

US Companies to Invest in Physical Security and Active Shooter Prevention in 2021

88% of companies encouraged or mandated their employees to work from home due to Covid-19. And yet, 2021 will be the year of physical security, mostly *because* of Covid. Corporate leaders are under unprecedeted pressure to keep employees and customers safe from physical harm, wherever they are, including from active shooter threats. They plan to raise security budgets, search for digital solutions for physical security, and merge cybersecurity and physical security needs. These are the fascinating results of a [survey](#) conducted by the Ontic Center for Protective Intelligence.

US Enterprise Companies Worried about Active Shooter Situations

The survey spanned 300 physical security, legal and compliance leaders from U.S. enterprise companies with 5,000+ employees. The researchers also found that 30% of security decision makers are worried about preventing an active shooter situation at one of their locations, and that 27% added Active Shooter and Stop the Bleed training to their security investment operations priorities.

"There's a real concern when it comes to locking down and protecting a corporate campus from would-be (active shooter) attackers," said one of the surveyed officers.

In addition, a whopping 87% of surveyed leaders agree that advancing physical security effectiveness and mitigating violent threats through technology and digital transformation is a necessary investment that should happen very soon.

Protecting Employees From Shootings Through Digital Transformation

Active shooter situations pose a dangerous threat to companies, institutions, neighborhoods, schools, campuses, and any public space. But proper preparation and training can prevent the tragic results these incidents can have.

It's important to implement security measures like:

- Threat evaluations (even a disgruntled employee could pose a threat)
- Anonymous reporting systems
- Social media monitoring
- Cooperation with law enforcement agencies

- Active shooter drills
- Implementing technological solutions like panic buttons and communication apps, can significantly mitigate risks as well.

These measures can make a real difference in a terrifying situation where people are possibly panicking. Some examples of digital technologies that can assist are: a single system to view threat data, digital panic buttons, visual verification and drones.

How to Prepare your Digital and Physical Security for an Active Shooter Threat

Here are five of our own tips for keeping your community safe during an active shooter attack:

1. Add an Active Shooter Alarm or Panic Button

An active shooter alarm alerts everyone on-premises and the surrounding areas of the danger and the need to find a safe haven. These emergency panic buttons should be installed in multiple places, and within reach and be connected to mass-alert systems (see next step).

2. Automate the Network Effect

All civilians in the area (neighborhood, compound, campus) need to take cover, getting to safe rooms indoors and closing all windows and doors. This can be done through speakers, phone apps, text messages, and additional methods that automatically alert when a situation is taking place.

3. Get Digital Eyes and Ears in the Building for Situational Awareness

Connections should be set up in advance between law enforcement and inside institutions to enable two-way communications, for audio and video. Save lives by providing opportunities to evict people safely as well as a clear path to neutralize the shooter.

4. Make Active Shooter Drills Mandatory for Situational Awareness

Gain muscle memory by practicing what to do during an active shooter incident. Learn how to get to a safe place, and about the various escape routes and secure spots.

5. Develop Various Escape Routes

Plan and practice a number of escape routes from the building. In real-time, some might be blocked by the shooter or his accomplices, others might be booby-trapped or blocked.

2021 will undoubtedly be the year where physical security catches up with technology to save lives. Leading security officials and activists believe in [Gabriel](#)'s digital security system for mitigating risks and saving lives during active shooter alerts. [Request a demo](#) to see how we operate.