

CASE STUDY Al Bustan



The expatriate professionals that live in one of Saudi Arabia's most prestigious residential compounds enjoy a very comfortable lifestyle, but it's 24/7 personal safety and wellbeing that offer the ultimate peace of mind.

Al-Bustan Village in Riyadh prides itself in providing the highest standards of residential comfort and care for around 3000 senior professionals, their partners and children. Comprehensive on-site facilities include an international school plus recreational and retail facilities. However, cultural differences, language barriers and growing political tensions posed a number of challenges that the Al-Bustan management team was keen to address.

Although the compound is well equipped with state-of-the-art

physical protection, the management had additional requirements beyond the scope of conventional security. They wanted to optimise the efficiency of on-site safety and security support in line with best practice while guaranteeing a rapid response to every call for assistance – both on the compound and further afield. They also wanted a reliable capability for instant mass communication, for example, to broadcast location-specific alerts, weather warnings or travel updates.

SafeZone solution

In April 2015 Al-Bustan began to roll out SafeZone™, the first western-style security and safety solution of its kind in the Middle East. Utilising location intelligence, the innovative cloud-based SafeZone service combines a free smartphone app for Al-Bustan Village residents with full mobile command and control functionality for the security team.



SafeZone

SafeZoneApp.com

“By harnessing SafeZone technology, we offer them complete peace of mind that immediate emergency help is at hand 24/7, both in the village and travelling further afield.”

TERRY LAVIN
General Manager at
Al-Bustan Village

By enabling residents to request emergency help, medical assistance or report a security concern via a quick tap on their phone without the need to speak to a call handler, SafeZone overcomes all language differences and cultural barriers.

When someone activates an alert via the intuitive SafeZone app, their location and key details are automatically shared with the on-duty security personnel, first-aiders and first responders. The data is visually mapped to give the response team unprecedented live situation awareness of all security assets in the vicinity. This enables them to prioritise resources and coordinate a fast response, maximising the chance of a successful outcome.

The SafeZone solution provides powerful features with the flexibility and scale to enhance response capabilities both in Al-Bustan Village and beyond. A check-in function, for example, offers residents additional personal monitoring and support while travelling alone or further afield. Multiply redundant communications via satellite, wi-fi and mobile networks ensure the highest degree of resilience, even in remote desert areas. And for large-scale threats or incidents, a mass-notification feature enables the security team to instantly broadcast security alerts, weather warnings or regional travel updates to keep expatriates informed.

Benefits and outcomes

SafeZone is delivering a user-friendly, robust and cost-effective solution with multiple benefits that are significantly enhancing 24/7 safety and security at Al-Bustan by:

- └ Optimising efficiency, reporting and compliance for all safety and security operations
- └ Improving emergency support for residents, on and off the compound
- └ Enabling employers to fulfil their duty of care to employees housed at the village
- └ Enhancing Al-Bustan's reputation for comfort, wellbeing and a high quality lifestyle.

"The safety and comfort of our residents and their families is of paramount importance. By harnessing SafeZone technology, we offer them complete peace of mind that immediate emergency help is at hand 24/7, both in the village and travelling further afield. SafeZone is user-friendly, robust and cost-effective with multiple benefits that are enhancing the quality of life for our residents."

Terry Lavin
General Manager

"With live situational awareness and enhanced visibility of all safety assets, we can dynamically adjust patrol patterns, deployment of security personnel and availability of first responders to enhance operational effectiveness. Residents can call for immediate assistance, anytime, anywhere, without the worry about not speaking the local language or knowing who to contact when needing help."

Steve Willingham
Director of Security



CriticalArc is a leading technology innovator, designing, and developing the distributed command and control solution, SafeZone, which is revolutionizing the way organizations manage safety and security operations.

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