

Commercial & Government

# ANNUAL REPORT

2021



Iron Horse Security

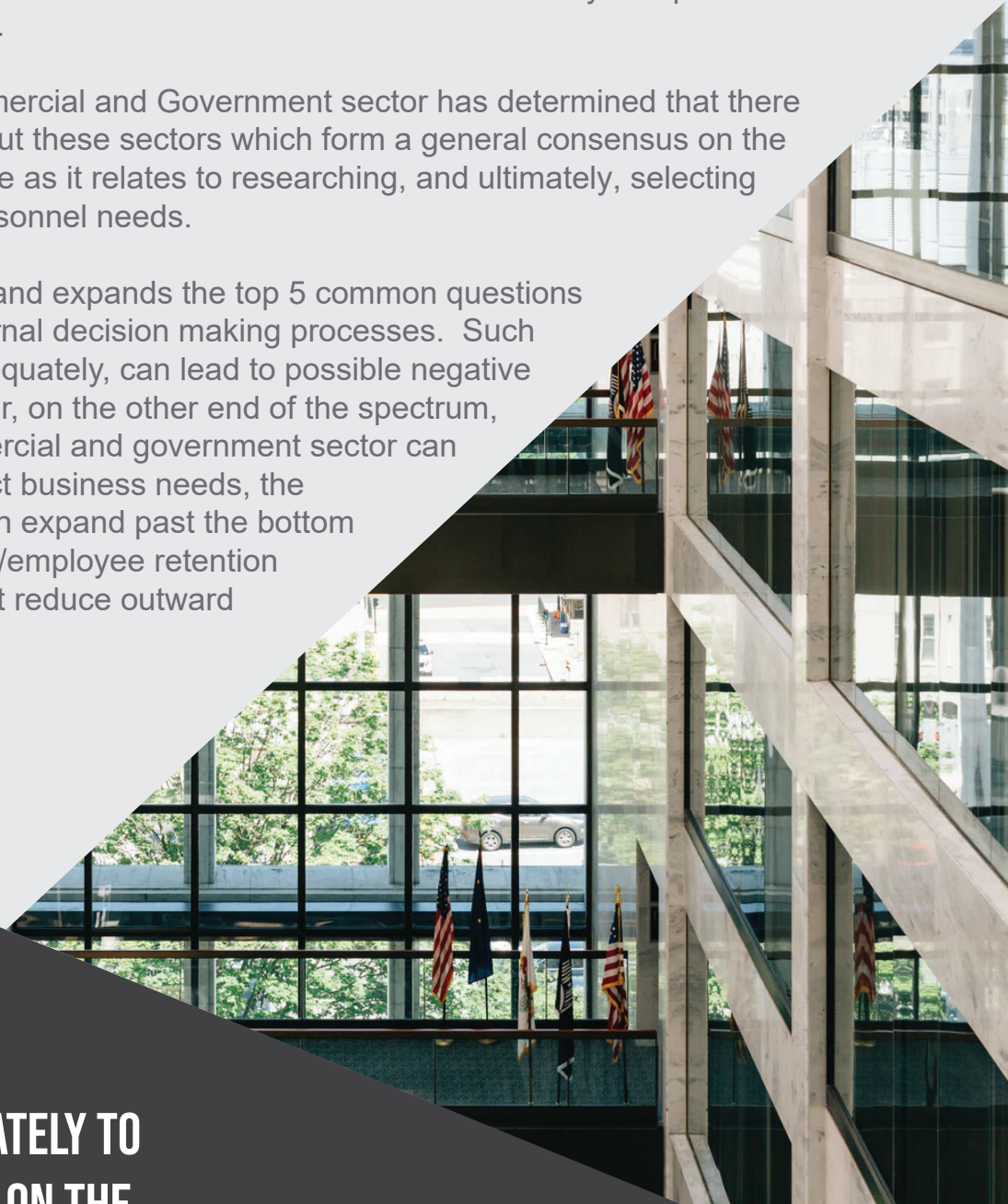
# INTRODUCTION

The adoption of security services within the Commercial and Government sector isn't as cut and dry as it once was. Multiple branches of business, personnel involved, internal processes and a multitude of other variables, have all contributed and an increased complexity in not only security requirements, but also the selection of a comprehensive and reliable security firm that has the capacity for fulfillment. The varying needs that shape the landscape of the commercial and government sector has been in flux over the years as new principles and processes are established to meet increasing business needs as it relates to the security and protection of property, assets and personnel.

Our 2021 analysis of the Commercial and Government sector has determined that there are common grounds throughout these sectors which form a general consensus on the main concerns businesses have as it relates to researching, and ultimately, selecting a firm to fulfill their security personnel needs.

This analysis report highlights and expands the top 5 common questions and/or concerns that drive internal decision making processes. Such decisions, if not addressed adequately, can lead to possible negative impact on businesses. However, on the other end of the spectrum, if businesses within the commercial and government sector can match service offerings to direct business needs, the positive impact on business can expand past the bottom line and possibly into customer/employee retention and streamlined processes that reduce outward expenses and overhead.

**ADDRESS NEEDS ADEQUATELY TO  
AVOID NEGATIVE IMPACT ON THE  
BUSINESS.**





# HOW DO WE ESTABLISH OUR SECURITY BUDGET?

Budgeting for your security needs shouldn't be complicated. What's important, is to establish the requirements that need to be addressed. Further to that, it's important to understand the level of security or "experience" you would like for the protection of your property, assets and/or personnel. While there isn't a one size fits all solution, the adage of "you get what you pay for" fits perfectly in this situation.

## Bill Rate vs. Pay Rate

If your needs require experience, that comes at a cost. If premium service is what is required, then that needs to be a factor in your budget. Pay rates are typically 67% of the bill rate which is the security industry standard. Anything more or less than this, you should consider the options you have. Knowing this information allows for easy determination of the wage range for your security personnel. Security guards who earn more, offer more benefits to your organization. These benefits include, but are not limited to

- Lower turnover •
- Better performance •
- Better appearance •
  - Better attitude •
  - Higher morale •
- Higher pride of ownership •
- Better sense of loyalty •



**DETERMINE YOUR NEEDS, AND  
MATCH THE SECURITY LEVEL  
YOU FEEL IS BEST FOR YOU.**

# WHAT METRICS SHOULD BE LOOKED AT IN A SECURITY COMPANY?

The security industry is saturated with small to large companies who all carry their pros and cons as it relates to their service offerings. In this digital centric world we live in, it's very easy to establish and differentiate very quickly, who the reputable and reliable security companies are.

## Longevity


With longevity comes experience. With experience comes a complete understanding of the service level required to exceed expectations.

Established security firms like Iron Horse Security who have been in business for 27 years, have made it a mission to establish a foundation of principles and values that line up with client expectations. Their formula has been derived from committing to a complete understanding of their customer needs and establishing services that meet those exact needs.

## Recognition

Recognition comes in many forms. Online reviews, word of mouth and awards can all culminate into a complete understanding of the type of security firm you consider and ultimately want to work with. The importance of understanding how a security company is perceived in the public's eye, will define your expectations as it relates to your working relationship.

For example, Iron Horse Security has been the recipient of the Consumers Choice award for over 15 years in a row, been named to Profit 100 and has been a multi year winner for the Top Choice Award. Such recognition would suggest a successful security company who values its reputation, predicated on the services they provide to their customers.



**ADDRESS NEEDS ADEQUATELY  
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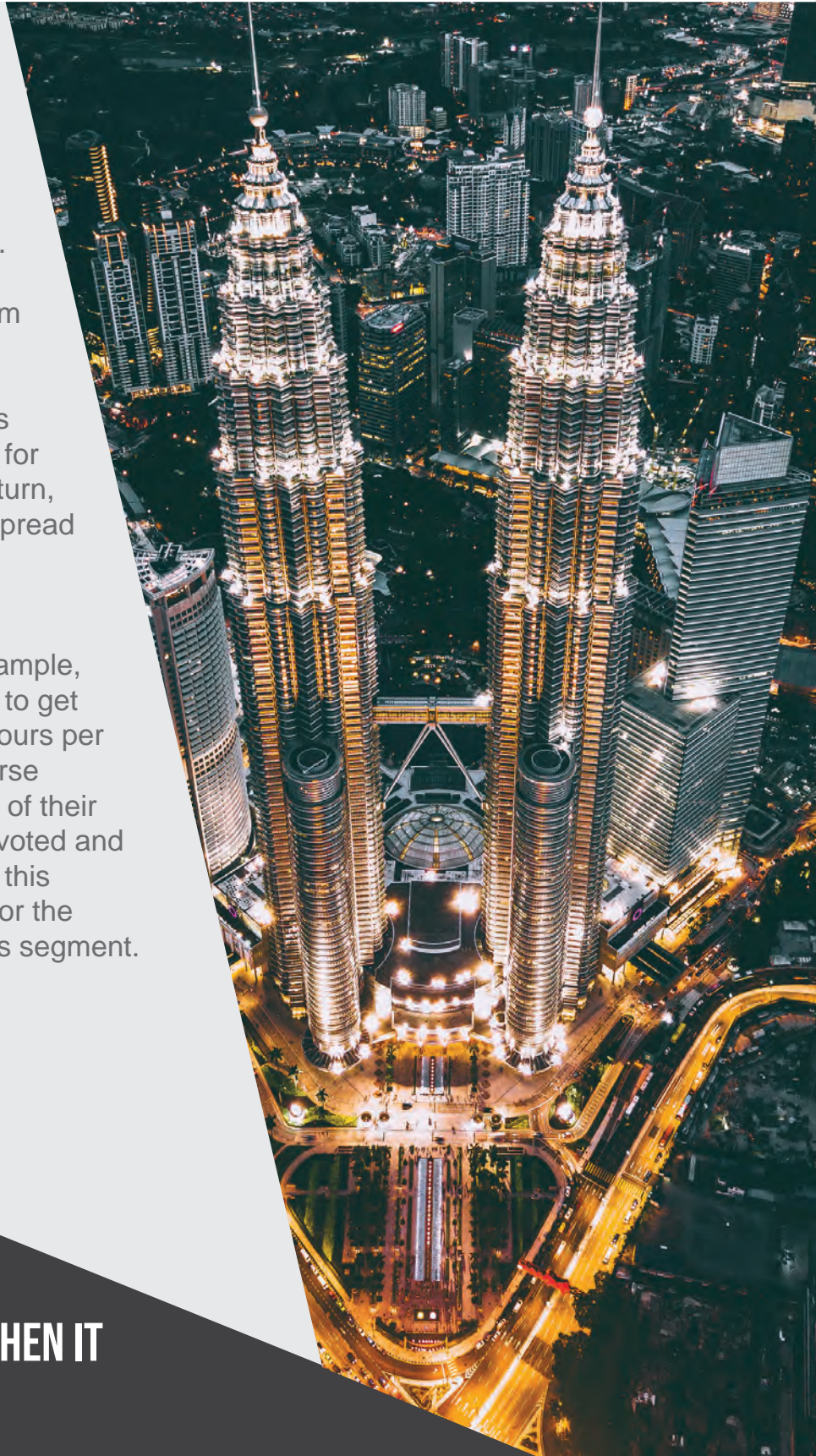


# WILL I BE SERVICED ADEQUATELY FROM MY CLIENT MANAGER?

The size of the business shouldn't dictate the level of service you receive. Security requirements vary, and the important factor is finding a security firm that will work to address your exact needs without compromise. Large international publicly traded companies will generally have immense portfolios for each Client Service Manager. This in turn, results in poor service as attention is spread thin across a large book of business.

In addition, large companies generally prioritize clients based on size. For example, 5,000 hours per week and larger, tend to get the majority of attention, while 1,000 hours per week or less are neglected. At Iron Horse Security, they have minimized the size of their portfolios ensuring each client gets devoted and dedicated service. As a direct result of this practice, the quality of service is high for the industry due to the focus placed on this segment.

**ENSURE YOU ARE A PRIORITY WHEN IT  
COMES TO YOUR BUSINESS AND  
DEFINE YOUR EXPECTATIONS**



# HOW DO WE ENSURE OUR PROVIDER IS COMMITTED TO THE SERVICE THEY PROVIDE?

A reliable and reputable security company will hold themselves accountable to the services they provide. This accountability should be driven by the ethics, values and standards they believe in, and want to pass along to their customers.

Your focus should be on your business while the quality of security service should be the focus of the security company you work with.

For example. If your requirement is for mobile spot checks to your property, the question of quality could be raised. How does our security company ensure a quality service? Do they charge you for their spot checks or is that part of the service?

At Iron Horse Security, their 24/7 Communication Centre checks every site, every week, through random patrols that are conducted at no extra charge to their clients. This ensures their guards are presentable, their uniforms are crisp and clean, but also to ensure they are doing their job properly and not engaged in other unauthorized activities.



**FOCUS ON YOUR BUSINESS AND LET  
YOUR SECURITY PROVIDER FOCUS ON  
THE REST.**



## CONCLUSION

It's a process selecting a security firm that matches the service level required for the Commercial and Government sector. A process that has many steps and levels that need to be considered, but doesn't need to be overly complicated. The information contained in this analysis serves as a foundational framework in what should be thought of as you consider entering into a business relationship with your security firm. There are many industry specifics that should be explored, understood and validated before you decide on which firm is best for your needs.

If you are unsure of what those specifics are, ask the company you are considering and they should provide adequate answers. If not, perhaps they are not the partner for you.

### About Iron Horse Security

Founded in 1994, Iron Horse Security is a "people first" company that, through our team of qualified professionals, has a mission to provide our clients with the highest caliber of security, investigative and training services available.

With over 1800 team members, Iron Horse Security prides itself on people working together to serve our clients, the general public and each other. Located in Ottawa, Gatineau and Toronto, they serve a large portion of Eastern Ontario.



**884 CHURCHILL AVENUE SOUTH  
OTTAWA, ONTARIO  
K1Z 5H2  
TEL: +1 (613) 228-2813  
INFO@IRONHORSESECURITY.COM**

884 CHURCHILL AVENUE SOUTH  
OTTAWA, ONTARIO  
K1Z 5H2  
TEL: +1 (613) 228-2813  
TOLL FREE: 1-877-228-2813  
INFO@IRONHORSESECURITY.COM  
IRONHORSESECURITY.COM