

Asset Protection

Mitigating **risk** through timely information

Presented by: David A. Santiago, CSM



About the Presenter...

For over 15 years David (@DavidSecurity) has empowered expats, travelers, and adventures from all walks of life.

David's passion for security began when he was posted in Tunis, Tunisia as a United States Marine Security Guard (2001).

He went on to serve as the Security Director for the American Cooperative School of Tunis (2007-2016). During this time he began teaching security awareness to the local expat community and continues providing security leadership through his blog, presentations, and workshops.



Module Overview

- ★ **Understanding the Principles of Assets Protection**
- ★ **Examples of Asset Protection in:**
 - **Health Care**
 - **Education**
 - **Fast Food Sector**
 - **Telecom sector**
 - **Aero-space sector**
- ★ **Mitigating Risk through timely information**

Physical Asset Protection

Protecting the assets of any organization – public, private or not-for-profit – is a *critical task* for the viability, profitability, reputation, and sustainability of the organization.



What does it take?

Protecting assets requires a combination of strategic thinking, process management, and the ability to implement programs and initiatives in increasingly shorter periods of time to match the rapid pace of today's global business environment.



The Goal:

The goal is the protection of assets by **removing or reducing** the exposure of assets to threats and hazards by developing appropriate protective measures.

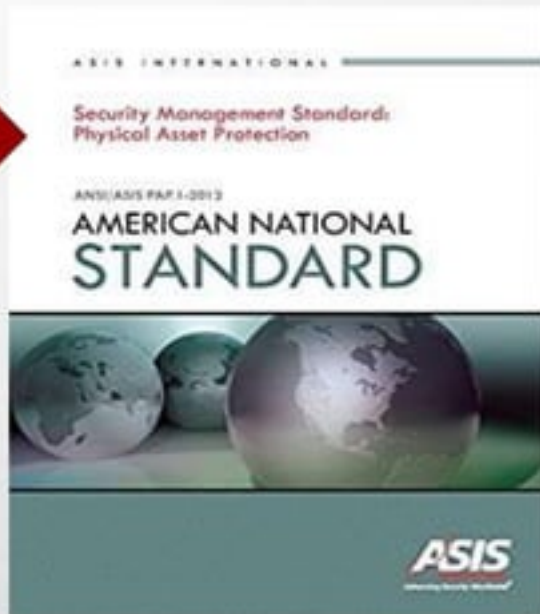


Standards Matter!

ASIS-Physical Asset Protection



Provides an approach to identify, apply, and manage physical security measures to safeguard an organization's assets – people, property, information, and intangibles that are based in facilities (not during transit).



Important to NOTE: That Asset Management/
Protection is only one compent of a company's
Enterprise Security Risk Management
Framework:



Function of Physical Asset Protection

- **Considering Assets**
- **Understanding the Threat**
- **Looking at Vulnerabilities**
- **Analyzing the Risk**
- **Protective Measures**
- **Application of Four D's → (Deter, Detect, Deny, Delay and DEFEND)**

Examples of Asset Protection in Various Industries...



Health Care

Depending on the type of care and treatment provided, a hospital's critical assets invariably include patients, medical professionals, support personnel, medical records, equipment, supplies, and pharmaceuticals.



- **Lost and stolen equipment costs the healthcare industry millions each year**
- **To stem the problem, some hospitals are turning to new technologies that track equipment throughout the hospital and beyond in real time..**



WYNNEWOOD, PA.

MEDICAL EQUIPMENT THEFT AT LANKENAU HOSP.

- **Wireless tracking tools like real-time location systems (RTLS) and radio-frequency identification (RFID) not only help prevent loss and theft but also help inform asset management.**



Education-Asset Management

Challenge: A women-only university wanted to secure its premises for its female students by digitizing people and asset tracking and monitoring across its premises. The client also wanted to control the movement of male personnel within the restricted zones, while also check the entry of public into any unauthorized area.



Education-Asset Management

Solution: An End-to-end asset tracking and monitoring solution enabled them to track the IT/non-IT assets in the campus and made the university campus more secure for students.



Fast Food/ Restaurant Sector

- Fast-food restaurants usually focus on Risk Assessments and rely heavily on their insurance coverages.
- At a minimum they require some sort of general risk coverage.
- General risk coverage is important for protecting assets such as the physical building, equipment and different items contained in the common areas of the restaurant.



Telecom Sector

The Challenge: Most organizations struggle to keep an updated accounting of all data, devices, assets and physical locations of equipment.

Solution: More and more in the Telecom Sector are using Telecom Expense Management (TEM) solutions designed to **TRACK, UPDATE, AUDIT TELECOM ASSETS.**



Aero-Space Sector



Aircraft hangars house tens of millions of dollars in assets and are host to some of the most complex (and dangerous) mechanical operations in the mechanized world.

Aero-Space Sector

Aircraft hangars are incorporating access control systems to ensure complete control on who accesses entry into the hanger.



Mitigating Risk through timely Information



Security Fact #1

In a predicable world Asset Protection is a straightforward process...



Security Fact #2

We don't live in a Predictable World!



Need for Tactical Intelligence...

In today's world, political upheaval, social unrest, even a viral video can result in unforeseen security challenges & consequences for organizations regardless of where they operate.



1st Hand Experience

In 2012, following attacks on the nearby US Embassy, protesters attacked our school building. Thankfully, because we had access to Tactical Information we were able to conduct a safe & successful early evacuation of the campus.



Mitigating risk through timely information...

- Tactical Security Reports enable you to stay a step ahead.
- To assess **RISK** and take the **PROACTIVE** steps that will keep your business operation GOING.



@DavidSecurity

**I hope you learned more about Asset Protection.
For more information or a to try a FREE DEMO of our
Tactical Security Reports:**

Email: contact@davidsecurity.net

Stay Ready!

