

Case Study: BMW



The Challenge

BMW is an internationally recognised quality brand with an enviable track record in achieving world class performance through innovation and the use of leading technology.

Until 2004, Reliance provided a manned security service to four BMW sites in the UK - including BMW's head office in Bracknell. With the introduction of licensing and potential changes to the Working Time Directive, a one third increase in future security costs was anticipated. In addition to this, BMW faced risks from site incursions by trespassers, theft of vehicles and the growing threat of arson. Other issues included outdated CCTV equipment, fragmented access control measures and the need to upgrade site cabling to serve replacement systems. BMW was looking for a cost-effective and self-sufficient security solution requiring minimal human intervention and supervision.

Our Solution

Following a thorough risk assessment and security audit, Reliance designed and implemented a bespoke, managed monitoring and integrated security and facilities management package.

- Manned security levels were reduced by 12% through introducing a range of remote monitoring services provided by the Reliance Remote Monitoring Centre.
- These services benefit from the use of state-of-the-art security equipment, communicating over the IT network using digital technology, 'Intelligent Detector' activated CCTV surveillance, 'virtual' Security Officer tours, and the remote operation of equipment such as vehicle gates, barriers and building systems.
- Enhanced electronic security systems were designed and installed by Reliance High-Tech and include day/night dome cameras, digital video recording and a proximity card-based access control system to prevent problems such as tailgating and maximise the potential of other features like cashless vending.
- Improved training has provided our Security Officers with an excellent induction to the BMW brand and increased their responsibility for facilities monitoring.

- Rapid response to any out-of-hours incidents is available through a bespoke vehicle and the Reliance national Patrol Net operation.

The Benefits

The benefits of this fully integrated security solution include both immediate and long-term improvements:

- High profile and capable security of assets such as site buildings and vehicles.
- The effective representation of BMW's corporate identity, brand values and customer environment.
- Significant cost savings from manpower reductions, that self-fund capital expenditure.
- A 25% increase in the hourly wages of the security team which recognises their increased responsibility, builds loyalty and improves staff retention.
- Secure remote dial-in access for BMW security personnel to access up-to-the-minute security and management information.
- Easy to understand and measurable service levels.
- Enhanced protection for BMW staff, customers and visitors, including contractors.

Reliance has listened to BMW and understood our corporate security requirements based on risks to our sites. The security solutions package that has been developed and implemented meets all our security objectives and we are delighted with the service.

John Hall, Driver Services and Security Manager, BMW (UK)



Best Integrated Security Solution



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