

The ROI of Data-Driven Security

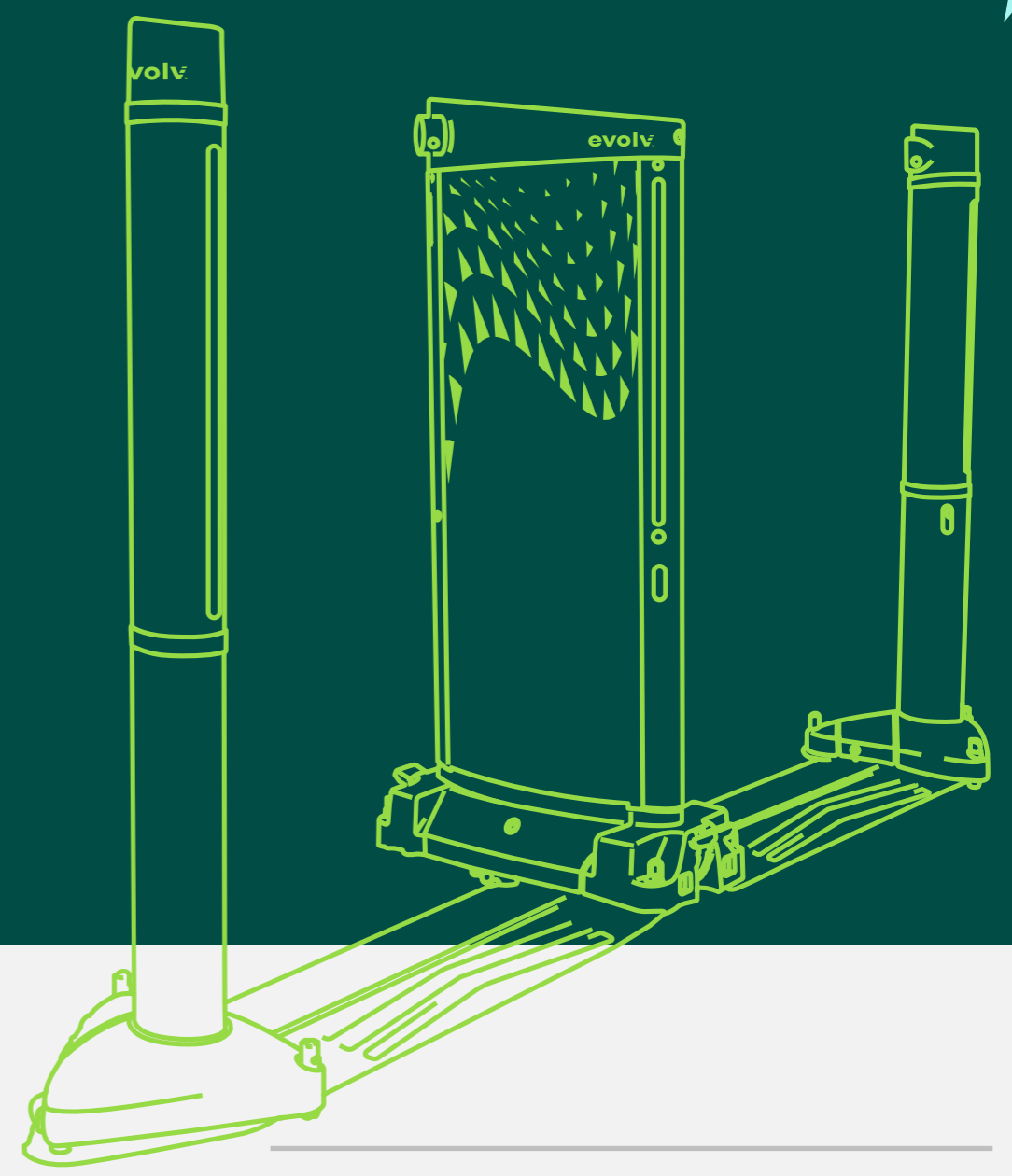
Challenge: Subjective Decision Making

In a **Microsoft & Accenture** study of senior security leadership, the top two challenges facing security operations today were found to be:

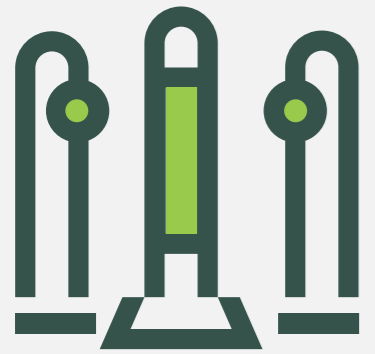
- ▶ Reactive threat management
- ▶ Intuition-led decision-making based on subjectivity

“These challenges — operating reactively and improving decision-making — make it difficult to be proactive. This puts your people, brand and reputation at risk.”

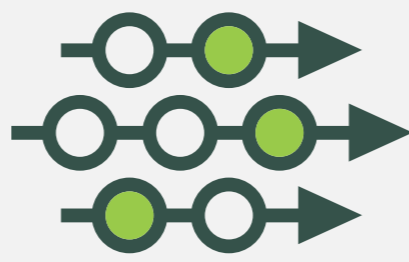
— The Future Of Physical Security



Solution: Evolv Express®



Evolv Express® weapons detection system is powered by sensors, cameras, and artificial intelligence.



Guests walk through at a natural pace, only being stopped by security if the system alarms.



Data about visitor rates, alarm rates, and threats are available via web and mobile applications to improve planning across security and operations teams.

“Based on analytics for past events, we can make better staffing decisions—from the number needed to predicting when surges will occur. Knowledge is power and the more I can get from data, the better I can do my job and ensure the safety of our guests.”

— Chief Security Officer at Evolv Customer Pittsburgh Cultural Trust

Real-World Results

Performing Arts Venue



Know Your Vulnerabilities

Learn the threats that enter your venue—when, where, and during what types of events.

9K
Performing Arts Venue had 9,000 visitors in one month

105 Weapons Found
85 Knives and 20 Handguns were prevented from entering

Reduced Positives
Fewer false positives when screening visitors

Pittsburgh Cultural Trust



Improve Your ConOps

Plan for a just-right balance of staff deployment and guest experience, improving coverage everywhere.

60%
Pittsburgh Cultural Trust shrank security footprint up to 60%

50%
Reallocated 50% of security staff to other venue locations

No Outdoor Waiting
Eliminated outdoor queues and unpleasant guest experiences

Midwest Casino



Centralize Venue Metrics

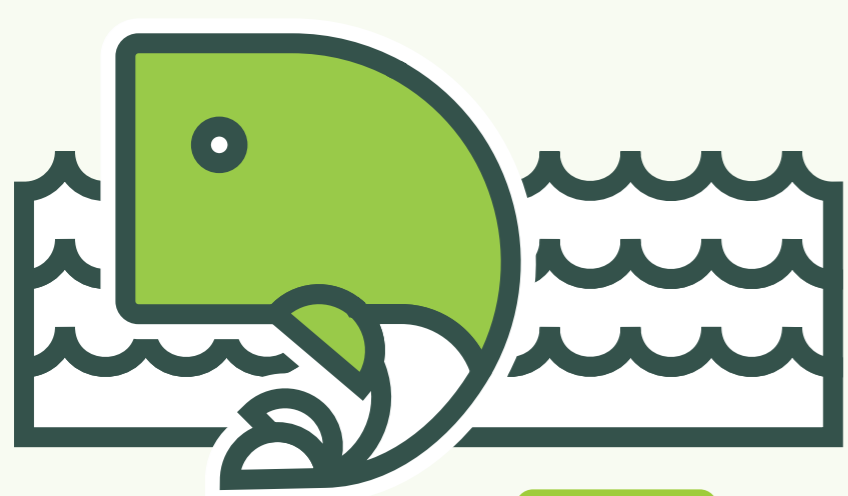
Accelerate processes to report on visitor flow and alarm rates, supporting security and operations.

Reduced Footprint
Midwest Casino eliminated 10 guest counters

500K
Accrued a total annual savings of \$500,000

30%
Reduced insurance premiums by 30%

Georgia Aquarium



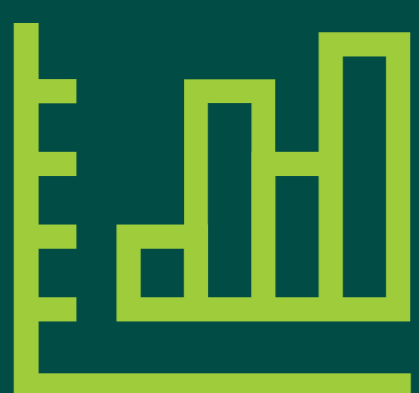
Improve Guest Experience & Staff Retention

With better resource use comes better guest—and staff—experiences.

4.6
Improved guest ratings from 4.0 to 4.6

Reduced Attrition
Reduced staff attrition

Saved Money
Saved time and money on training and onboarding



“With the Express systems, we know exactly how many guests enter and at what time of the day... Our marketing department can leverage this information to determine programs and spend. Our operations team uses the data to make broader staffing decisions.”

— SVP of Hospitality and Operations, Georgia Aquarium

Learn More:

- ▶ [Pittsburgh Cultural Trust Case Study](#)
- ▶ [The Georgia Aquarium Case Study](#)
- ▶ [Performing Arts Venue Case Study](#)
- ▶ [A Midwest Casino Case Study](#)

Read the eBook here:

▶ [Five Ways Data Improves Physical Security](#)

