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## **Doing Business with the Public is Downright Dangerous Allowing Just Anyone into Your Facilities Might Be the Last Thing You Do!**

Think of your business just like you would of your home. Do you let just anyone into your house? ***Of course not!*** You are particular who comes inside your castle — even friends of your children and anyone outside of the neighborhood.

It is not the name or the meaning of the corporate logo; it is the importance of their ability, agility, and actions that draw the clientele, who they service and secure the trust and respect which is most important.

The formation and rebranding of our services, not only for **law enforcement agencies** but for the **commercial security of all businesses** which allow the public to enter their facilities without knowing who they are or for what purpose they enter the facility.

It is intrinsic to be the voice and actionable arm for the necessary changes to protect all and to increase the **Duty of Care** that has completely forgotten or ignored.

**ENTRICAL** Hence **Entrical** is at the forefront of intelligent information gathering at all levels as there is never  
**LEARN. SHARE. ACT.** something that is reported that does not have a meaning today, tomorrow or a year down the road. Checkboxes on a form do not paint the picture that a small notation can enhance the permanent solution, which is searchable by all with administrative access.

Communications, whether it is the written word, a photograph, or a video, which then enhances the attributes of intelligence gathering, is vital. Knowledge is power when you collect and disseminate the information in real-time. There lies the key, and for the last three years has been perfected and now ready for global needs.

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In the world of commerce, we expect safety no matter where we go. The **Mall, Retail Stores, Office Complexes, Hospitals, Government Facilities, Gaming, Theme Parks, Sports Events, Arenas, and Concerts** have used their due diligence in protecting you with a limited level of security which they believe is more than necessary. It needs vastly improving in this day and age, which has radically changed since the days of Woodstock or even an earlier football game!

It is their **Duty of Care** that while their employees, vendors, and visitors alike have a full semblance of expectation of being secure inside the facility.

The days of single-source security are long gone, being replaced with **four-dimensional security levels** which include from the outside looking in.

Commercial security has changed from a reactive operation to a **Proactive Dimensional Smart Operational Machine**. No, we are not talking that *Artificial Intelligence* has taken over! Far from that futuristic misunderstanding of the *Tom Cruise* movie, '*Minority Report*.' That is Hollywood telling stories and untruths.

**Shoplifters to Scam Artistes, Terrorists, both Domestic & Foreign to Domestic Abusers, those with a grudge, and Fired Employees** are the ultimate danger to us all. Today only a handful of operations check who is entering their facility. Is it the correct type of background checking? Do we still have the concern that we might upset someone in knowing who they are and why they are visiting the facility? Heaven forbid that we stop someone who was going to cause mayhem, kill, and attack people, all because some individuals believe they have a right to privacy!

## **Isn't living, the far better alternative?**

A '**Live**' **Security Network Informational Solution**, connecting all members of staff from security personnel to senior management, all are communicating on the '*live*' network, even, relevant to local law enforcement directly. **ENTRICAL Security Network Informational Solution** is the commercial version of the proven successful law enforcement solution that has been in operation for over three years, which connects all officers with reported information in real terms. There is no other solution that goes this deep and available on all devices as it is within a CJIS compliant secure cloud database.

You are linking all employees, management, and rapid response team with '*live*' communications using Smartphone technology and going further to communicate with outside law enforcement when a significant incident occurs or is possible. Reaction as a proactive tool is this simple, with the proprietary secure solution.

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**Learn**, we do this every day, but do we retain for action later? We must understand that there is information at our fingertips that is important not just us, but others too.



**Share**, using a secure informational network which can be internal, external, across borders, to all corporate operations, shared business and agencies have always been the ultimate goal. It is not only here; it has been perfected and working for the last three years and now available for the corporate world as an affordable, secure actionable tool.



**Act**, it is all about **PROACTIVITY**, acting with what was previously unknown information and facts. Policing and security have always been reactionary, which means you are continually chasing the possibilities without formerly known as solid facts.

The ability to report daily incidents, access to various compliant databases for confirmation of individuals entering a facility. Not only from the information or check-in desk but on the move by security staff via Smartphone. Everyone is 'live' and reporting in real-time and not dealing with siloed outdated information.

It also includes a speedy vendor and maintenance module with individuals and equipment access, which is far more productive than trying to fill out a paper report or making a telephone call.

Unfettered access to facilities, not knowing the ramifications is a significant liability for all. When there are multiple locations for one company, who at present knows of a previous incident regarding an individual until it is too late, **we must reduce the circle of fear and enhance the comfort zones of all**. Today is a different world of your parents and grandparents; trust has lost the capital 'T' and been replaced by societal concerns. It is why we must enhance the **Duty of Care** aspect of all that allows others to enter our space. Today, there no guarantee of 100% security and never will be. It is the necessity to take logical steps and measures to reduce the possible incidents and stop being challenged in the courts. That part of the puzzle is simple to complete, by enacting the right and rational plans.

**Communicate with us and let's discuss your next steps.**

**WE ARE IN THE NOW & KEEP YOU; IN THE KNOW...**

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