

security **REDEFINED** and reinvented

## Our mission statement

“ GSS has set itself the goal -  
to be the security provider  
to whom all others aspire ”



## GSS

**With a growing reputation for highly professional service excellence, GSS are at the forefront of a totally new and unrivalled concept in security systems design and risk management.**

Our focus is entirely on the individual needs of our clients. We identify and protect the security risks at any given time, of business premises, personnel and other security sensitive environments.

With a proven track record in the public and private sector security markets, our high achieving team is wholly committed to addressing issues which can reduce significantly, the costs associated with managing difficult and challenging security problems.

We employ a unique layered protection architecture from perimeter protection CCTV and monitoring through to building intrusion alarm and access control all interfacing into our 24/7/365 remote monitoring surveillance centre.

Detailed research and analysis, utilising an established and successfully applied problem-solving model, determines the security and safety needs of our clients.

In constant pursuit of excellence and a commitment to changing the traditionally held views of security providers, GSS continues to develop a technological and bespoke range of services to meet the needs of our clients. With improved levels of safety for employees and their staff we deliver the additional benefits of protecting both corporate responsibility and the individual.

### The Result?

**GSS has a unique zero false alarm rate.**





## GSS Philosophy

**GSS has sought a more holistic approach to systems design and planning to meet the needs of the individual client and their business. We identify the added value that can be derived from our integrated security systems design. We evaluate each individual customers requirements. We consider every potential security issue and endeavour to identify those most at risk from different types of crime.**

The process of research and analysis of all available data from both internal and external source's, enables GSS to provide the client with not only the most appropriate system and effective service, but at the right price with maximum benefits.

This is what makes GSS different from the rest of the security industry and sets us apart from our competitors.

## Our Team

**What you will find is a fresh, creative and innovative management team which has built on the sound foundations already developed since the inception in 1996, of Guide Security Services.**

Today, the combined skills, experience and expertise of the GSS team is unparalleled within the industry.

Our management team has vast experience in the public and private sector security industry, both in the UK and globally. At GSS, we draw upon a wealth of industry knowledge to assist in the design, installation, monitoring and maintenance of the finest security services available anywhere in the marketplace.

GSS skill base means we continually reach high levels of achievement and national recognition, working with major national and international companies, the Home Office, the Police Service, Government Departments and Agencies.

GSS has an established national network of consultants, providing essential, unique and often difficult to source expertise on specific targeted projects in specialised areas. These range from counter terrorism and business continuity protection, to specialised security, legislative and safety training.

“ GSS consider every potential security issue and endeavour to identify those most at risk of different types of crime ”



## Trusted Security

**When you're looking for a security system, what you are really looking for is TRUST**

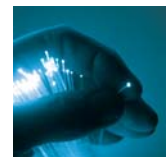
- TRUST that the system will perform when needed
- TRUST that the system is not going to give any problems, like false alarms
- TRUST in a system that is going to actually prevent crime
- TRUST in a system that can provide verifiable evidence that may lead to a conviction of an offender

## Standards

GSS complies with the requirements of BS8418:2003 – Installation and Remote Monitoring of detector activated CCTV Code of Practice. This sets the standards on the design, installation, commissioning, operation and remote monitoring of detector activated CCTV systems.

GSS complies with the requirements of the appendix to the Association of Chief Police Officers Security Systems Policy, announced in October 2003. This allows for our systems to apply for a Unique Reference No. (URN) for its detector activated systems. This is required to initiate a Police graded response to incidents.

Incidents are recorded to the very highest standards to provide evidential quality reproduction for court or litigation purposes. The system is capable of sending images from the site on alert via text message or email to enable appropriate action and response.



## Your Choice of System

**WHY NOT** choose a system that has 24 hour, 7 days a week, 365 days a year active involvement including direct surveillance by trained security staff using a dedicated software system that never sleeps and enables staff to follow the progress on any intruder in real time.

**WHY NOT** choose a system that uses the most up to date means of communication in telecommunications data, radio and internet transmission, so that information is not corrupted and is available instantly.

**WHY NOT** choose a system that can save, store and verify information prior, during and after the intrusion, some of which could be helpful in convicting an offender.

**WHY NOT** choose a system that can deliver fast, flexible and carefree remote surveillance for your immediate security needs – simply, safely and efficiently. Why not choose GSS – and have access to some or all of these unique approaches for your security needs.



## Security Issues

**You first start thinking about installing a security system when you are worried about ensuring your assets, business, home and family, are safe.**

- You may have had instructions from your insurance company; or unfortunately, you may be one of the thousands of people or companies who have already had the traumatic experience of being a victim of crime.
- You may have heard rumours or read in local papers about crime in your area.
- The police may have given you an alert.

The fact that you are reading this brochure indicates that you have appreciated your situation and you are thinking about what system is the right one for you.

## The World of Crime

You are right to be concerned – your business, your home, your family are today more than ever, under threat from attack. The virus of crime is out there and is spreading. You need protection and you need to know the facts. (It is not a question of if it should happen to you but when)

### Fact

Estimates from the Commercial Victimization Survey put the direct cost of crime at £780 million for retailers and £275 million for manufacturers. The most recent estimate by the Home Office on the cost of crime puts the figure much higher at £9.1 billion for the commercial and public sectors combined.

*Source S Brand and Price (2000) the economic and social costs of crime. H.O. Research Paper 217.*

### Fact

In excess of 95% of intruder alarm activations are false alarms, GSS has a unique zero false alarm rate.

The ACPO policy requires monitored alarm systems, connected to private security company owned monitoring stations, to provide a second alarm to confirm activation and secure a police response. Non monitored alarms are isolated, can be less reliable, more prone to error and therefore less likely to secure a Police response without evidence to indicate the alarm is genuine.

*Source ACPO Press Release 120603 47/03*

### Fact

New research by the Open University for Lloyds TSB has found that more than half of all small businesses have been victims of crime in the past 12 months.





## The GSS Process

### Identifying the Problem

We employ a range of research and analytical skills to determine the right solution for any security problem.

### Establishing the Cost

The solution has to be cost effective and risk commensurate. At GSS we seek to make cost savings on behalf of the client comparing where possible our proposal against standard or existing security systems.

### Systems Design and Planning

Our dedicated systems design team use in-house computer aided design to produce detailed drawings to architectural and consulting engineering standards.

### Client Consultation

Following agreement on design, standards and costings, the contract and work programme is agreed.

### Installation and Commissioning

GSS allocate one of our in-house Project Manager's to all our installations and oversee all stages of the works necessary to commission the service.

### Monitoring

Our verified monitored systems incorporate specialist designed software to ensure actionable information of evidential quality is available immediately.

### Reporting

Following any activation on protected individuals or property detailed reports are provided or retained for scrutiny.

### Maintenance and Customer Care

Arrangements are put in place to ensure that the system or service is maintained to the highest standards by our own Service Engineers. A GSS Customer Care Executive will maintain regular contact to ensure the system meets client expectations, equipment updates and improvements are addressed as appropriate.

### System Upgrade

As a matter of course, GSS informs all our clients of improvements in technology and service, to allow them to consider when a system upgrade would be required or beneficial to maximise protection.

### Research and Development

GSS Technical Department is constantly reviewing our technical processes and products to ensure that we are ahead of the market in product development.

With a number of market-leading product manufacturers, we are currently fast-tracking innovative concepts in a range of new security solutions with the very latest Internet Protocol (IP) driven technologies, including Bio-metric, Facial and Automatic Number Plate Recognition (ANPR) systems.

“ GSS is helping to create safer cities by developing an innovative and enterprising approach to security system design, utilising leading edge technology ”



## One Stop Shop

**GSS has created a one stop shop, cradle-to-grave approach to addressing security and risk management issues.**

We strive to identify and deliver added value to each client to meet their increasing statutory obligations, changes to legislations, health and safety and insurance responsibilities.

The hidden costs of crime, accidents and disruption of day to day business coupled with resultant negative publicity all highlight the need for a comprehensive and robust safety and security systems which only GSS can deliver for you.

- **Prevention of Crime including Arson**
- **Neighbourhood Nuisance & Anti-Social Behaviour**
- **Environmental Control**
- **Personal Safety**
- **Lone Worker Protection**
- **Health & Safety**
- **Site Management & Control**
- **Counter Terrorism & Business Continuity**

## Facts

The number of malicious fires has doubled over the last decade to become the largest single cause of major fires in this country with brigades reporting more than 100,000 incidents in the past year

*(Source; Norwich Union 260703)*

The cost of arson related fires in England and Wales in 1999 was estimated in a recent Home Office report at £2.1b. In the last ten years there have been around 1.8 million arson fires resulting in 22,000 injuries and 1,100 deaths.

*(Source Norwich Union 260703)*

Abandoned vehicles – Around 1.2 million vehicles are abandoned in the UK each year.

Fly Tipping - In 2001 the Environment Agency responded to 3,774 incidents of fly tipping. Approximately 60% of local authorities believe that levels of fly tipping have increased since the introduction of Landfill tax.

Graffiti artists are costing London £100m a year. Transport companies spent £6m removing daubing from buses and trains. Local authorities in London spent a combined £7m scrubbing walls of schools, hospitals and businesses.

Lone worker monitoring – employers are responsible for ensuring the safety of their staff at all times.





## How Guide Security System Works?

### **The Layered System:**

- Perimeter alarm detection
- CCTV alarm verification
- Voice annunciation
- Access control
- Barrier control
- Internal intruder alarms

### **The Response:**

- 24 hour/7 day a week monitoring/365 days a year
- Constant communication system diagnostics
- Immediate reaction to layered alarm levels
- Voice annunciation and alarm
- Notification to owners and key-holders
- Notification to police

**This places GSS among the very best.**

## How GSS Would Work With You:

- Risk assessment, evaluation and site visit
- Provision of budget pricing – this would be provided to you within 2 weeks
- Detailed engineering of system layout
- Engineering and installation – we undertake and install with our own team of engineers
- Commissioning and testing
- Operational – we will provide constant remote monitoring at a fixed fee
- Nationwide service and support

**System lease options are also available**

“ The BSIA is about standards or it is about nothing. We therefore strongly support members like GSS whose quest for ever higher standards is evident in everything they do. ”

David Dickinson Chief Executive - BSIA



## GSS and the Urban Renaissance

**The term regen-security is a term exclusive to GSS. It represents the focus and process we have adopted on the design and delivery of safety and security services as an integral part of the wider economic and environmental regeneration process. Our methodology and applied systems create the ideal working conditions for vibrant and dynamic business development which encourages inward investment.**

GSS is the UK's only regen-security specialist and works closely with Regional Development Agencies, Local Authorities, Construction and Environmental Consultants to create clean, safe and secure business and social environments.

GSS has a detailed knowledge, and understanding of the importance of providing practical and economically sustainable solutions to the threats and challenges faced by business which impact upon their long term future and commercial viability. As strong advocates of the Secured by Design concept we seek to engage with our clients at the earliest possible stage of the planning and design process. This enables us to take that necessary holistic approach essential to avoid costly mistakes and retrospective installation.

GSS prides itself on its ability as a regen-security specialist company to work closely with a range of public and private sector partners to tackle the problems of crime and anti-social behaviour through delivering tailored security solutions to enable a successful and safe night time economy.

GSS has applied its unique concept design to protect a wide range of leisure, entertainment and licensed environments including cinemas, casinos, nightclubs and bars.





## Tomorrow's World Today

### Research and Development

GSS Technical Department is constantly reviewing the technical processes and products to ensure that we are ahead of the market in product development. With a number of leading systems manufacturers we are currently fast tracking new concepts in a range of new security solutions with the very latest Internet Protocol (IP) technologies, including Facial and Automatic Number Plate Recognition.

### IP Networking CCTV

GSS has a new range of Internet Protocol (IP) network cameras. CCTV transmission over an IP network provides the end user with a dynamic system which can easily be structured to suit their needs. It is exceptionally cost effective due to the potential to utilise existing LAN/WANS and cabling infrastructures with the need to install coaxial cables virtually eliminated. Control Centre equipment such as monitors and multiplexers are no longer needed as everything is run from your P.C.

### Biometrics

GSS offer our new range of quality, easy-to install, easy to support biometric security solution products to address network and remote access control needs including the use of fingerprint, facial, iris recognition and including smart cards or USB tokens.

## Accreditations





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