



**Why security
must be a priority in
your business strategy.**

Why security must be a priority in your post-pandemic business strategy.

Security, compliance, and risk management professionals have always been faced with change and volatility. But shifting geopolitical situations, the COVID-19 pandemic, and the rise of environmental, social, and governance concerns have driven up the volume and velocity of changes these departments face.

Organizations that succeed will be those with the ability to balance day-to-day compliance requirements with new and changing challenges by recognizing corporate interdependencies and developing holistic, company-wide strategies for security, compliance, and risk management. While departments focused on these areas have skills and capabilities not found anywhere else in the business, they need the support and buy-in from stakeholders across the organization to execute their responsibilities effectively.



What is driving changing security needs.

It's easy to point to the last two years as the key driver in the evolution of corporate security needs. But change has been on the horizon since before 2020—the pandemic merely accelerated trends already in motion.

The rise of hybrid work models.

Businesses worldwide are rethinking traditional work models in the wake of a rapid transition to a reliance on remote workers and independent contractors. A growing number of organizations are embracing hybrid work models that:



Include remote team members



Rely more heavily on contingent workers



Eliminate a predictable "9-5" schedule for all staff members

These new models are increasing demands on security teams now faced with collecting health attestations like



negative COVID-19 tests or proof of vaccination while monitoring the movements of staff who are not on-site on a regular schedule.

As companies embrace less traditional work models, many are also reducing their physical footprint to lower costs as some workspaces go unused. But it's important that companies ensure there is room for the right people in the right space, at the right time. Decisions regarding facilities' use must be data-driven to maximize productivity.



The way data is collected and used.

Both the transition to remote or hybrid work models and the need for increased security including health attestations and more are generating more data—data that often includes sensitive employee or business information. Organizations need clear visibility into these continually increasing mountains of data to be able to audit who is on-site and limit liability (especially in environments with rigorous security and compliance requirements).

Manual processes to collect and analyze data simply can't keep pace with these new demands, and a growing number of companies are working to streamline processes, automate data collection and analysis and ensure documentation is in place for audit purposes.

The growing importance of the employee experience.

Staff have more power to make decisions about whether or not they will come into the office than ever before. As evolving security needs give way to new entry processes, it's important to recognize entry systems that become too arduous or inconvenient may drive employees to stay home.

Workers are looking for a sleek solution. Companies need to find a “path of least resistance” that will:

- Ensure the right team members are in the right place
- Support recruitment efforts
- Help facilities management and IT teams respond to changing expectations



The core security stack is evolving.

The tools and strategies used by corporate security teams are evolving at an unprecedented rate. Security tactics and solutions relied on for years are being replaced with emerging technology—some of which are disappearing almost as quickly as they appeared. Rapid shifts in global trends have driven maturity in some tools or strategies while making others obsolete.

Organizations that embrace a more holistic view of security and compliance have the ability to strategically invest in the technology solutions and security strategies required to protect employees, operations, and brand reputation. This holistic view should involve stakeholders from across the company:



Human resources and recruitment	Security	IT (Information technology)	Facilities management
Legal and compliance	Environment, health, and safety	Procurement	Executive leadership



What does the future of security hold?

But will all the transitions of the last two years remain in place as pandemic restrictions ease? Won't security requirements revert to normal?

2020 and 2021 raised corporate awareness about the value of security and the massive impact compliance and risk management can have on an organization, and that knowledge won't just magically disappear when the pandemic ends.

Progressive leaders are de-stratifying their organizations, tearing down departmental divisions, and giving their employees greater autonomy at every level. With this comes an increased focus on big data around compliance and risk. Security, compliance and risk, and IT teams are being called on to collaborate as data collection and analysis are streamlined and automated and the ability to make data-driven decisions gains priority.

A comprehensive security solution.

As demand for data collection and analysis increases and new security threats rise and fall, relying on single-point

solutions to address individual aspects of organizational security is no longer an option. The rapid evolution of corporate security calls for a comprehensive solution that is easily adapted and integrated to meet a company's changing needs.

Many visitor management systems claim to meet the needs of today's security teams, but it's important to have one that will truly serve your organization in the long term:

- ✓ Pre-registration processes to mitigate risk
- ✓ Health screening and education (both pre-visit and on-site)
- ✓ Desk and space booking integrations
- ✓ Compliance screening capabilities (internal or regulatory)
- ✓ Capacity management
- ✓ Touchless entry and access control for a safer workspace
- ✓ Digital audit trails
- ✓ Data insights and analysis



Protect security and compliance with Traction Guest.

Traction Guest's Workforce Security Platform helps you meet security and compliance needs today while preparing for the future. We've combined workforce health and safety, next-generation visitor management, critical outreach and alerting, and auditing and analytics capabilities into a single solution that is easily integrated with your existing systems.

If you're serious about making security a priority in your business strategy, contact us today to learn more about what we can do for you.

