

Security Trends for 2023 (and Beyond)

Advancements in technology have driven significant growth in the security industry over the past 20 years. However, to effectively tackle rising numbers and complexities of threats, particularly those affecting security officers as the front line of defense, further evolution and innovation are necessary. Take a look at these trends are shaping the industry towards a more comprehensive approach to safety and the protection of assets.



TREND 1: Prioritizing Risk Management

A comprehensive approach to security and risk assessment is becoming the norm for implementing physical security measures and preventing potential threats. As part of this evolution, businesses that previously lacked training or key security solutions are proactively conducting risk assessments and establishing incident response plans. These assessments reveal vulnerabilities in security and determine the necessary security applications or solutions. The risk management approach provides a more strategic approach to security that includes guarding, technology and risk management that optimizes resources and prevent threats.



TREND 2: “Smart” Cameras Are Here to Stay

AI-powered security “smart” cameras are usually defined as any specialized network IP cameras that perform advanced analytical functions such as vehicle detection, person detection, face detection, traffic counting, people counting, and license plate recognition (LPR).

Our industry will continue to see rapidly growing deployments of “smart” cameras and devices that combine AI and deep learning algorithms to conduct advanced targeted searches, enable effective forensic searches, enhance operational efficiency, and minimize storage and bandwidth.

Industry research supports this trend. According to the “AI Surveillance Camera Market Research Report, the Global AI Surveillance Camera Market Size was estimated at USD 4702.40 million in 2021 and is projected to reach USD 16750.00 million by 2028, an annual growth rate of 19.90%.



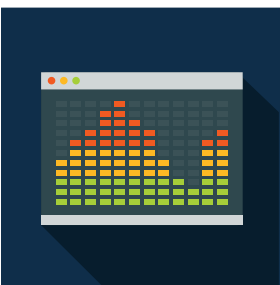
TREND 3: Hybrid Security Strategies

While security officers function as trained observers in the field, there is room for further advancement using hybrid security strategies that combine human elements with technology for a complete approach to security. With physical security presence backed by technology solutions, officers can enhance their security coverage and gather valuable data that might not be attainable otherwise. Utilizing automation also assists officers in focusing on crucial tasks that only a physical security presence can manage. This not only reduces the workload on security personnel but also leads to an increase in data collection that can be used to uncover new vulnerabilities and stop future threats.



TREND 4: Growing Demand for All-In-One Solutions

On-board recording combined with a WAVE server makes sense for many users who prefer a serverless solution. We will see continued demand for new applications of AI and Deep Learning technology and A/V analytics to deliver actionable business insights. There's also a clear direction toward all-in-one devices that combine several capabilities and solutions to allow more intuitive user control.



TREND 5: Innovative Technologies

Innovative technologies are a critical part of these hybrid security strategies. Today's security officers utilize mobile devices, cloud software, drones, cameras, and Innovative Security Operations Center remote services (iSOC); to deliver top-notch comprehensive services. Tools like Prosegur Security's robotic dog, "Yellow", use video analytics to detect and identify potential threats, instantly informing the iSOC or local officers. In general, technology enhances the performance of on-site officers and expands their situational awareness. By adopting this cutting-edge technology, officers can closely monitor virtually every area within the perimeter and only patrol as needed.



Trend 6: Flexible Cloud Storage

Speaking of the cloud, system design requirements often call for flexible cloud storage solutions that allows users to centralize all security cameras, regardless of location. While there is still some uncertainty and concerns over cloud security and access, we're seeing less of that each year as more end users become familiar with "working" in the cloud. The trend of cloud adoption will absolutely continue, especially as bandwidth increases and costs come down.

The pandemic removed many roadblocks to cloud adoption and accelerated its spread. Companies need new solutions fast and they simply need them to work. That's one of the biggest benefits to the cloud: you can have a cloud-based video system up and running quickly. As more dealers and integrators become familiar and fluent with cloud video platforms, they'll recommend and offer it to more of their customers, which will greatly help in keeping adoption rates on the rise.

The scope of a cloud deployment can vary from customer to customer, based on their market, requirements, the focus of their operations and budgets, among many other factors. For some, fully cloud environments work best, for others, on-prem is the way to go. Still, for others, a hybrid approach makes sense.

For example, in markets such as cannabis or banking, customers are required to keep both on-site and off-site back-up storage. A hybrid environment allows for full on-site video recording and a full cloud user interface with the necessary features and functionality without tying up network bandwidth. If you don't need to regularly send data to the cloud, then hybrid offers the best of both worlds, since you can mix and match. The cloud is flexible and elastic and scales to your needs and resources.

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