



## White Paper: The Superior Benefits of Implementing Pattern of Life Analytics to Physical Security

### Introduction

Pattern of Life Analysis (POLA) is a technique for identifying and analyzing patterns in behavior. POLA can be used to understand the current state of an entity, detect anomalies, and predict future behavior. POLA can be used to improve physical security in a number of ways, including protecting perimeters, managing access control, detecting objects, and generating real-time alerts.

### Superior Benefits of POLA

POLA offers a number of superior benefits for physical security compared to traditional methods, including:

- Improved accuracy: POLA can help to improve the accuracy of physical security systems by identifying and filtering out false positives. For example, POLA can be used to identify patterns in human movement that are indicative of suspicious activity, and to generate alerts only when suspicious activity is detected.
- Real-time insights: POLA can provide real-time insights into the state of physical security systems and the behavior of people and objects in the physical environment. This information can be used to respond to threats more quickly and effectively.
- Predictive analytics: POLA can be used to predict future security threats and vulnerabilities. This information can be used to develop proactive security measures and to mitigate risks.

### Protecting Perimeters

POLA can be used to protect perimeters by identifying and tracking people and objects as they approach or cross a perimeter. POLA can also be used to identify patterns in human and object movement that are indicative of suspicious activity. For example,



POLA can be used to identify people who are loitering around a perimeter or who are moving in a way that is erratic or suspicious.

### Managing Access Control

POLA can be used to manage access control by identifying and authorizing authorized individuals and objects. POLA can also be used to detect unauthorized access and to generate alerts. For example, POLA can be used to identify people who are attempting to enter a restricted area without authorization or who are trying to use a stolen access credential.

### Detecting Objects

POLA can be used to detect objects, such as vehicles, weapons, and explosives. POLA can also be used to track the movement of objects in the physical environment. For example, POLA can be used to identify vehicles that are entering a restricted area or that are parked in a suspicious location.

### Real-Time Alerting

POLA can be used to generate real-time alerts when suspicious activity is detected. This information can be used to respond to threats more quickly and effectively. For example, POLA can be used to generate an alert when a person is detected loitering around a perimeter or when a vehicle is detected entering a restricted area.

### Mitigating Risk

POLA can help to mitigate risk by identifying and assessing security vulnerabilities and threats. POLA can also be used to develop and implement proactive security measures. For example, POLA can be used to identify areas of a perimeter that are vulnerable to breaches or to identify people who are at risk of being targeted by attackers.

### Conclusion



POLA is a powerful tool that can be used to improve physical security in a number of ways. POLA can help to improve the accuracy of physical security systems, provide real-time insights into the state of physical security systems, and predict future security threats and vulnerabilities. POLA can also be used to protect perimeters, manage access control, detect objects, and generate real-time alerts. By implementing POLA, physical security teams can mitigate risk and prevent loss.

## Recommendations

Here are some recommendations for organizations that are considering implementing POLA for physical security:

- Start with a clear understanding of your goals. What do you hope to achieve by using POLA? Once you have a clear understanding of your goals, you can start to develop a POLA strategy that is tailored to your specific needs.
- Invest in a robust data collection and analytics platform. A good POLA platform will be able to collect and analyze data from a variety of sources, including video surveillance data, access control data, and perimeter security data.
- Implement appropriate privacy safeguards. It is important to implement appropriate privacy safeguards to protect the privacy of your employees and other stakeholders. This includes obtaining consent before collecting data and limiting the use of data to the purposes for which it was collected.
- Be transparent about the use of POLA. It is important to be transparent about the use of POLA systems. This includes informing employees and other stakeholders about how the systems work and what data is collected.

By following these recommendations, organizations can use POLA to improve their physical security posture and protect their assets.