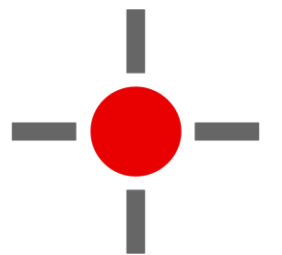


Professionalism & Quality through Innovation in Security

**The role and importance of innovation for
security industry**



The importance of innovation in business

The arrogance of success is to think that
what you did yesterday will be sufficient for
tomorrow

William Pollard

MARKET DIFFERENTIATOR

- **Forces market to evaluate solutions** – Two identical products / services will be evaluated based on price whereas two different products / services will be evaluated based on client's satisfaction
- **Generates increased profit margins** – The more a product / service fits the client's needs, the more he / she will be willing to spend extra money



Innovation as

PROGRESS ACCELERATOR

- **Innovation is the fulfillment of intelligent effort** – which results in doing things better, faster and / or cheaper
- **Change is intrinsic to both innovation and progress** – and therefore innovation is a premise for progress



Innovation as

BUSINESS GROWTH

- **Generates competitive advantages** – in terms of benefits and / or costs
- **Generates new markets** – by targeting specific needs which have never been addressed by others
- **Comes with primacy** – which makes you a market leader and trend setter



Innovation in security

Man maintains his balance, poise, and sense of security only as he is moving forward.

Maxwell Maltz

Innovation contribution to

QUALITY

- **Improved quality of output** – generates greater customer satisfaction by doing the same thing better than others
- **Added value** – is a common ingredient for innovation and quality
- **Two way street** – innovation generates quality. Quality stimulates innovation



Innovation contribution to

PROFESSIONALISM

- **Learning and innovation go hand-in-hand** – one can learn about needs, technologies, markets and so on
- **Innovation generates superior know-how** – resulting in higher level of professionalism
- **Innovation increases satisfaction** – the more satisfied the customer is, the better you are as a professional



Innovation contribution to

SECURITY MARKET

- **Innovation shapes market** – by generating new products and solutions
- **Innovation shapes competition** – by making them react to the market changes and challenges
- **Innovation shapes customer behavior** – Evolution from products through solutions to benefits



INTRUDER
ALARMS



FIRE
ALARMS



ACCESS
CONTROL



CCTV
SYSTEMS



DOOR
ENTRY



SERVICE &
REPAIR

Innovation constrains

There is no innovation and creativity without failure. Period!

Brene Brown

Innovation constraints

CONSTRAINTS

- **Expertise** – by generating new products and solutions
- **Funds** – by making them react to the market changes and challenges
- **Time**
- **Market** – Evolution from products through solutions to benefits
- **Risk appetite** –



INTRUDER
ALARMS



FIRE
ALARMS



ACCESS
CONTROL



CCTV
SYSTEMS



DOOR
ENTRY



SERVICE &
REPAIR