

SMART SECURITY SOLUTION INCREASES SECURITY IN NEW URBAN NEIGHBOURHOOD

Affordable and innovative security solution in a unique and progressive combination – this makes Securitas a perfect partner for Atrium Ljungberg



Malmö is Sweden's third largest city and a focal point in the Öresund Region. This is where Mobilia is located, one of the region's largest and highest profile shopping centres. The owner, Atrium Ljungberg, develops and manages properties with the aim of creating attractive and safe urban environments. With this vision, they have expanded a well-established retail centre into an area of approximately 100,000 square metres comprising housing, restaurants and other services. They are now well on their way to achieving their goal of creating a new, vibrant and modern urban neighbourhood.



SECURITY SOLUTIONS:

A security solution is a tailored service provided by Securitas. This means that Securitas helps the client to design an optimised security solution, at a fixed monthly cost, based on the needs and prerequisites using market-leading technology in combination with guarding services. The solution includes the system's ongoing maintenance, updates and component replacement if necessary. Not only does this result in problem-free ownership that gives the client access to best of breed technology, but also a standardised security solution that can be provided globally.

Several Securitas clients own their own technology but choose to connect their systems to the Securitas Operation Centre. In these cases, Securitas handles the total surveillance and the client is responsible for the installation in terms of maintenance, updates and component replacement.

OPEN CAMERA SYSTEM:

An open camera system means that it is not locked to one service provider and that the user can add technology, such as sensors and external software, as well as integration to other security platforms. The user can also change service provider, giving both freedom and flexibility. A closed camera system can be described as the opposite, which means that the system is locked to one service provider.

THE OBJECTIVES

The Mobilia site consists of both public and private, indoor and outdoor environments. It is divided into 7 residential buildings with 334 apartments, 4 shopping centre buildings with about 110 retail outlets, a cinema, an adventure land, as well as a wellness centre with a health centre and a dental clinic. The area also includes approximately 1,600 parking spaces split between two separate multi-storey car parks, as well as several outdoor parking areas.

Before the project started, the area was under stationary surveillance by civilian and uniformed guards as well as security officers. In addition, alarm and on-call monitoring and response, alarm call-outs, and surveillance patrols were performed.

The requirement for a more comprehensive surveillance and security system increased in pace with the expansion of the Mobilia district, to be a complement to the existing surveillance solution. The property owner wanted to increase proactive security work by increasing responsiveness to ever evolving risks and thereby increase the level of security and safety for all residents, visitors and employees. In addition, Atrium Ljungberg wanted to help the retail outlets limit and reduce loss from theft and to ensure that more incidents can lead to legal proceedings.

THE SOLUTION

Securitas is not only a major market player, but also an industry leader utilizing modern and scalable technical platforms that complement the valuable and often irreplaceable security officers. In order to meet client's needs, Securitas has focused for many years on providing and developing state-of-the-art security services that combine technology with guarding services in order to create scalable, future-proof and effective security solutions.

To be able to deliver the above security solution, Securitas has integrated a tailor-made and advanced open camera system to monitor in real time all the priority areas as permitted by Swedish law. The cameras include a range of comprehensive intelligent video analytics. A video analytic is a software application that assists the video operator by generating events based on a set of predefined parameters.

To ensure a high quality and seamless provision of service, an in-house monitoring center has also been established, which is staffed by specially trained security officers on site. This handles all video patrolling, coordination, and local alarm monitoring and response during business hours. In parallel, in the event of a failure and outside normal business hours, the continuous monitoring of the site is transferred to the central Securitas Operation Center (SOC). This ensures a redundant solution at all time.

REDUNDANCY:

Redundancy is a security service that guarantees continuous surveillance if the primary security system is inoperative for any reasons.

"We have collaborated closely with Atrium Ljungberg to create an innovative and solid security solution that helps us to meet the client's requirements. This solution bears testimony to the fantastic results and added value that can be generated by an optimal collaboration between technology and specially trained, dedicated security officers. We are extremely proud of how our hard work can help contribute to increased security and a better society."

Roger Carnestad, Global Account Manager, Securitas

RESULTS

Creating a vibrant urban neighbourhood requires the presence of a large variety of people. Atrium Ljungberg are convinced that both the real and perceived level of security are top priorities for creating attractive areas that will ensure a welcoming and secure environment.

For this reason, Atrium Ljungberg conduct annual surveys on the perceived security of Mobilia's residents, visitors and employees. **Perceived security has improved significantly** since the implementation of the new security system and it is expected that these improvement figures will continue to rise the more integrated the system becomes. Atrium Ljungberg has also **identified a significant reduction in the number of disturbances**, coinciding with an increase in the proportion of targeted interventions with positive results.

The analysis of the results shows that the investment in the advanced technical aids has provided the security officers with a significantly better overview of the site due to the invaluable, additional information made available by the security system. This has allowed security personnel to utilise their capacity more effectively and prioritise targeted interventions. The freed-up resources have instead been available to invest more time in preventative security measures, which is a crucial parameter to increasing the level of security.



MANAGED BY SECURITAS:

Securitas takes full responsibility for the client's entire security installation. This means that Securitas handles the installation, maintenance, service, and replacement/renewal of components. This approach ensures that you as a client, has access to a state-of-the-art security solution fitting your security challenges.

“For some time now, we have been monitoring the possibility of integrating cameras into security work, but no other company has had the capacity to provide an affordable solution on the same level as Securitas thanks to its unique offering. Securitas has comprehensive knowledge, long experience, and is at the forefront of solutions that effectively combine the respective advantages of technology and security personnel. This means that, as a client, we feel secure in the knowledge that our objectives are being met - often beyond expectation.”

Anders Murmark, Market Area Manager, Atrium Ljungberg



BETTER COOPERATION WITH AUTHORITIES CONTRIBUTES TO INCREASED SECURITY

Using recorded material as supporting evidence that a crime has been committed is a complicated process, according to the law, with numerous and comprehensive rules to comply with. For Atrium Ljungberg, this issue has a high priority on the security agenda. Thanks to its expertise and experience, combined with the choice of technical security solution, Securitas has been able to ensure that all legal requirements are met, allowing the use of recorded material for the burden of proof.

The opportunity to retrospectively check recorded material has been used extensively both by the police and by Swedish customs. This has strengthened the collaboration between Atrium Ljungberg and the authorities and has also meant more incidents resulting in legal proceedings than before. In turn, the increased presence has contributed to a considerable reduction in disturbances involving organised crime, vandalism and anti-social behaviour.

HOW THE INVESTMENT OPENED NEW BUSINESS OPPORTUNITIES

Thanks to the design of the security solution, Atrium Ljungberg can offer some of the security services to its tenants. As an example, shop owners in the area can connect their panic alarms to Mobilia's in-house monitoring center in order to obtain effective and immediate assistance from patrolling security officers. They also have the option to connect their local camera systems to Mobilia's which enables the specially trained security personnel to handle video patrolling. Atrium Ljungberg is also engaged in discussions with several external stakeholders in the neighbourhood where similar security services are due to be available from their in-house monitoring center.

“We have had problems with organised crime groups and are pleased that Atrium Ljungberg and Securitas have been readily responsive to the challenges we face. Atrium Ljungberg has taken us seriously and has provided resources to help us solve the problem. The preventive work by the security officers, the increased preparedness, and the ability to raise the alarm have been crucial in our collaboration to reduce losses”.

Mats Ekdahl, Branch Manager, Systembolaget Mobilia