Providing smart security for a Smart Nation

Ademco’s VeriSafe solution allows customers to acquire contract-based, pay-as-you-go managed security services, enabling them to trim their costs.

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Singapore has a well-earned reputation for being a safe haven. However, the threat of cyber attacks has become a serious concern, especially in the wake of the COVID-19 pandemic. As a result, businesses are seeking ways to enhance their security systems to protect their assets.

Ademco, a leading provider of security solutions in the region, has introduced a new service called VeriSafe. This service allows customers to acquire contract-based, pay-as-you-go managed security services, enabling them to trim their costs.

Mr Koh drew inspiration from his father who taught him the value of perseverance. He said, “The limits we perceive are set by our own mind; it is how much we want it and how hard we work for it.”

As technology has been on the rise, the key is to be willing to adopt novel solutions to old problems, he said.

In line with this belief, Ademco introduced VeriSafe as a solution to ease the financial and operational constraints of businesses.

However, having to invest in additional capital, staff or hardware, Ademco’s customers can acquire contract-based, pay-as-you-go managed security services. This enables clients to eliminate the cost of their businesses and manage their costs.

Recognising the importance of digitalisation, Ademco has supported VeriSafe through a 24-hour central monitoring and command centre (CMC) that provides properties with high-end security technology such as drones and robots.

Outsourcing security operations also allows Ademco to cater to businesses of various sizes.

Ademco’s scalable business model is evident through its more than 50 per cent market share of Singapore’s fire monitoring systems.

Ademco suggested the privatization of the fire monitoring services sector in Singapore and after the relevant laws were passed in Parliament, the Singapore Civil Defence Force was able to focus on its expertise in fighting fires.

Digitalisation is often associated with mass retraining following the replacement of workers with robots. But Ademco’s VeriSafe ensures that security officers are trained to perform security services with the aid of robots and artificial intelligence (AI), making use of their skills, not their sweat.

The integration of technology and the human touch ensures cost efficiency and improved surveillance for the company, while benefitting the security officer’s health and morale.

To pitch this idea to the public, Ademco created a promotional video entitled “Ademco Unveils Machine” that has reached over 746,000 people.

Mr Koh’s favourite quote by boxer Mike Tyson exemplifies his belief in crisis as an opportunity. “No matter how much companies plan for a crisis, what ultimately separates the successful from the flabby is how they react to it.”

Mr Koh also highlighted the importance of finding good partners. Ademco currently operates in seven countries - Malaysia, Indonesia, India, the Philippines, China, Vietnam and Singapore – with plans to continue growing its Asia business.

In 1995, however, a Chinese partner hinted to Mr Koh that Ademco’s business was earning money in its venture in China. Calling it a “terrible yet valuable lesson”, Mr Koh now knows better.

He added, “Bad partners equal to a bad start. Finding a good partner, it’s a learning experience in itself.”