

Control Center ROI

Overview

Based on the tumultuous impact that the COVID-19 pandemic wrought on the world during 2020, it is reasonable to assume that c-suite executives now understand the need for an effective, efficient, adaptable, and extensible security posture. However, security investments still need organizational and strategic alignment to be compelling enough to compete for limited business resources. Examples of business reasons that can strengthen a security business case include:

- Automation for Superior Operational Resilience
- Digital Transformation and Insightful Data
- Enriched Duty of Care

Many industries have multiple prevailing headwinds requiring transformation, putting immense competing pressure on financial resources. Security projects with viable implementation plans that demonstrably improve shareholder value and strategic advantage will triumph.

Building the Business Case

Knowing how to strategically align and quantify your security investments will ensure that your organization's security posture will be fit for business purpose. Articulating the improvements to security from a risk management perspective, but also showing how the costs and benefits positively impact an organizations' strategic, operational, and financial performance has become an essential process in securing funding.

Costs

Organizations have specific cost challenges to address, so it is important to understand the cost approach for your organization. A starting point is to create transparency in what sits in the security budget, both directly and indirectly, including people resources, facilities, technology, risk management, digital and physical security, and more.. A holistic view of security expenditure and budget holders helps identify organizational return on investment.

Control Center has numerous cost-saving and spend offset advantages through features that enhance digital transformation, automation, operational resilience, and duty of care.

Imagine how your security business case can improve your corporate strategy, operational resilience, and financial performance.



“Control Center provides a 90% reduction in the effort required for regular operational and strategic reporting from multiple subsystems and reduced the urgency to replace an existing systems saving \$6.5m over three years.”

Everbridge Customer

ID	Priority	Date Created	Description	Alarm Type	Alarm Point	Location	Top Location	State	Status	Count	Last Received Event
49283	1	4/24/2020 5:21:30 PM	VA Blacklist Hit on QWC-CAM 008	VA Blacklist Hit	QWC-CAM 008	Metro Station	US	Unhandled	1	1	4/24/2020 5:21:30 PM
49282	3	4/24/2020 5:21:28 PM	ITA Alarm on BMS-REAR 005	ITA Alarm	BMS Sensor 005	Floor 6	UAE	Unhandled	1	1	4/24/2020 5:21:28 PM
49281	4	4/24/2020 5:21:26 PM	Door Held on CHQ-REA-002 Back Door	Door Held	CHQ-REA-002 Back Door	CNE HQ (Building 11)	UK	Unhandled	1	1	4/24/2020 5:21:26 PM

With Control Center, cost savings are made through producing directly quantifiable savings:

- **Reduce operator and people guarding costs** through automation, greater operator efficiency, and virtual operators with improved ability to protect remote areas. Control Center offers real-time situational awareness, global control, and local autonomy.
- **Reduce facilities costs** through closing excess buildings, regional security operating centers, or multiple control rooms. Reduce commercial floorspace by reviewing usage and understand your occupancy profiles across multiple locations.
- **Reduce training costs** Control Center reduces the time and cost of training new operators to become operationally effective. Users learn one operational interface, rather than needing training in disparate sub-systems.

Cost savings can also be made through producing indirectly quantifiable savings or soft savings, which are unique to each organization. This includes things such as:

- **Maximize use of existing technologies**, extending asset life, increasing innovation, removing 'rip and replace' projects, and improving security posture. Control Center is an integration platform thus extending the life span of existing technologies.
- **Increase operator effectiveness and efficiency** through reducing the amount of "swivel chair" activity to manage systems and validate or respond to alarms. During time sensitive situations the savings can be immeasurable, for example, lives saved, traveler confidence, and brand protection.

- **Protect facilities**, averting damage and loss.
- **Ensure business continuity** and prevent loss of productivity.
- **Minimize brand and organizational risk**, offsetting litigation and liability costs.

Benefits

Control Center benefits focus on creating strategic advantages, shareholder value, and operational resilience through enhanced effectiveness and efficiencies.

- **Reducing risk** by ensuring that the appropriate process is taken for any given situation and having surety that a consistent response is used in accordance with your SOPs. Prevent information overload and ensure compliance with a powerful orchestration engine and secure audit trail of all events and actions taken.
- **Real-time situational awareness** through defining different permutations of response to the same event types, depending on the situation. Automating actions such as activating response teams or triggering instructions to other systems to accelerate response times and reduce time spent manually dealing with any situation. With real-time situational awareness you can act on potential data breaches and prevent them from happening.
- **Optimizing spend** by decreasing technology obsolescence or technology debt. Avoid technology lock-ins with an open integration platform, leveraging our existing library of drivers/connectors.

With Control Center, your organization can operationally benefit from:

- **Increasing operational resilience, global control, and local autonomy** through creating independent instances of the platform, each without any dependency up on the other, but with the ability for those instances to share assets and data between each other according to organizational configuration and policies.
- **Automating standard operational procedures and improving compliance** through defining all actions and guiding security operators on what they need to do next, and next after that, until the situation is fully resolved. This reduces the frequency of incidents, but when they do happen, the impact of incidents is reduced through faster response times.
- **Protecting people and preventing business operations disruption** through real-time situational awareness, as Control Center informs organizations of what is going on, both actions and reactions.

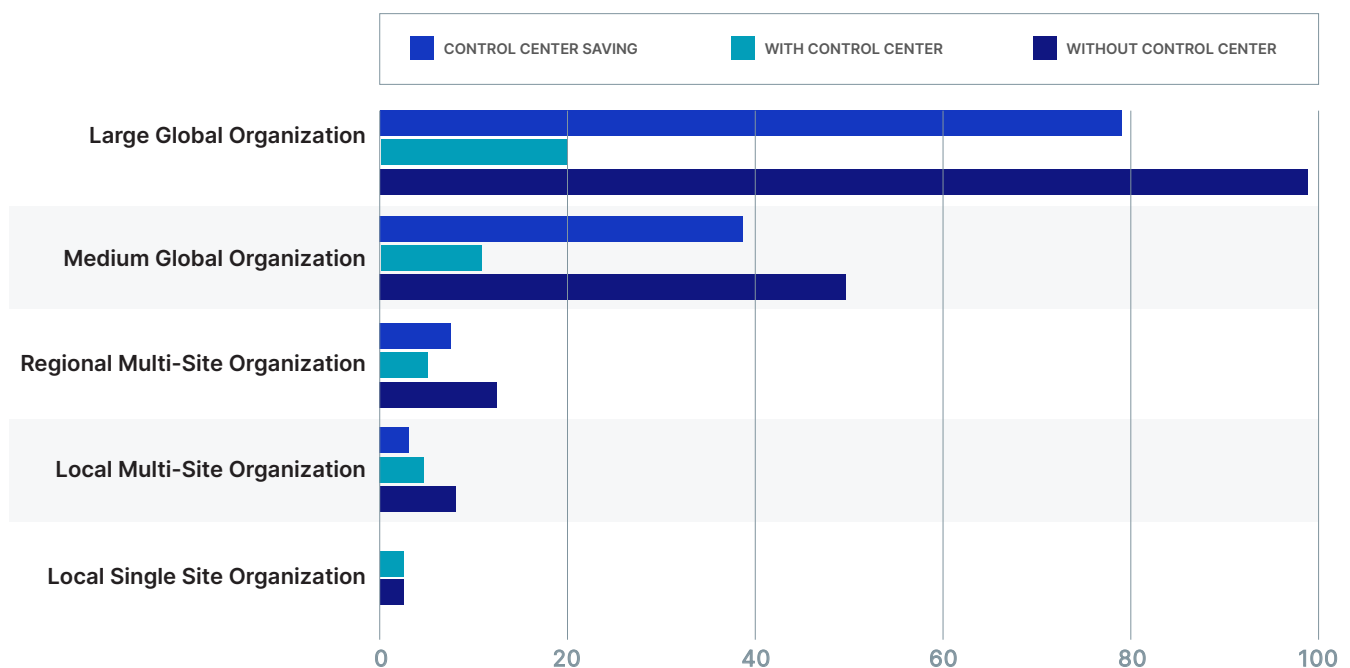
- **Improving security effectiveness, efficiency, adaptability and agility** through an extensible application, infrastructure, device and sensor control, and keeping stakeholders informed through automated performance reporting and real-time dashboards configured to your organization's knowledge and insight needs or users' role requirements.

Return on Investment

Security is not purely a cost center, working with Everbridge ensures world-class protection for your business while generating significant return on investment, adding strategic and operational value.

Control Center offers a wide variety of benefits, some of which are quantifiable and easy to model; and some of which are not. Many of the quantifiable benefits focus on reducing costs, however, it can also help to drive revenue. Control Center return on investment will be dependent on the complexity of your existing technology and operational environment.

Control Room Total Annual Operating Cost \$ Millions & Control Center Savings



Using indicative costs and savings when introducing Control Center, returns are likely to be significantly higher than standard commercial investments.

Assuming that the indicative cost saves are directionally accurate for your organization then Control Center payback should also be better than standard commercial investments. It is quite feasible to create a payback within a financial year for certain implementations.

Indicative Control Center ROI

Control Center implementations could see a 10x or greater ROI, depending on your included costs and returns. As all costs, savings and returns are indicative, each organization needs to identify their specific circumstances to evaluate the investment required and the expected return. Control Center is a mission-critical component of many organization's augmented security posture and increased operational resilience. Their investment returns have been easily quantifiable.

About Control Center

Control Center correlates events from disparate safety and security systems into a common operating picture to focus people's attention on what really matters. The platform provides users with actionable alerts, next step actions, and automated reporting to better manage risks, ensure compliance with operating procedures and support your business continuity. Automated workflows ensure rapid, consistent responses, reducing the risk of human error. It also facilitates device activation to ensure you are always in operational control and protecting your people. Dynamic reports and dashboards provide real-time actionable insights for your operations teams and senior executives.

Key Take Away

Control Center implementations could see a 10x or greater ROI, depending on your included costs and returns. As all costs, savings and returns are indicative, each organization needs to identify their specific circumstances to evaluate the investment required and the expected return.