



# SURVEY FINDINGS: Digital System Design Improves Customer Experience & Delivers Tangible Benefits

## Takeaways from Survey of 200 Physical Security Pros

### Executive Summary

**More security professionals are embracing the need to digitize system design processes and collaborate virtually. Adoption is growing, and organizations are reaping the benefits.**

Yet, faster adoption of collaborative system design software will advance the industry. No longer hindered by slow, error-prone, traditional system design methods, physical security professionals across all segments can improve the customer experience and the business with digital system design.

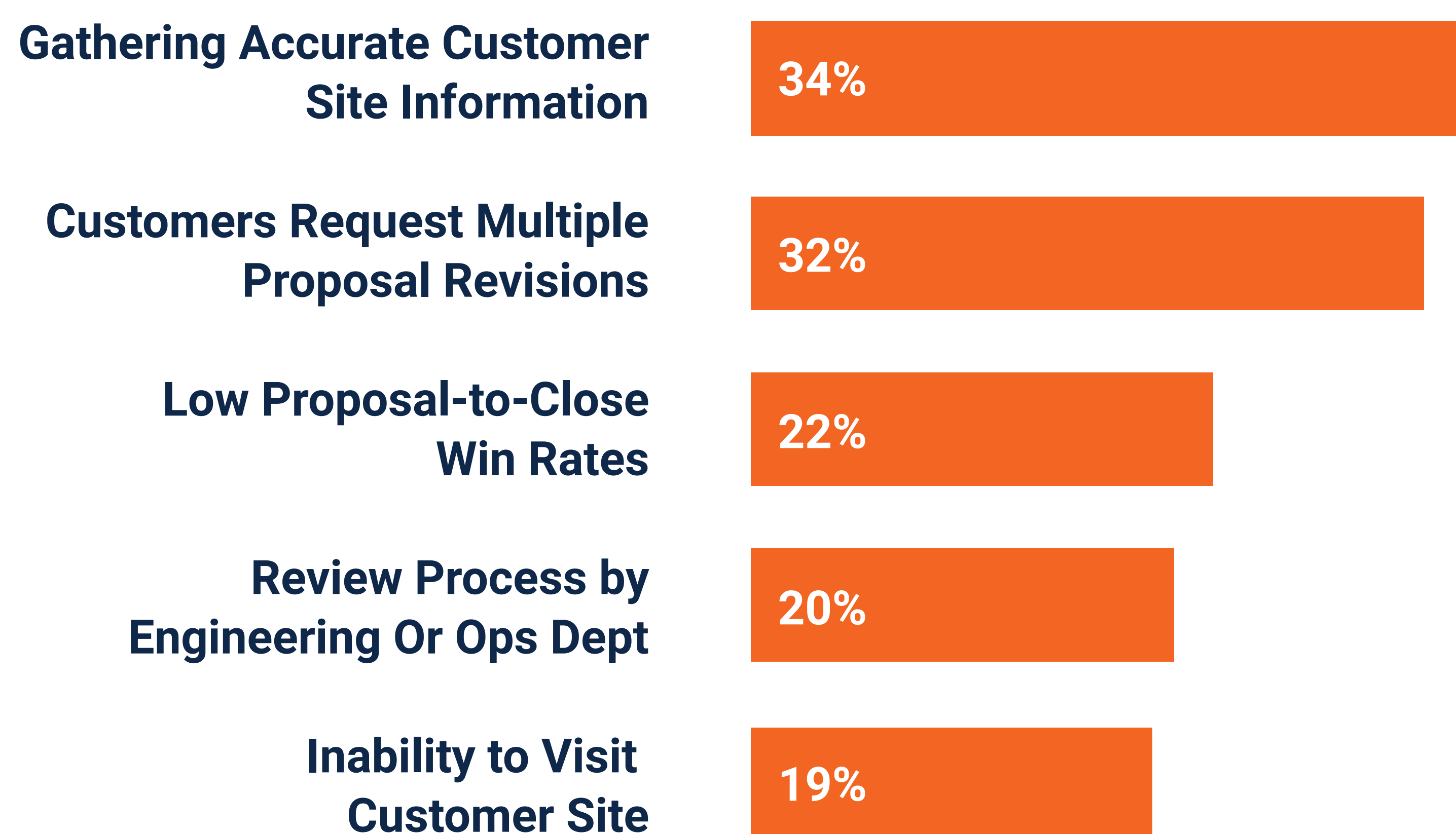
These assertions are supported by the second consecutive Physical Security Industry Benchmark Study.

In late 2021, more than 200 professionals from across the security spectrum were surveyed on the topic. The conditions are ripe for more to move towards a digital transformation:

- ✓ **91% of System Integrators** have a favorable business outlook
- ✓ **50% of Corporate & Campus (End User) security professionals** indicated their budgets are increasing versus 11% in 2020

With organizations recovering from the pandemic, demand is strong for physical security and retrofits.

System integrators (SIs) are experiencing similar challenges year-over-year, with one exception: Gaining physical access to customer sites is less of an issue now.

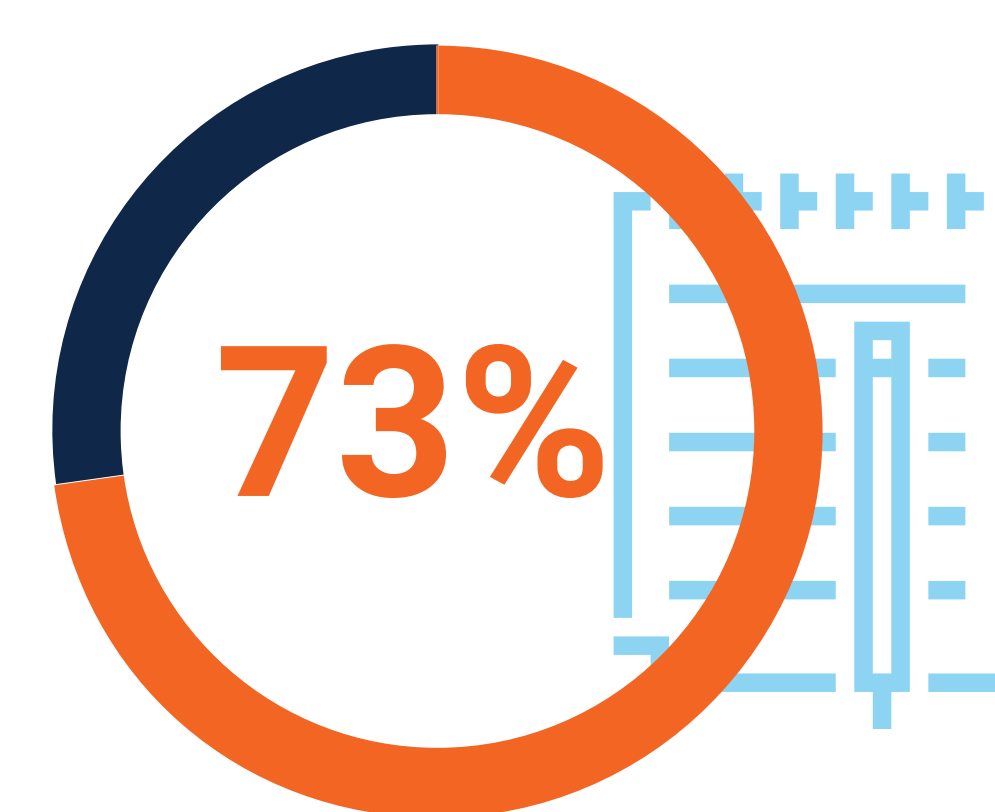


Despite this, SIs are still struggling with gathering accurate customer site information and customers requesting multiple proposal revisions. The third biggest challenge is “Low proposal-to-close win rates,” up slightly from 2020.

A reliance on manual site survey methods may explain these challenges:

73 percent of system integrators are still using paper, pencil, and a notebook for conducting site surveys and gathering system requirements.

Manual approaches to site surveying are tedious, time-consuming, and error-prone – and largely dependent on the person’s skill level. Momentum is growing to address these perennial issues once and for all.



**Use paper notebook,  
paper floor plan and pen**

## What are the biggest challenges of your current system design and proposal process?

“Poor bid documents and scope of work.”

- Salesperson, System Integrator

“Too time consuming creating custom PDF documents with accurate information.”

- Field Application Engineer, Security Manufacturer

# Impacts on System Integrator Businesses

Asked how these challenges are impacting business, Integrators cited:

- ✓ Delays in project completion
- ✓ Difficulty achieving profit margins
- ✓ Not winning enough proposals or bids
- ✓ Not enough proposals for new business (which fell by half since 2020)

While demand is up, even in the face of challenging supply chain issues, the time it takes to deliver proposals combined with a lower win rate continue to cause issues for system integrators.

When taking revisions into account, SIs are spending about 23 hours on average to prepare a decision-ready proposal.

Ask any Director of Sales if this is problematic and they will undoubtedly agree that this does not meet the needs of customer demand and can cause competitive disadvantages.

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## Hours to Prepare an Average Size Proposal Leads to:

- ✓ **Inconsistent site survey data from multiple sales people**
- ✓ **1-4 revisions needed per proposal**
- ✓ **Difficulty achieving profit margins**

## What impact are these challenges having on your business?

“Delays in getting the customer a proposal.”

- **Sales Engineer, System Integrator**

“Long lead time taken to close the deal.”

- **Operations Head, Major Technology Company**

# Top Challenges for Enterprise Security Professionals

Corporate and campus security professionals elevated one challenge to number one on the list (from #7 in 2020): “Working with building management on security changes and responsibilities.” As offices open back up, security leaders are confronting new issues and looking to SIs for help.



Physical security leaders have complex demands to manage tens or hundreds of locations, to document and standardize their systems, and to do it with limited resources and travel. With the labor challenges in the industry, they must work closely with their vendor and integrator partners to do it efficiently.

They are looking for technologies that can be their “eyes and reach” allowing them to leverage subcontractors in far flung locations. The goal is to capture information to document what they have and what needs to be replaced to meet risk mitigation standards.

This groups needs to work closely with their stakeholders to provide planning, budgets and estimates for investments to ensure strong security at all locations. Many have found that visualizing with decision makers makes their job easier.

These security leaders say they are likely to design for themselves (43%) and request bids from their partners. Only 10% rely completely on integrators, and most want integrator partnerships that allow them to have access to an as-built plus the ability to adapt quickly to emerging needs.

**43%** of End Users Design Systems Themselves, Then Request Bids/Proposals

## What is the biggest security change your organization has made in the past few years or plans to make in the near future?

“Dealing with customers in buildings with limited staff due to more employees working from home.”

- Government security lead

# How to Improve System Design: End Users to System Integrators

Corporate and campus security professionals have the same advice for SIs year-over-year:

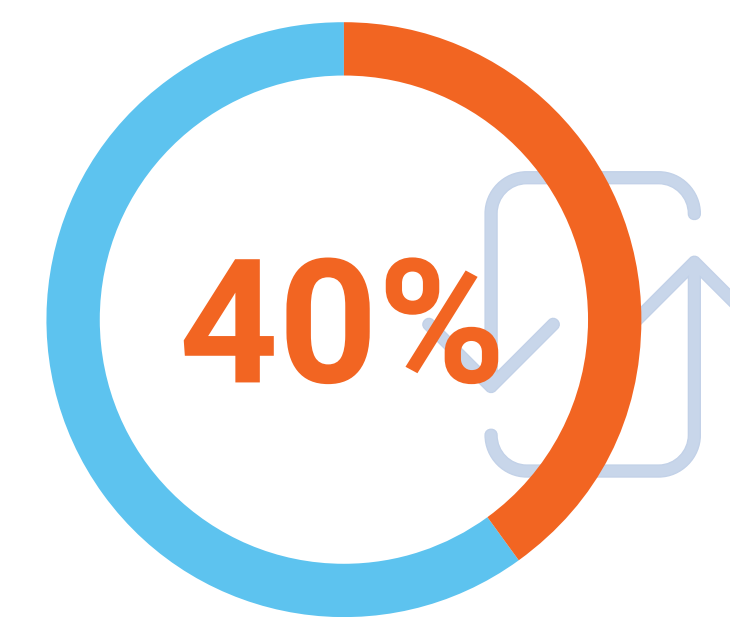
**Focus on consistency, timeliness, transparency, knowledge, and digital technologies.**

The number one recommendation is to “Ensure technicians coming on site have updated details on our system.”

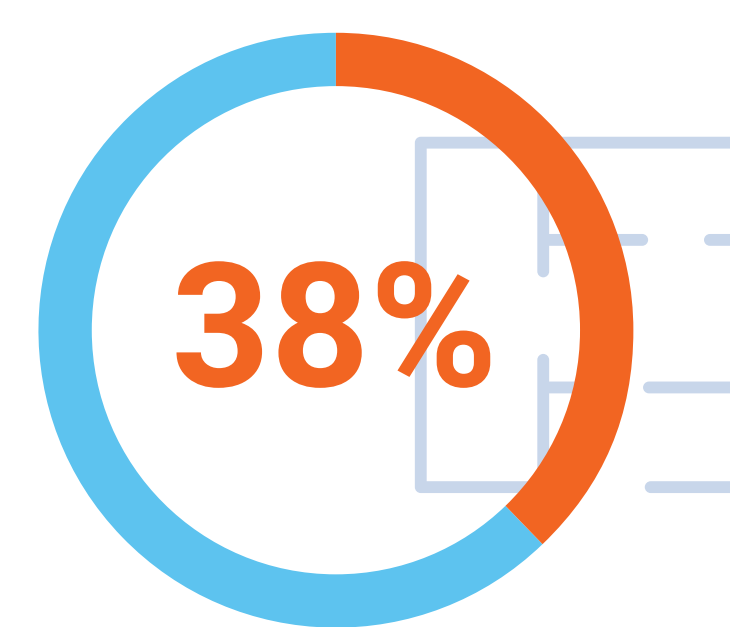
Two other leading recommendations point to technology as the way forward in both handling data and enhancing the collaborative process:

- ✓ Provide a portal with up-to-date service records, system records and system layouts
- ✓ Provide a digital, visual way to work jointly on system survey designs and procurement

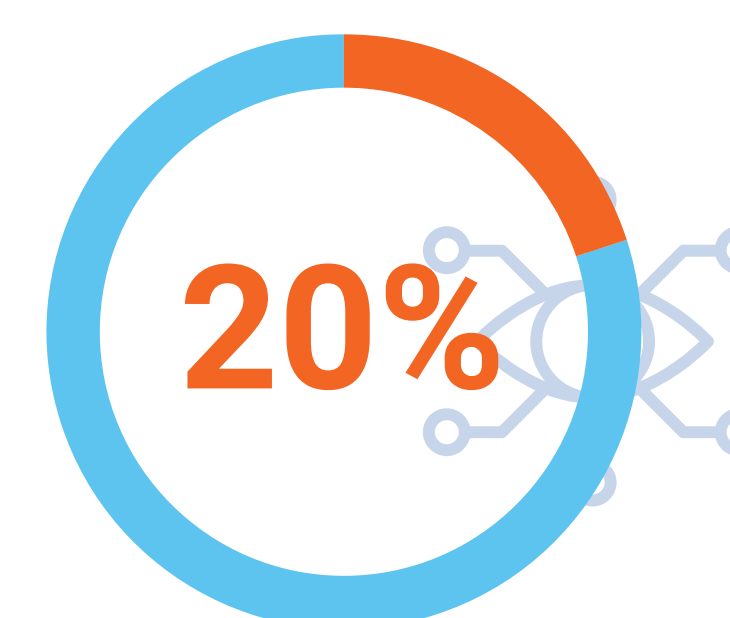
## Leaders would benefit if their System Integrator partners would:



Ensure technicians coming on site have updated details on our system



Provide a portal with up-to-date service records, system records & system layouts



Provide a digital, visual way to work jointly on system survey designs and procurement

## How can security integrators improve their service to you?

“Have a better understanding of our business and needs resulting in introducing the right solutions going forward.”

- **Head of Security, Financial Institution**

“More and better collaboration tools.”

- **Account manager, Security Company**

## Digital Transformation

The Benchmark study reveals that a growing number of physical security professionals are interested in using digital design and collaboration technologies for system design and life cycle management.

Security professionals who have deployed these technologies cite benefits such as:

- ✓ More engaged customers and stake holders
- ✓ Faster proposal development
- ✓ Improved customer experience & increased sales
- ✓ Higher customer satisfaction rates
- ✓ Quicker project completion times
- ✓ Enhanced long-term service levels

However, the Benchmark study also shows the industry has a ways to go. This year system integrators and other security professionals should act on their number one solution to improve business: Adopt collaborative system design software.



**Benefits of Digital  
System Design:**  
Improved collaboration  
Faster proposals & decisions  
Improved service levels

System Surveyor is a digital, collaborative system design tool used by thousands of System Integrators and Physical Security professionals. Simple, yet revolutionary, the platform gives integrators and end users a dynamic “living” as-built to manage the entire project life-cycle.

**Request a demo or sign up for a free account today.**