

Retail security trends for 2017 - 'servification' and DNA protection

By  Monica Hallin

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With constant security threats like robberies, theft and burglaries, and increasing concern, Monica Hallin, CEO of Vindico Group, identifies three of the most prominent trends in retail security for 2017.



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1. Societies' responsibilities for the safety and security of citizens continue to erode

We have in recent decades and years, seen faster and stronger social changes globally – financially, culturally and in safety. Citizens feel that important social functions such as pensions, elderly care, health care, policing, etc. is being eroded and realise that they must take personal responsibility for their safety and security. The police are not trusted and are inefficient in many countries. There is a general feeling that society doesn't do a good job of protecting its people from terrorism, vandalism, theft, violent and organised crime, etc., and private individuals and corporations start to take their own responsibility for security. This trend will continue, and will encourage the security industry to offer more security services to replace or supplement the security that society can no longer provide. This is also valid for the retail industry – a greater responsibility for the safety of its staff and customers.

2. Services instead of products

The security industry will accelerate the development of service-based offerings, offering packaged services-products solutions and total solutions to the retail industry, rather than simply selling hardware like alarm systems. Security companies will need to be flexible and agile in a time of great and rapid changes in the world and the industry. These changes increase the demand for new products and services. Security providers who lack the ability to rapidly change their business and offerings will face a difficult time. The retail industry must also manage its risks and track their incidents more often, and be much quicker to revise and adapt to their needs.

3. Breakthrough for DNA protection

The next big thing in property and intruder protection is advanced forensic marking with DNA. The DNA can be applied as a gel or grease to property and goods for definite identification, or sprayed on robbers and burglars during attacks to

securely identify them afterwards. This is a modern, inexpensive, easy and efficient security solution, very preventive – the bad guys do not like DNA. In the UK, often a leader in modern security solutions, DNA markers has been used extensively with very positive results – more than 80%t reduction in crime, a study shows. I predict that shops, banks, warehouses, etc., but also individuals in many countries will embrace DNA in 2017. It will be a game changer much like CCTV was.

ABOUT MONICA HALLIN

Monica Hallin is CEO of Vindico Group, a listed Swedish specialist in security products, systems and technologies. Ms Hallin has 30 years of experience from management positions in the security and retail industries.

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