

[EXTRACT]

## **Lack of corporate crisis planning offers market opportunity**

WASHINGTON—Based on internal estimates that 70 percent of companies in the United States do not have corporate crisis planning or security infrastructure to look after staff traveling abroad, red24, a global risk management and response company, is ramping up its presence in the U.S. market. The company, with headquarters in London, has recently opened an office in Washington, D.C., to pursue the American market. While red24 is targeting large multinational clients, Neil MacKinnon, head of security for the Americas for red 24, said “we see openings in the smaller companies who have no security provisions for their international traveling staff,” he said.

As part of this effort, red24 has partnered with Chartis, a large travel insurance company formerly part of AIG, to offer a combination of travel insurance, medical insurance and now security support for travelers. While offering security services as part of insurance packages isn’t exactly new, what’s new is the level of security red24 offers, said MacKinnon. “Previously it’s been a combination of insurance, medical and kidnap/ransom insurance, but we’re adding security on, up to and including extracting people from hostile environments as well as natural hazards,” he said. “This is a new way of dealing with it and packaging it specifically for security.”

Red24 offers a broad scope of services for smaller clients. MacKinnon said a good starting point for companies just establishing a security infrastructure is access to a 24/7 helpline, which allows traveling staff a single point of contact to address security or safety concerns and direct access to analysts. Red24 also offers clients a variety of intelligence reports and alerts about the region executives are traveling through. “We start putting alerts out there and make travelers more aware of situations so they can make informed decisions about whether they want to stay or go, which reduces cost as well as risk,” he said.

Red24 gathers its intelligence from a variety of sources from local media reports to consultants on the ground. Executives will enter their itinerary into red24’s travel tracker system and receive alerts pertaining to the particular region they are traveling through.

“Providing proactive email alerts and text alerts because we know where clients are helps us try to avoid risk rather than deal with it after it happens,” he said. MacKinnon said the company also utilizes GPS and other technology to track clients and can also deploy resources to extract clients from certain regions when necessary.

And while tracking clients through their travels is important, MacKinnon emphasized that companies need to focus on training their staff on basic security procedures, but also cultural awareness initiatives. “In some countries it’s an insult to wave with your left hand,” he said by way of example, and travelers need to know that before they leave. You never know what could trigger hostility.

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Source: Security Director News website (29 September 2009)  
<http://www.securitydirectornews.com/?p=article&id=sd200909N5flZz>