



Case Study :



Beonic Pty Ltd

About G4S

G4S is regarded as one of the world's leading international security solutions group.

- The group specialises in outsourcing business processes where security and safety risks are considered a strategic threat
- They assess current and future risks and develop secure solutions to minimise their impact
- They work across a wide range of geographic markets and business sectors



G4S is a major provider of risk management and protection to governments and businesses around the world with operations in more than 110 countries. The company is listed on the London Stock Exchange (GFS), with a secondary listing in Copenhagen.

G4S is the largest employer on the London Stock Exchange with over 585,000 employees.

It's a huge organisation by every measure, and has depth of resource that can tackle just about any security related project no matter its scope or size.

The background that led to G4S becoming a business partner

More and more, organisations who develop commercial precincts specify the need to capture traffic patterns for both defensive and offensive purposes.

Defensive in that developers need to be able to get to the facts of traffic dynamics if project stakeholders complain, and offensive to assess the layouts and operational initiatives that work best.



Servicing the security needs of clients has traditionally been a defensive practice, primarily to safeguard the client from the harmful impacts of dreadful events. But G4S recognised that there was a more positive opportunity. Enhancing business performance would set G4S apart from their competitors.

Fundamental to performance measurement is traffic counting, so began a research project to establish people counting expertise to complement the security services being offered.

In the end, G4S decided it made more sense to partner with an existing expert player in the people counting space than to develop its own systems and products. During the early stages in the development of the technology, the challenge was to find an organisation G4S could trust and one with a track record of experience, competence, and flexibility to respond to specific client demands.

According to G4S Security Systems Regional Projects Manager, Soames Pescud, the firm conducted extensive world-wide research within the traffic counting industry and settled on Australian based technology and traffic counting specialists, Beonic.

“Right from the time we first came across Beonic we were impressed how well proven they were in the marketplace. The timing was right because Beonic too wanted to establish a long term business partnership for its long-term growth” said Soames.

“Both businesses recognised the need to invest time in bringing G4S up to speed in the intricacies of traffic counting. Beonic had the credentials and demonstrated a willingness to share their expertise with us, and we saw traffic counting as a strategic area for us, so selecting Beonic as a business partner was a good fit from the outset” he said.

Adam Barrow, Beonic’s Operations Manager said *“The G4S relationship was very much a two-way dialogue from the beginning. They brought a more demanding user perspective into our domain, and this had a very constructive outcome for us and all of our clients.”*



The meaning of “Business Partners”

Good business relationships recognise their interdependencies.

In the case of the “G4S - Beonic” alliance, G4S has the international footprint giving Beonic access to greater market reach than it otherwise would have, and Beonic has the technological know-how to deliver accurate traffic counting and digital signage solutions that are demanded by G4S customers.

In order to work the relationship to its full potential, the two firms have developed a trust to share market information in order to maximise sales and profitability for each party.



Peter Cohen, Managing Director of Beonic and Soames Pescud, Security Systems Regional Projects Manager G4S at the Retail Business Technology Exhibition 2007.

Beonic CEO, Peter Cohen explains *“We recognise that to hit our business growth targets, we need to select business partners who add value to our customers as well as to our own organisation. We also need to ensure that we add value to our business partner so they continue to work with us. Selecting the right business partner has a multiplier effect for both sides of the equation, and the biggest winner is the end-user.”*

“When we find the right partner, it makes sense for us to invest heavily in knowledge transfer. We want to empower our downstream partners to perform better, and then we can expect Beonic to hold on to mindshare within their operational personnel”.

Mark Bays, G4S Business Development Manager echoes similar sentiments *“We view Beonic’s display of commitment to us as demonstration they want a long-term strategic alliance. It’s easy to say, but both organisations back the words up by dedicating resources to grow the traffic counting business”.*

G4S Project Manager, Soames Pescud reinforces the commitment made *“We have invested in trials of new technologies with Beonic at our own expense to strengthen our alliance, and help both organisations deliver a better level of support”.*

The results of the G4S - Beonic relationship

The relationship is delivering bottom-line benefits to both organisations that could otherwise not be achieved.

According to Soames Pescud, the quality of Beonic's support enables G4S to service clients at a lower cost than if they had to do it on their own.

By leveraging the relationship with Beonic, G4S spends less time figuring things out, and more time communicating with clients on a strategic level.

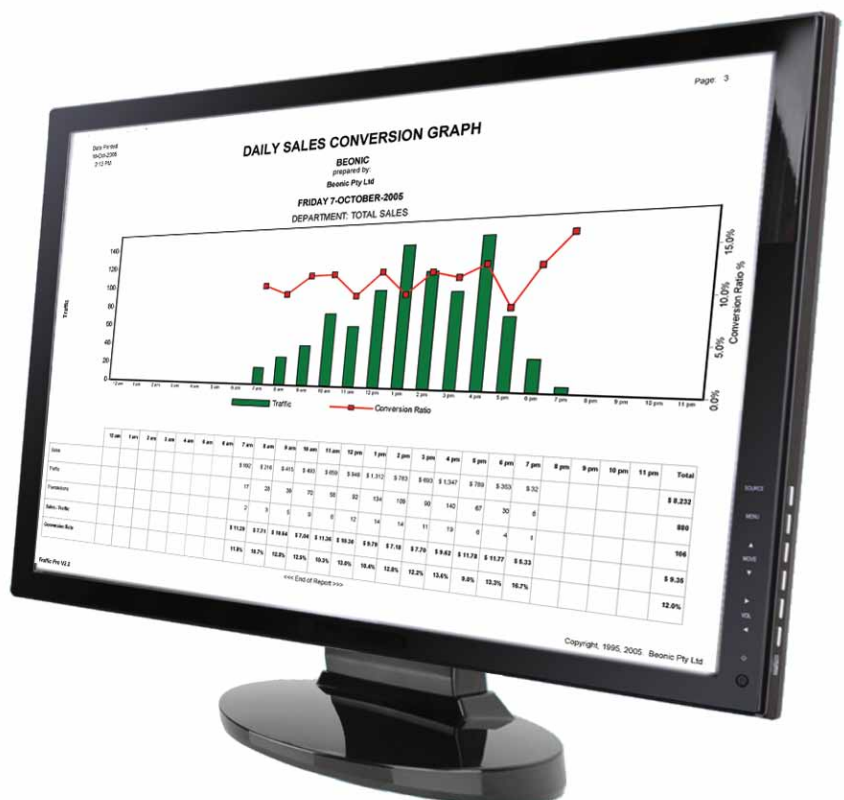


This translates to a win-win-win. G4S wins by attracting more customers; customers win by getting more value from their investment in people counting; and Beonic wins because they are able to apply their expertise to a larger market base.

According to Mark Bays, it's a strategy that is working. *"Our list of traffic counting projects is growing. We now look after over 500 traffic counters within our client base, and this is growing at a faster and faster rate each year"* Mark says.

In 2007, G4S became responsible for the development of the people counting systems for a large development in Macau. This project spans some 200,000 square metres comprising casino, entertainment venues, hotel accommodation and dining, and retail precincts. G4S installed the Beonic Traffic Pro™ solution including around 45 Beonic thermal sensors to measure the foot traffic throughout the various precincts.

At another client, G4S has installed Traffic Pro™ and accompanying sensors at a large department store chain to compare conversion rates across all departments and stores. The operational performance indicators calculated by Traffic Pro™ are fundamental to the way the retail business maintains its success throughout Hong Kong and China.



* Demonstration data only.

The learnings from the experience

Beonic's Peter Cohen recognises G4S as a strategic alliance. *"As Beonic grows its product line, the alliance provides us with a fast track avenue to market, and an early assessment capability. We are grateful to have such a robust channel member and look forward to continuing our work with G4S on both traffic counting and digital signage projects in the future."*



Peter Cohen, Managing Director of Beonic

Soames Pescud of G4S says *"At a time when it seems that every Systems Integrator is trying to snatch a share of the market, Beonic backs our strategy to stay true to our principles and values. We will not compromise support of our customer and we won't propose a system that doesn't meet our standards."*

"We strike very stiff competition from discounters who cut corners with deployment, unknown to the customer at the time, these competitors just don't have the necessary depth of support, and regrettably, the customer only finds this out in the long run."

Both G4S and Beonic recognise that building good businesses is all about delivering value and building long term relationships based on commitment and trust.

Finally, Peter Cohen says *"We're in constant communication with our partners, we help them do better in their business activities and we use their feedback to improve our products. This in turn flows through to sales into Beonic creating a strong relationship."*