

# THE CROWN SECURITY GROUP QUALITY AT WORK



## CROWN SECURITY'S DEVELOPMENT OF THE STATE-OF-THE-ART **REDALEERT** SECURITY SYSTEM HAS LED TO UNPRECEDENTED GROWTH FOR THE COMPANY. TO ACCOMMODATE THIS, IT BUILT THE MOST ADVANCED REMOTE MONITORING STATION IN WALES.

Crown Security, the Port Talbot company responsible for the development of one of the most sophisticated visual security systems in the world, has moved into a new purpose-built control centre in the £20m Baglan Energy Park – Wales' most prestigious business park located just seconds from the M4.

Crown developed the 24-hour security system, called **RedAlert 247**, in partnership with Siemens in response to the growing cost of using security guards. The system allows Crown to monitor premises 24 hours a day, 7 days a week from its Baglan headquarters. Its state-of-the-art monitors pick up movement where premises should be quiet and can notify the control centre immediately. Crown operators can then speak directly to the intruder, operate doors on the premises – potentially trapping the criminal – and notify the police.

But the system can also be used for a wide range of other management purposes. Many

clients are also using it as a tool to enhance everything from health and safety to timekeeping. An added benefit is that the software used by **RedAlert 247** ensures that customers can view their premises via a laptop from anywhere in the world.

"I had to find a way of improving the level of protection without raising costs," explains Crown Security's managing director Alun Evans. "**RedAlert** is a remote monitoring system that uses very sophisticated technology to detect intruders and delivers a live message warning to the offender that he's been seen and the police are on their way, within a fraction of a second.

"Our officers back at Crown's Control Room can then deal with the incident accordingly. They can open and close doors, luring burglars into a 'safe area' where they can be contained until police arrive. They can also use Voice Over IP to talk to the intruders and help police identify them and their location.

"We have found that some of our clients also view it as an effective management tool that has helped them boost productivity and staff management for issues such as lateness and the length of lunch hours, and stock loss where there has been no break-in."

Some of Crown's clients say the system has saved them many thousands of pounds. "Our stock is very desirable to the would-be thief and, over 12 months, we had experienced losses totalling approximately £40,000," says John Haywood of Rexel Senate, an electrical supplies company in Swansea.

"We installed **RedAlert** and, within five days, the first arrest was made. Three followed shortly after and the problem has now been cured. **RedAlert** is now being considered for installation in all 32 of our outlets nationally."

But such was Crown's growth following its launch of **RedAlert**, it outgrew its premises within a year. That led it to building its cutting edge control centre and new company headquarters on Baglan Energy Park.

"We needed new facilities to maintain our high standards of service to customers," says Alun. "By building this security facility we've now got the most advanced remote monitoring station in Wales – if not Europe."

Alun is delighted with the purpose-built new premises. As well as housing the company's sophisticated monitoring suite, the premises also contain a training room, conference room and the company's in-house research and development department. This last department remains responsible for ensuring Crown's products remain at the cutting edge of industry standards. It is currently investigating the next generation of security monitors and analytics.

Crown's managing director also praises the finished product and the work of CGL Professional Interiors, the company responsible for the design and build, singling out the work of Nigel Rees. "I sketched the plans and he built it for me. It is a superb facility and he did exceptionally well in delivering everything on time and to budget. He was willing to do anything we required," Alun said.

Alun has more than 20 years' experience in the security industry and Crown is one of the few privately owned security companies remaining in Wales. He believes **RedAlert 247** will revolutionise an industry that has for a long time relied on technology that is fundamentally flawed.

"Most CCTV systems are unmanned and simply record the break-ins, so that managers can only watch what happened the next day, when it is far too late to do anything about it," he explains. "**RedAlert 247** is a manned control system, which means that we can respond to break-ins, alert the police and even contain intruders so they cannot do any more damage. It is the 21st Century alternative to manned guarding."

**RedAlert 247** has also been endorsed by those who best understand the effect of theft, vandalism and fire – the police. Alun was

## TESTIMONIALS

*"Our stock is very desirable to the would-be-thief and, over 12 months, we had experienced losses totaling approximately £40,000. My area manager had heard of the **RedAlert** system and instructed me to gather some information. During our demonstration at the Crown headquarters it was plain to see that this system was for us. We installed **RedAlert** and, within five days, the first arrest was made. Three followed shortly after and the problem has now been cured. **RedAlert** is now being considered for installation in all 32 of our outlets nationally."*

John Haywood, Rexel Senate, Swansea

*"Our premises were being burgled so often that our insurance company pulled cover. Once we installed **RedAlert**, I was delighted to watch the camera footage of our burglar entering through the roof of our building and being arrested by the police some seven minutes later. This system is a credit to Alun and his control room staff and I am pleased to say our insurers have now reinstated cover. This system has given me the peace of mind to leave my business in the hands of Crown Security knowing it will be there in perfect condition the following morning."*

Mark Crabtree, Celtic Fasteners, Port Talbot

*"We were experiencing problems with diesel theft from our vehicles and this was affecting our deliveries. Since **RedAlert** has been installed, it has cured the problem. The system has also highlighted some health and safety issues which we managed to address immediately. This system continues to amaze me. It also gives me the ability to view my business from anywhere in the world. I am delighted with this system and it is far superior to anything else I have seen."*

Chris Downing, Fleetstyle, Swansea



The Crown Security control room with three officers on duty monitoring live images from protected premises in Wales and beyond.



Reception



Carly John



Howell Green



Crown Security's managing director Alun Evans in the boardroom.

asked to demonstrate the system to Crime Prevention Officers from across Wales at a special conference at South Police's headquarters. "Police have told me that 90% of alarms they have to respond to turn out to be false. I am keen to work with the police so that they know that when they get a call from our control centre it is always a genuine alert and they will be able to stop crime in its tracks."

Private investigation services are also available and, complementing **RedAlert 247**, Crown still provides physical security guards to a wide range of clients. Contact Crown Security to discuss all your security needs.

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Vision of the future **247**