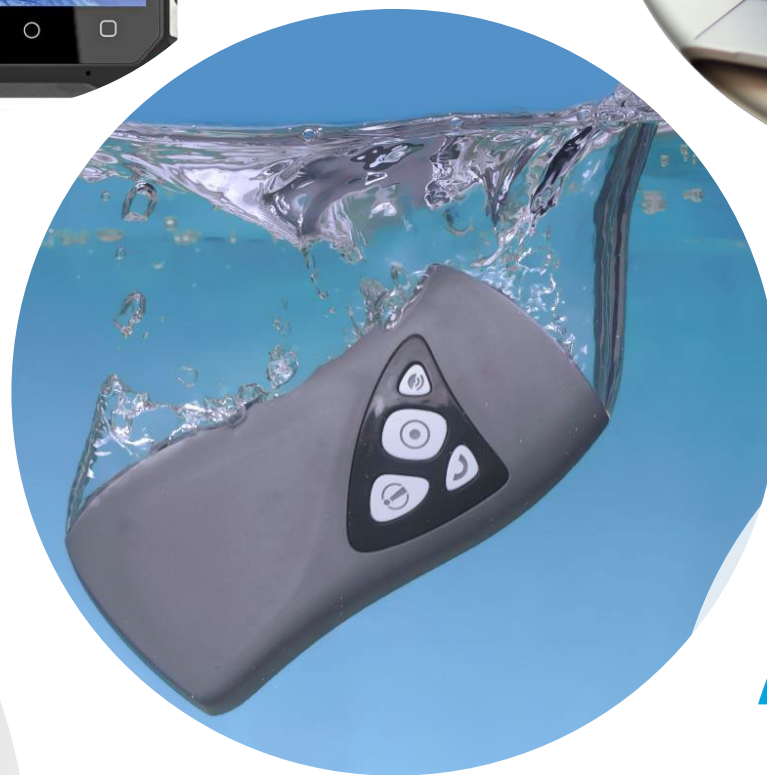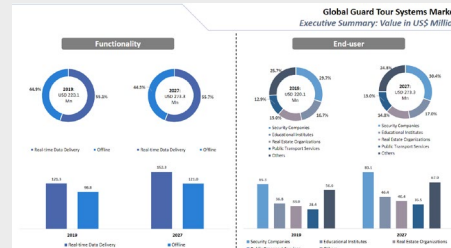# about US

Active View provides **real-time personnel and asset management solutions**. With our specialized enterprise level web-based monitoring platform and application, together with our renowned hardware portfolio, from using **Active Track** devices and **Getnord** rugged phones, we equip companies with the best available tools for **reporting and monitoring** while also being able to provide a sense of **security and safety** to the people in the field.

Active View offers essential solutions for many companies who value efficiency of work performance, effectiveness, savings and of course the security and safety of their people as well as the assets.

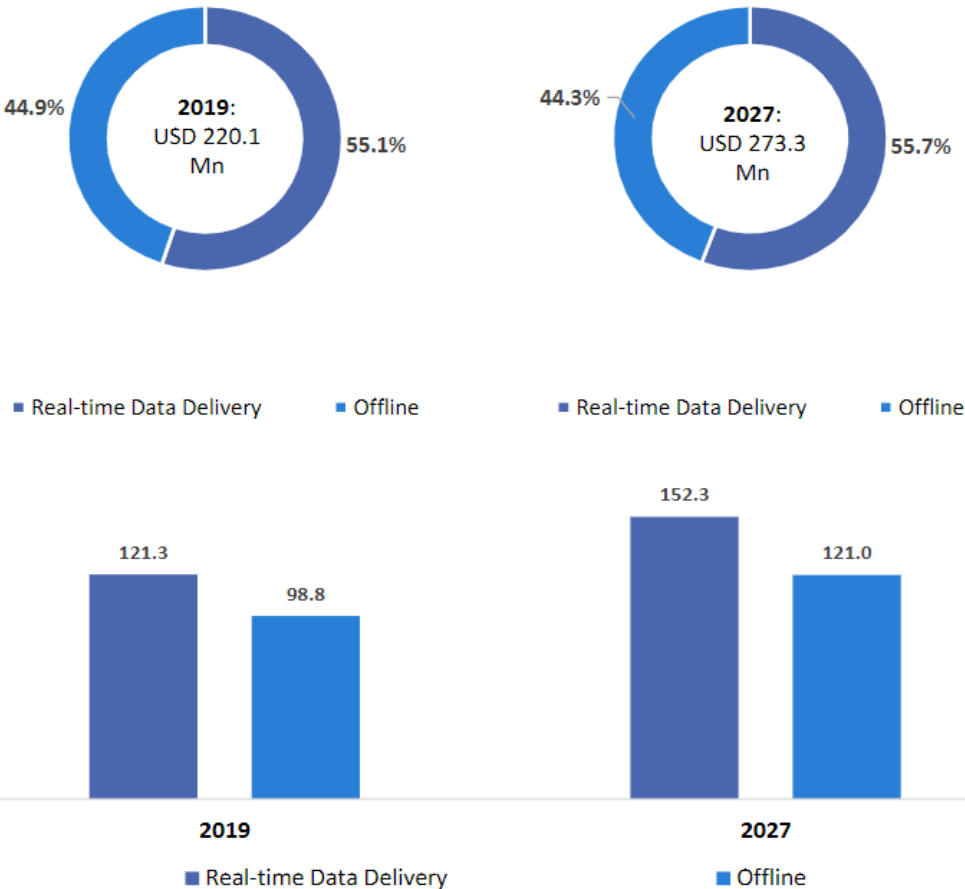06.12.2021

active**VIEW**
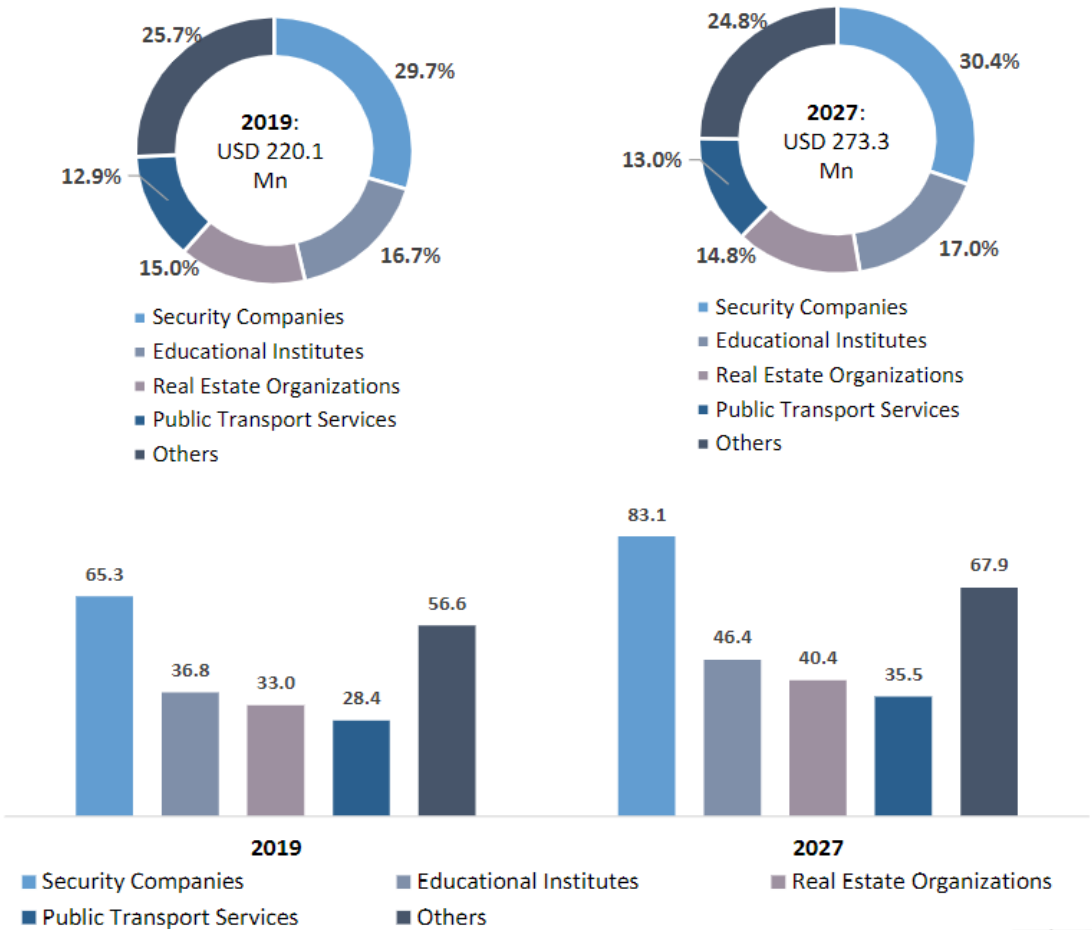# PRODUCTS

ACTIVE lock

Market overview

Overview

Global Guard Tour Systems Market
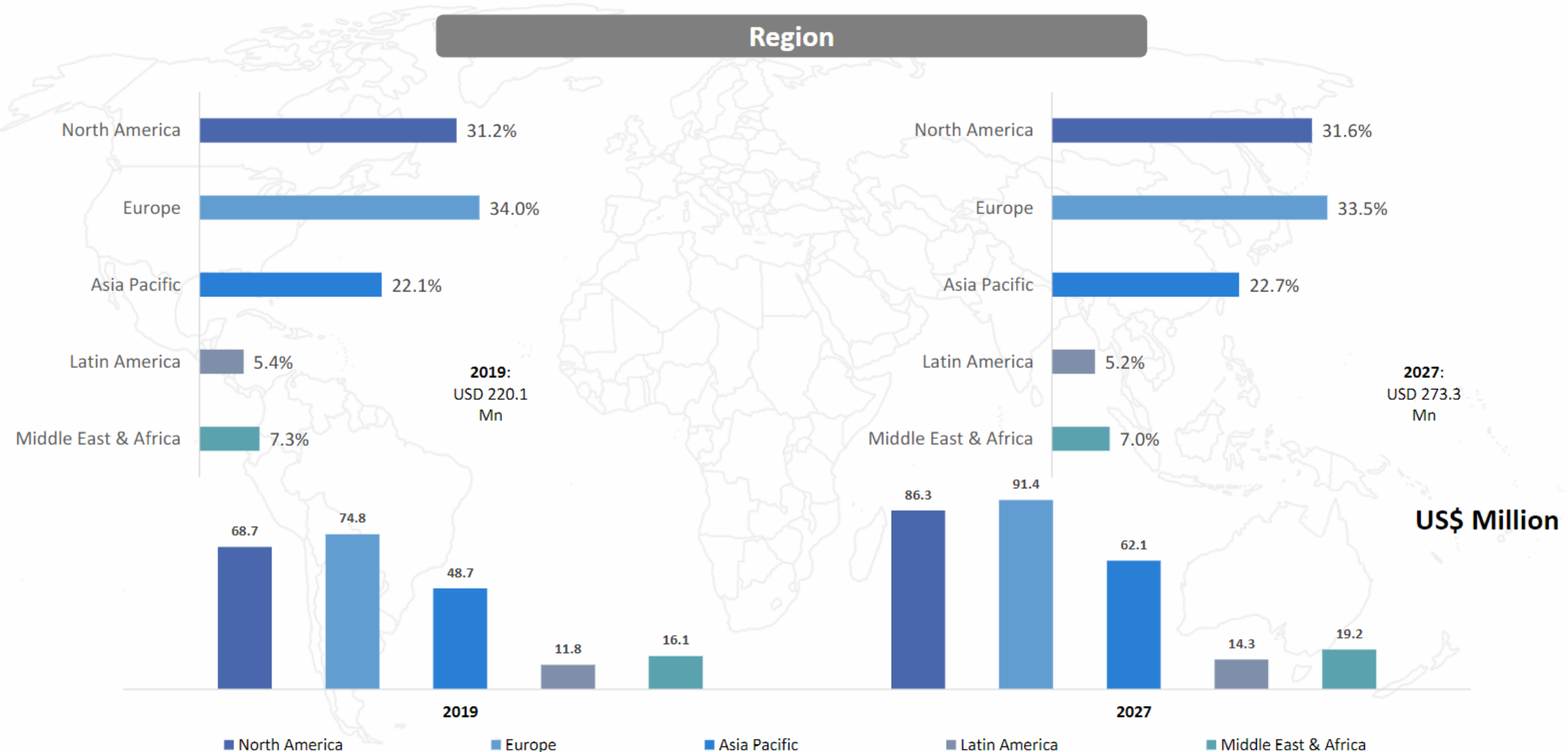*Executive Summary: Value in US$ Million*

Functionality

2019: USD 220.1 Mn
- 55.1%
- 44.9%

2027: USD 273.3 Mn
- 55.7%
- 44.3%

■ Real-time Data Delivery ■ Offline

■ Real-time Data Delivery ■ Offline

2019
- Real-time Data Delivery: 121.3
- Offline: 98.8

2027
- Real-time Data Delivery: 152.3
- Offline: 121.0

■ Real-time Data Delivery   ■ Offline

End-user

2019: USD 220.1 Mn
- 29.7%
- 16.7%
- 15.0%
- 12.9%
- 25.7%

■ Security Companies
■ Educational Institutes
■ Real Estate Organizations
■ Public Transport Services
■ Others

2027: USD 273.3 Mn
- 30.4%
- 17.0%
- 14.8%
- 13.0%
- 24.8%

■ Security Companies
■ Educational Institutes
■ Real Estate Organizations
■ Public Transport Services
■ Others

2019
- Security Companies: 65.3
- Educational Institutes: 36.8
- Real Estate Organizations: 33.0
- Public Transport Services: 28.4
- Others: 56.6

2027
- Security Companies: 83.1
- Educational Institutes: 46.4
- Real Estate Organizations: 40.4
- Public Transport Services: 35.5
- Others: 67.9

■ Security Companies   ■ Educational Institutes   ■ Real Estate Organizations
■ Public Transport Services   ■ Others

Technological Developments in the Guard Tour Systems Market

- GPS Tracking

- PTT

- Mobile app

- Support of image report

- Supporting RFID, NFC, barcode, QR code

- Cloud based guard tour systems enable real-time interconnection with an Alarm Monitoring Center

Driving Factors for this Market

- Accountability

- Automation

- Data analysis

- Historical records

- Audit

- Increased efficiency

- Safety

Forecast

Type	2016 H	2017 H	2018 H	2019 A	2020 E	2021 F	2022 F	2023 F	2024 F	2025 F	2026 F	2027 F
	Global Guard Tour Systems Market Value, by Type (in US$ Million), 2016-2027											
Web-based	106.4	109.1	112.7	116.9	110.9	112.2	114.9	118.9	124.0	130.5	138.1	147.0
Local network client-server	65.6	67.1	69.2	71.7	67.9	68.5	70.1	72.4	75.4	79.2	83.6	88.9
Desktop	29.2	29.8	30.6	31.5	29.7	29.8	30.3	31.2	32.3	33.8	35.5	37.5
Total	**201.2**	**206.0**	**212.5**	**220.1**	**208.5**	**210.5**	**215.3**	**222.5**	**231.7**	**243.4**	**257.3**	**273.3**

Key Takeaways

- The above table represents market size in US$ Million for global guard tour systems market value, by type segment for year 2016 to 2027
- The Web-based segment was valued at US$ 106.4 Million in 2016 and is anticipated to reach US$ 147.0 Million by the end of year 2027 due to increasing adoption rate for web-based guard tour systems globally.
- The desktop segment was valued at US$ 29.2 Million in 2016 and is anticipated to reach US$ 37.5 Million by the end of year 2027. The adoption of desktop segment is primarily across small and medium enterprises and businesses. The data is available on one desktop only and this factor is expected to create moderate opportunity during forecast period.

*Source: Secondary Research and UP Market Research Analysis, 2020

Energy Sector - West Malaysia

activeVIEW

Power company HQ

- Thousands of sites managed
- Numerous security issues
- Need for real-time

Challenges faced
- Rampant copper theft
- Incursions of addicts
- Reports not coming in real time

Problems solved
- 700+ AT devices supplied
- Real-time tracking and reporting made possible
- Instant communication with site personnel
- Improved service level from appointed guarding firms

Typical site

- Hundreds of remote plantation sites
- Each site required one AT unit for patrolling

stratel
YOUR SECURE CHOICE

Energy Sector – East Malaysia

GLC company in Sarawak

- Power generation & distribution statewide
- Sites are a very remote
- Communication challenges

Challenges faced

- Very large area to manage
- Copper theft, numerous intrusions
- Reports not coming in a timely manner

Problems solved

- First order of 15 AT devices; real-time tracking and reporting
- Instant communication with site personnel
- Improved service-level from appointed guarding firms

YOUR SECURE CHOICE

Casino Resort – West Malaysia

Casino & Entertainment resort

- Massive entertainment resort
- Over half-a-dozen hotels managed
- Large entertainment park
- Nine subsidiary companies; each using 5 to 6 devices

Challenges faced

- Outdated hardware always faulty
- Unable to learn of incidents in real-time
- Cases of cheatings - falsified reports

Problems solved

- 50 AT devices deployed
- Instant notification of incidents
- Improved service-level from appointed guarding firms

Training sessions

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stratel
YOUR SECURE CHOICE

In Recent years we have noticed a move toward app based patrol systems, especially when bundled with Rostering, Time and Attendance, Billing and HR features.

In this competitive space the view of a "traditional" patrol tool has become, in some circles, viewed as antiquated.

Most of our clients win contracts based on innovation, cost saving and efficiency.

As most clients will equip guards with a mobile phone, to arrange shifts, holidays, uniform etc a patrol app has become essential for us to continue to compete.

Most guards will know how to use a phone and interestingly there seems to be a much better treatment of phones as opposed to a patrol device so much lower return/damage cost.

Mobile phones are now inexpensive and replacement instead of repair seems to be preferable albeit far from ecologically sound.

The reduced carry is very popular, A torch and a phone.

Tower Bridge London

Client was looking for a app based patrol system as he was of the opinion that patrol tools were "outdated".
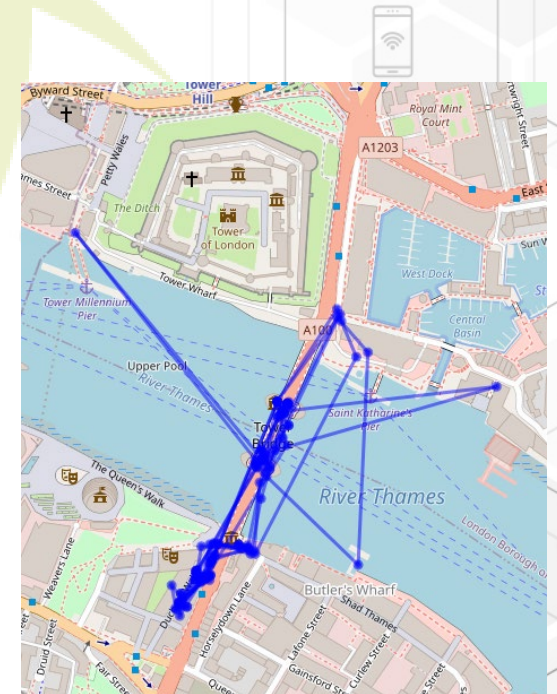
He was replacing another app based system used by a subcontractor.

The ability to take, store and retrieve photographs was an essential feature.

The ease of use of Active View was a useful instrument to help win the deal

Checkpoint token options (QR or NFC) proved to be an interesting option for the client as the site is very image conscious. The can hide NFC but save on cost with QR in areas out of the publics view.

Patrols run 24/7 and a couple of phones are in use at any one time.

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Triton Security

The real point of interest for this client was the speed of deployment.
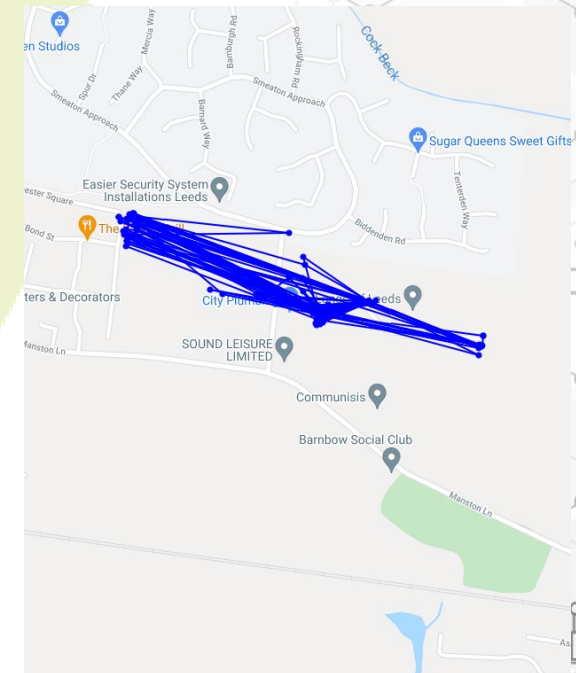
Being able to deploy the app and have the site ready to go within 20 minutes proved to be something the client struggled to believe until we proved it to them

This client already issued mobile phones that were locked down by their own IT team. They use a rostering system which pushes the shifts to the guard. They also use an MDM which allowed the IT to install the app remotely.

This client also has Active Track Devices so is familiar with Active view and is happy that there is no retaining required for the system

QR Codes printed on site and later replaced with NFC tags where necessary again to ensure speed of deployment

Feedback from the client and guards has been very positive.
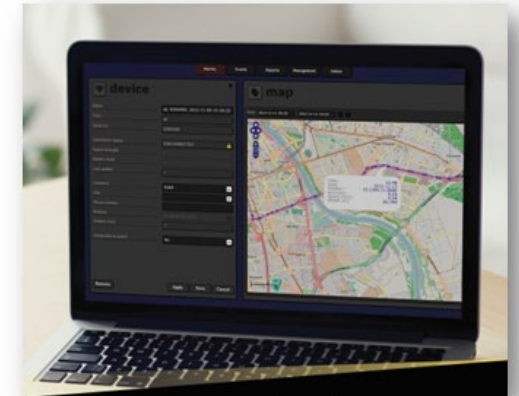
Gun Control by GPS

With the implantation of the microtag in the weapon, the customer creates an AREA TAG in the AV and places it simultaneously with the micro tag.
With this, when reading the GUN tag, it automatically checks if it is in the place. We generate a new concept in the market.

Project: AT + microtags + AV

Product: AT + AV
Quantity: +60

"A new type of service is offered to the customer, it leaves us one step ahead in the market, offering surveillance with monitoring of the weapon in place" - Commercial Director of Security Company

Drone Integration- TKS

By pressing panic button or in case of man down event, a command is sent to the drone with GPS position which allows to reach the place in seconds and confirm is the event is real

Project: AT + SW

Product: AT

Quantity: +50

" A fast and simple way of tracking real or false alarms and actuate immediately in case is real" – Security Systems Manager, TKS

COVID Hygiene

Due to a market need, a solution for cleaning the environment and warning residents about the date, time and place of cleaning.
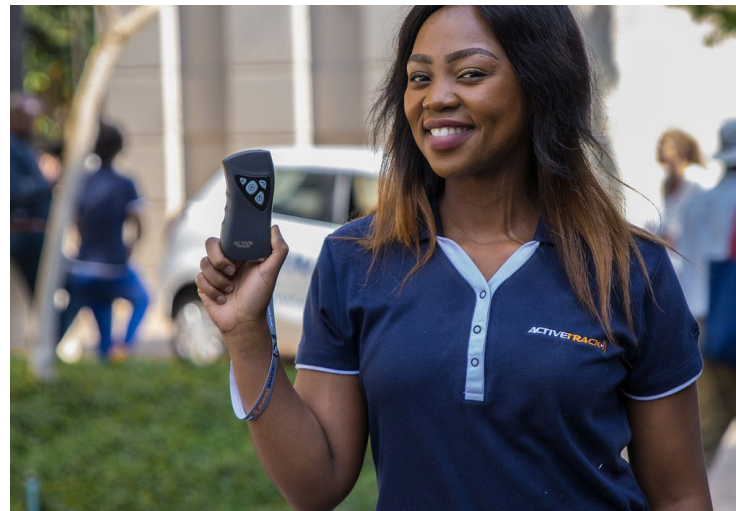
Project: AT

Product: AT+ TAG RFID

South Africa

Background

In South Africa, before the COVID-19 pandemic, there was already a move away from traditional manned guarding.

The industry wanted technology and solutions that would ensure that the security officer was awake, carried out all his regular patrols and did not leave the site until the end of his shift.

We have sold the Activetrack product since 2014 in the South African market. The gamechanger for our clients was product reliability, live reporting and tracking and an accurate third-party patrol report.

So, what did we do right to gain market share?

- Our Business model - Making the Active track device available on a rental with no capital expenditure to the end user.

- Ensuring the active use of Active View by the clients including the tracking of stolen and lost devices

- Promoting the device as a solution for use on multi-sites especially for large tenders

- The provision of high levels of support to back the product

CURRENT TRENDS & THE MARKET - 2021

The effect of the COVID-19 pandemic has dramatically affected our local economy. This has resulted in clients now seeking more cost-effective solutions to ensure the security of their premises.

Security service providers are now looking for new ways to provide a more **efficient** and **cost-effective** service through providing more technology-based solutions. The effect of this development has been:

- Reduction of the number of security officers on site
- More competition in the market
- Due to COVID-19 clients want a device that could be used for access control to record both staff and visitors entering and leaving premises

PROJECTS & STRATEGIES

Projects and Strategies

ACTIVEEYE - **ARTIFICIAL INTELLIGENCE(AI)**

The advances in Artificial Intelligence (AI) have allowed Active Track to combine the monitoring of CCTV cameras with AI to provide a far more powerful security surveillance model.
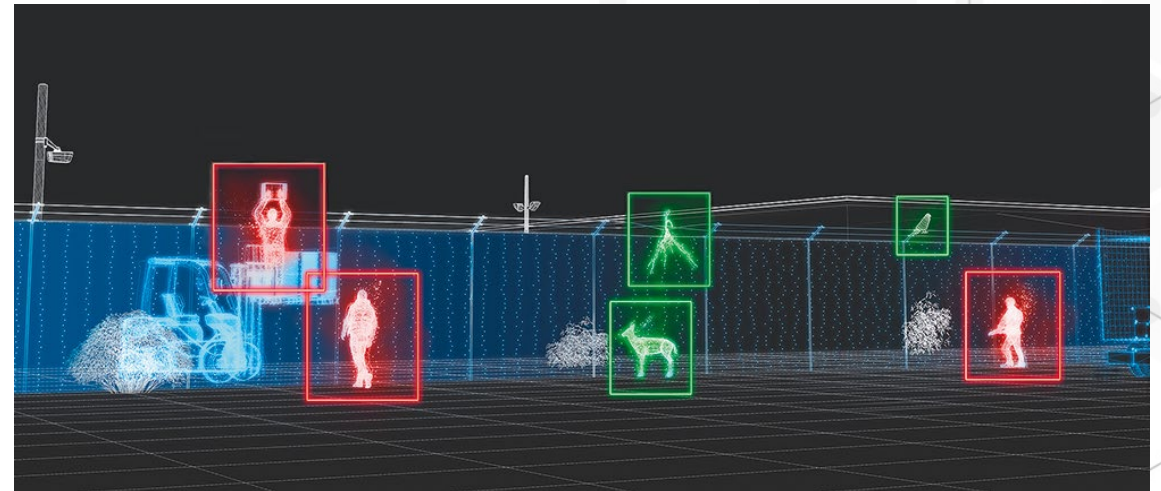
- Transforms each CCTV camera on site into a security officer, allowing for live monitoring
- Information is instantly sent to the relevant people when abnormal activity occurs on site
- Active Eye makes officers on site more effective by sending them to the exact location where the abnormal behaviour has occurred and gives the responding officer an image of the abnormal behaviour that has occurred
- There is significant cost-saving for the end-user as fewer security officers are required to cover a site

Projects and Strategies

*ACTIVE**EYE*** - ARTIFICIAL INTELLIGENCE(AI)**

FEATURES OF *ACTIVEEYE***

- Facial Recognition
- People counting
- Evaluation of emotional state
- Gender
- Ethnicity
- Age approximation
- Identification of known human related traits
- Telegram messaging

Examples of Active Eye Telegram Site Alerts

ActiveEye detected a PERSON in area PARKING BLOCK E AND F at 24/04/2019 03:11:54. This is not normal behaviour for this area during this time of day. Associated evidence:
http://www.sugarplums.mobi/activeeye/1049462.jpg

ActiveEye detected a PERSON in area BLOCK C ENTRANCE at 24/04/2019 01:04:01. This is not normal behaviour for this area during this time of day. Associated evidence:
http://www.sugarplums.mobi/activeeye/1034119.jpg

Future Trends

We are seeing a move away from single purpose use devices.

Clients are looking to their service providers to bring them new ideas and innovations.

The market will now no longer accept the same legacy products being sold to them and are now actively looking for new concepts that will set them apart from their competitors. It is for this reason that we are now actively developing the new products that will help us to both maintain and increase our market share

06.12.2021

Summary

activeVIEW

Security

Health

Maintenance

Cleaning

Logistics

Education

Transport