



What Happened? What to do?

See how organisations have revolutionised their security operations with situational management.

Mark Bouldin – Sales Manager

- About NICE
 - The PSIM Challenges
 - How Situational Management helps
 - Solution Value
 - Customer Case Studies
 - Summary and QA
-

1986

Founded
(NASDAQ: NICE)

24,000

Customers

>80

Fortune 100
Customers

150+

Countries with
NICE Presence

30

Local Offices

5

R&D Centers

~2700

Employees

>800

Service
Professionals

>150

Registered
Patents WW
*(+88 pending,
as of 08/10)*

\$589M

2009 Revenues



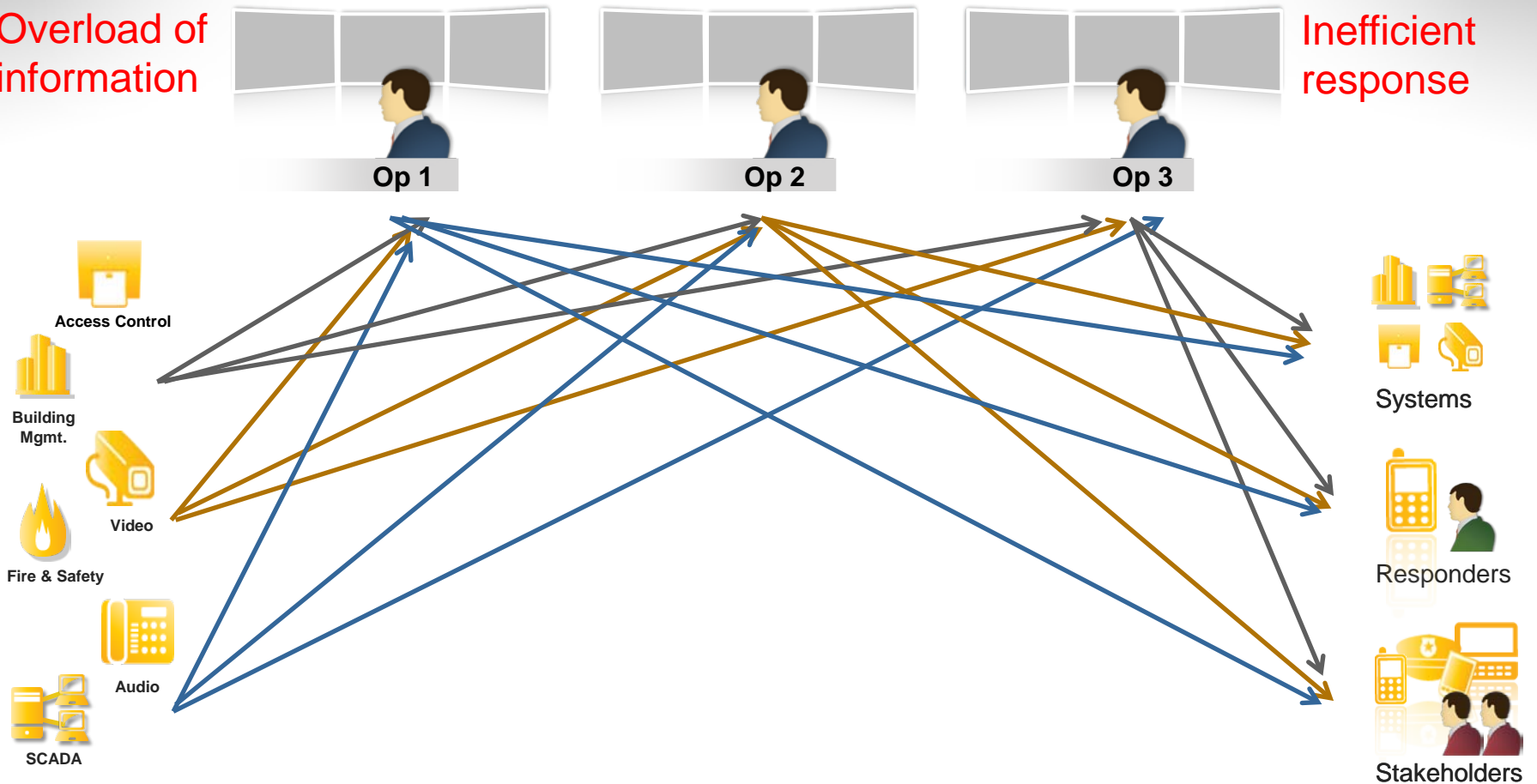
A “PERFECT” STORM

- Increasing threats
 - Tougher regulations
 - Reduced OPEX budgets
-

Operations Center

Overload of information

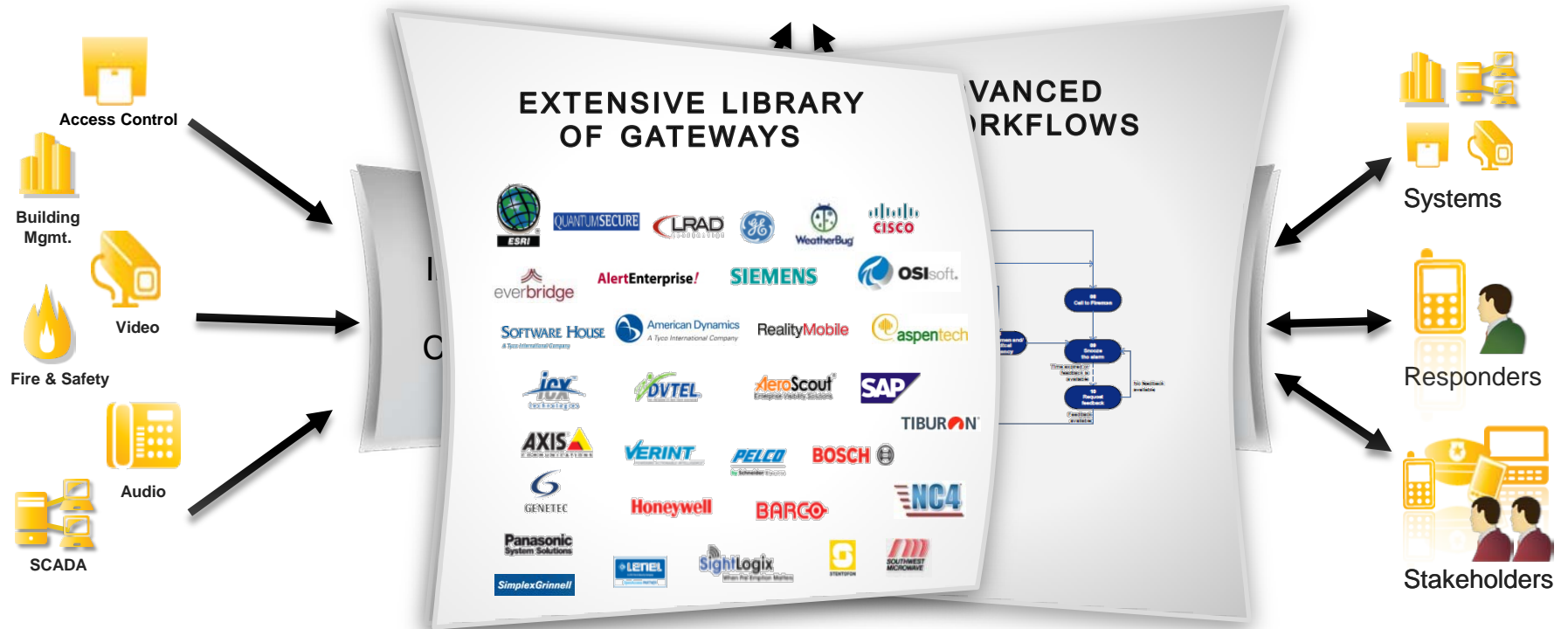
Inefficient response



Situation Awareness

Operations Center

Situation Management





CASE STUDIES

Millennium Bank



Customer Profile

- Largest private bank in Portugal, made up of 10 banks
- Thousands of branches and building across Portugal, Romania, Turkey, Greece, and Poland

Results

- Investment protection - no need to rip and replace
- Unified & centralized management of 1,000 branches and 30 building
- Systems integrated: Video system, ACS, Alarm panel systems, fire detection systems, Cisco VOIP system
- Reduced operating costs
- Reduced costs incurred from false alarms
- Enforce compliance with Bank's strict response procedures

“NICE Situator significantly reduced costs incurred from false alarms.”

Millennium Security Manager



New York Metropolitan Transit Authority

Customer Profile

- One of the world's largest transportation authorities, serving 14 counties in New York and Connecticut
- Consists of several agencies: New York City Transit, Long Island Rail and Bus, Bridges and Tunnels and more.

Project Scope

- Provide Situation Management for the Staten Island station
- Systems integrated: Access control (SoftwareHouse Ccure), Video system (Exacq), Intercom system (Emcom Emvista), Remote network monitoring system

NICE Situator is at the heart of the MTA's new state-of-the-art security operation center

Transnet Freight Rail

Customer Profile

- One of the largest freight rail systems in the world maintaining 80% of Africa's rail infrastructure across 33,000 km of rail track.

Results

- Consolidated the control rooms from 13 to 3 central nerve centers
- Reduced its 50 operators per nerve center down to 9 operators per shift
- Provided a single unified management platform for thousands of existing disparate security systems.



“There was no way we were going to get rid of guards completely, but it was impossible to manage sensors and edge devices at every location. Situator provided the best solution.”

Kay Nayager, National Manager of Security Technology, Transnet Freight Rail

Customer Profile

- One of the largest US electric utilities, spanning 11 states
- Using Situator since 2006

Results

- Centralized management of 250+ sites across 11 states
- Grew from managing 14 sites to 250 sites, without increasing personnel - Plan to add 250 more sites
- Integrated over 5,000 diverse sensors
 - Video, IDS, ACS, Motion, Panic buttons, Central receivers
 - Plan to replace outsourced services across all sites, handling burglar & fire events
- Reduced incident response time by 50%
- Enabled SOC to also operate as a call center, handling ~450 security calls a month
- Reduced training period from 10 weeks to 5 (avg. turnover 100 %)
- Have added themselves 2,000+ Situator response procedures and business rules
- Facilitated compliance with strict US NERC CIP regulation



“The SOC can take on more responsibilities and assist our internal customers quicker... we are doing more with less”

*Sam Queeno,
Region Security Coordinator*

Customer Profile

- 6th busiest airport in the world based on number of passengers
- 4 major active runways, 8 Terminals
- 1,500 takeoffs/landings per day (1 per minute)

Results

- Situitor used to improve operations and security and manage emergencies
- 28 Situitor workstations +10 used in crisis in new consolidated Airport Response Coordination Center (ARCC).
- Over 12 systems integrated
- Levered airport's existing *esri* Enterprise GIS implementation
- Went LIVE only after 4 months



LAX

Los Angeles World Airports

“Everyone sees everything right here in front of you. All the information is at the touch of your hands – so it’s perfect”

Kelly Baca-Broer
Superintendent of Operations



Port of Los Angeles Case Study

Customer Profile

- The busiest port in the US
- 43 miles of waterfront with 26 cargo terminals and a world cruise center

Results

- Multi-Agency coordination with City of LB, City of LA, Engineering; LAPD
- Leveraged existing esri Enterprise GIS implementation
- Systems integrated: Video Management, ACS, Mass Notification, CAD, Maritime Radar, External Situational Awareness, Traffic & Highway Cameras, Weather, Remote Video, GPS System

“NICE Situator enhances our security capabilities by connecting the dots across all of our available information sources, and by streamlining and coordinating our response actions. It facilitates operational response so that field personnel and incident commanders know what’s happening and what to do.”

Julia Kirwan
Port Police Technology Manager



SUMMARY



Compliance

- Ensure consistent incident response
- Provide extensive & automated reporting
- Share information with authorities



Operations

- Accelerate response time
- Maintain command chain
- Respond proactively
- Reduce false alerts



Cost Reduction

- Lean organization structure
- Consolidate operation centers
- Eliminate 'Rip & Replace' costs, future proof
- Reduce operator training period

- \$1.4M reduction in annual labour costs by consolidating remote monitoring facilities
 - 75% improvement in incident response time to by a major US electric utility company
 - \$250K saving in annual costs for escorting trusted visitors in a major US port
 - 75% reduction in number of dispatches of security officers in a very large corporate complex building running 2,000 weekly “gate access denied” incidents
 - 65% capital expense saving by integrating a new and existing ACS systems by extending its life span
-

Table 3.2

World Market Share Estimates for PSIM Software

World in 2010 - \$ Revenues

	Company Name	2010 Market Share
		31.7%
1.	NICE Systems	13.7%
2.	Proximex	12.0%
3.	Vidsys	11.8%
4.	CNL Software	4.3%
5.	Advancis	26.5%
	Others	

The market in 2010 was estimated to be worth \$74.7 million.

Notes: (1) Shares represent the market at the end of 2010 and do not reflect acquisitions in 2010

Source: IMS Research



IMSresearch
excellence in market intelligence

“NICE Situator is the global market leader with 31.7% market share”

Source :IMS, The world market for PSIM Software, Nov 2010

THANK YOU

Please visit booth E30 in Hall 5 for a Demo!