

# Security leadership – unlocking business resilience



## SECURITY'S STRATEGIC ROLE IN A CONNECTED WORLD

In today's interconnected world, security is no longer just a concern for security heads or IT departments. At a European security industry conference, security professionals discussed how security is a critical issue demanding increasing attention at the highest levels of business leadership. For global businesses, having security on the boardroom agenda is not just a matter of safeguarding assets—it's a strategic move that enables businesses to take a more proactive and holistic approach to business resilience.

## NAVIGATING COMPLEX RISKS: SECURITY'S ESSENTIAL FOCUS

Global businesses operate in a complex environment with risks from day-to-day physical breaches to cyberattacks and threats linked to current factors such as geopolitical risk. According to the Securitas Risk Intelligence Report 2024, organizations globally, including those in Europe and parts of Asia, are preparing for "wartime scenarios" as tensions between foreign powers continue to rise. Geopolitical competition, increased instances of sabotage, and other Gray Zone War tactics are driving these preparations.

When issues arise, protecting business reputation is vital. A security incident can lead to, not only immediate financial losses, but damage to brand

reputation and loss of customer trust in a brand can have a longer-term impact on business success. By prioritizing security at the board level, businesses can ensure that robust measures are in place, not just to handle incidents, but to ensure investment in the systems and procedures that will manage security proactively and avoid incidents hitting in the first case.

Olivier de Landsheer, Global Clients Europe, Securitas says, "With increasing volatility, security is a fundamental aspect of business resilience. By proactively mitigating security risks, businesses can better prepare for disruptions, whether they are cyber incidents, geopolitical events or commonplace threats such as intrusion or theft. A resilient business is one that can adapt and continue operations in the face of adversity, and this adaptability starts with a strong security posture, endorsed at the highest levels."

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Global Clients Europe  
Securitas





#### LEVERAGING SECURITY FOR OPERATIONAL EXCELLENCE

Another trend for business is the use of security data and analytics to improve business processes and operations. De Landsheer says, “Today’s security can deliver more to organizations than ‘just security’. With technology and data, security systems can improve processes and make a strong contribution to other functions in the business, such as sales and marketing. For instance, if you look at business intelligence systems which use cameras and video, these can track footfall or show visitor heatmaps with customer flow and dwell times in particular zones. Having an impact on commercial activities is yet another reason why security professionals can play an increasingly central role for businesses, beyond security.”

#### DATA-DRIVEN SECURITY: INFORMING STRATEGIC BUSINESS DECISIONS

De Landsheer says, “Ensuring security has the right level of focus within businesses is where data comes into play. Having access to security data reveals intelligence that can inform objective decision-making.” But what should businesses do to take advantage of the opportunities to integrate security into strategic decision-making?

De Landsheer continues, “Organizations have bespoke set-ups and needs, but it’s fair to say that unless decision-makers are informed about the importance of security and its wider application, they will likely not be aware of the potential so I believe education at the right level within organizations is a key to unlocking the power of security.”

For businesses, viewing security as a central, not separate, entity is a wise bet that can ensure security considerations are part of major decisions. For businesses of significant size, having a Chief Security Officer (CSO) or equivalent role at the executive level can ensure that security has a voice in the boardroom and is aligned with business objectives.

De Landsheer says, “Security situations change, and to stay ahead of emerging developments or threats, it’s important for security leaders to have ongoing representation within the highest levels of the business. This ensures that security programs are adapted to needs, and that the right resource or investment is assigned to security. It’s also important to see security through a lens where it can add value beyond security and for us, this is a critical part of the work we do with businesses globally every day.”

### Security: the backbone of business resilience

- 1. RISK MANAGEMENT:** Security on the boardroom agenda means that security risk management becomes a priority. Boards can allocate resources to identify, assess, and mitigate risks effectively. A proactive approach helps anticipate potential threats and develop strategies to minimize their impact.
- 2. STRATEGIC AND COMMERCIAL DECISION-MAKING:** When security is integrated into strategic decision-making, businesses can make informed choices that align with their long-term goals. Security data and intelligence can be used to support beyond day-to-day incidents and can improve processes, operations and have real bottom-line impacts.
- 3. BUILDING TRUST:** Security is a key component of building trust with customers, employees and other stakeholders. Transparent communication about security practices and incident responses builds confidence amongst stakeholders.

#### ABOUT US

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