation Practice Case Studies help to validate performance claims and differentiate security solution providers for business outcomes including risk mitigation, return on investment, and security assurance. The following case study demonstrates this methodology for Seattle University (SU). This Solution Innovation Case Study offers a proven process approach for mitigating risk(s) that could result in injury or impairment of people, assets, critical processes, products and/or brand reputation.

Risk Issues and Mitigation Opportunities:

- Seattle University (SU) students are located in the center of city life, experiencing the benefits and risks that go with it, including the possibility of becoming the victim of a crime. SU already provided a number of services to alleviate safety concerns including Blue Light Emergency Phones and Night Hawk Safety/Escort Patrol.
- SU was looking to add an additional layer of safety and security confidence. Campus Police began looking for innovative technology to create and enhance a safer learning environment for its mobile community members on or off campus.

Solution Requirements:

- SU needed a cost effective solution for students and staff that would feature easy adoption and use
- SU wished to build on situational risk awareness and reporting capabilities while improving response
- SU wanted a solution that could simultaneously alert family, friends and first responders to risk conditions while communicating mobile location information on or off campus with I'm Fine, Follow Me and Help Me geo-spatial messaging
- SU preferred a custom labeled solution that extended the school's brand reputation; and in particular and their prioritization for a safe learning environment that would benefit all community stakeholders and their families.



React Mobile Delivered: Software and Hardware Solutions

Phase 1 - July 2015:

- ✓ Free React Mobile Safety App
- ✓ SU Campus Police integration
- ✓ Custom Branded React Sidekick wearable safety device

The pilot program involving 100 devices began in 2015 and grew to Freshman Class adoption (400+) in 2016 in an effort to help improve emergency response times on and off campus; React Mobile took steps during their initial deployment to integrate React SOS alerts with SU’s Public Safety office. This led to future Phase 2 Requirements as described below.

Phase 2 – August 2016

- ✓ Custom Branded Enterprise Dispatch Console - requirements gathered from SU campus police and dispatchers
- ✓ Free React Mobile Safety App
- ✓ Custom Branded React Sidekick wearable safety devices and new customized red, black and white Sidekicks.

Outcome and Benefits of Service Including ROI:

- ❖ Introduced easier on-person, in-hand, situational risk reporting capability to first responders and peer network
- ❖ Increased on-campus and off-campus safety and security risk awareness
- ❖ Enhanced user safety and security confidence for users, parents and school administration
- ❖ Enhanced student/parent relationships with SU and other emergency first responders
- ❖ Improved incident reporting and response options for students, staff and families
- ❖ Improved community safety and security risk outcomes
- ❖ Introduced long term opportunity for stakeholder value metrics through 2020

SIP Process

This process was overseen by a Council Faculty member with 20 years of experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. End-user authenticated September 2016.

Note: The Security Executive Council's Solution Innovation case study represents a snapshot in time to demonstrate a solution to a specific-organization's issue. End-user diligence, trial and measurement are strongly recommended for any contemplated risk mitigation activity

Client Service/Resource Attributes or Capabilities	React Mobile YES/NO	Company A YES/NO	Company B YES/NO	Company C YES/NO	Company D YES/NO	Company E YES/NO
Mobile App	YES	NO	YES	YES	YES	YES
Companion Device	YES	NO	YES	YES	YES	YES
Social Notifications	YES	NO	YES	YES	YES	YES
Platform Strategy	YES	NO	NO	NO	NO	NO
Custom Safety Provider Integration	YES	NO	NO	NO	NO	NO
Available Now!	YES	YES	YES	YES	NO	NO
Free of Monthly Fees?	YES	YES	NO	YES	NO	NO