

# Case Study

## Private Security Firm, BaySecur, Uses Segway® PTs to Secure Large Event Venues

### EVENT SECURITY

Germany, BaySecur GmbH

# BaySecur

S I C H E R H E I T S D I E N S T E

### Versatile Transportation

When covering large public events, BaySecur assigns Segway® Personal Transporters (PTs) to their patrol leaders for ease of transportation, better sight lines, quicker change of location, and increased acceptance from event-goers.

Security services are faced with the challenge of handling larger and larger events with ever-growing crowds. Security firm BaySecur GmbH is one of the largest private security organizations in Germany, and has experience securing such large events as German Soccer League matches and World Youth Day.

As a joint venture between Bayer O4 Leverkusen Fußball GmbH (subsidiary of Bayer AG, known as the makers of Aspirin®) and G4S Sicherheitsdienste GmbH, BaySecur handles not only events, but also company premises of every kind. They constantly seek new solutions that broaden the range of security patrols and are non-obtrusive to event-goers and employees alike.

In order to accomplish these goals, BaySecur acquired three Segway PTs for trial-usage and assigned the electric personal transporters to their security officers. The result—security officers arrived at the scene of incidents faster, covering up to three times as much area. They were also seen as being friendly by event visitors.

### Faster than by Foot

BaySecur was in need for greater mobility on patrols that were limited by the long distances and walking speed of officers. They lobbied for “accelerators” that could aid patrolmen at large events and wide areas. Several options came to mind, such as the well-known golf cart and the 4-wheel ATV; then there was also the newly invented, self-balancing electric personal transporter, the Segway PT.

Upon evaluating the three devices, BaySecur found the 4-wheeler advantaged in speed and golf cart in its ability to transport more than one person, but the security experts valued practicality more and found the Segway PT easy to transport. Most importantly, they found that security officers became more approachable on the Segway PT. And it is the approachability, BaySecur officers have found, that helps reduce the number of incidences.

“Upon encountering one of our officers on a Segway PT, first your curiosity is peaked, and at the same time it makes a rather friendly impression,” states Dirk Dernbach, director of BaySecur. “This amazing technology just melts away the usual skepticism towards the security officer.”

### Executive Summary

#### CHALLENGES:

- Security companies increasingly face the challenge of providing security for mass events and large production facilities.
- Due to these complex security tasks, personnel costs, the flexibility of staff and the demanding coverage area are all considerations. Especially in the context of mass events, high visibility of security staff and their acceptance are essential.

#### SOLUTION

- The Segway Personal Transporter serves as a secure, easy to handle “accelerator” helping security staff to control spacious areas.
- In the course of mass events, the security situation dramatically improves from the visibility, interaction opportunities with the public and the manoeuvrability of security personnel riding personal transporters.

#### BENEFITS TO THE CUSTOMER:

- Security companies deploying Segway PTs benefit from the enhanced mobility and flexibility of their staff. This saves resources and increases the efficiency of response.
- A strong visual presence and the capability to easily interact with the public enhances the overall sense of security at events. Friendly curiosity towards the innovative technology furthermore improves the acceptance for the security forces and function as de-escalator.

### Zusammenfassung

#### AUFGABEN UND HERAUSFORDERUNGEN

- Sicherheitsunternehmen verantworten immer häufiger den Schutz von komplexen Großveranstaltungen und weiträumigen Produktionsanlagen.

To learn more information or to find a local Authorized Segway Dealer, please visit [www.segway.com](http://www.segway.com) or call 866.4SEGWAY

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### Test-drive and Approval

Personnel can easily learn to operate the Segway PT. BaySecur simply shows the riders a safety video and gives their employees an opportunity to practice.

BaySecur operates the Segway PTs on private property with the permission of the property owners. But in Germany at-large, the Segway PT is not yet authorized for use on public pavements.

“A recently published study by the University of Kaiserslautern, along with the police and lawmakers in Saarland, advised that a Segway PT quickly interacts problem-free with other sidewalk users because of its high maneuverability,” said Reinhold Eder, director of Urban Mobility-Segway Deutschland GmbH. “We are eager to see how the political decision makers will assess the recommendations. It is clear however: We are a big step further to experiencing an amazing, and at the same time practical, technology for everyday life in Germany.” ■

## Zusammenfassung continued

- Bei hohen Sicherheitsanforderungen stehen Personalkosten, flexible Einsatzfähigkeit der Mitarbeiter und der geforderte Aktionsradius oftmals in einem kritischen Verhältnis zueinander.
- Speziell im Rahmen von Großveranstaltungen sind eine möglichst hohe visuelle Präsenz der Sicherheitskräfte und wohlwollende Akzeptanz gegenüber den eingesetzten Mitarbeitern essenziell.

## LÖSUNGEN

- Der Segway Personal Transporter (PT) dient Sicherheitskräften als einfach erlernbarer und sicher bedienbarer „Beschleuniger“ bei der Überwachung von weiträumigen Arealen.
- Bei Großveranstaltungen sind die eingesetzten Sicherheitskräfte durch ihren leicht erhöhten Stand weithin sichtbar, verlieren auch in dichten Menschenmassen nicht ihre Manövrierfähigkeit und bleiben für Fragen und Hinweise von Passanten direkt ansprechbar.

## VORTEILE FÜR DEN ANWENDER

- Sicherheitsunternehmen profitieren beim Einsatz von Segway Personal Transportern von der gesteigerten Mobilität und Flexibilität ihrer Mitarbeiter. Das schont Ressourcen und steigert die Effizienz der zu erbringenden Dienstleistung.
- Durch die starke visuelle Präsenz und die Interaktionsfähigkeit der Sicherheitskräfte erhöht sich das allgemeine Sicherheitsgefühl auf einem Event. Wohlwollende Neugierde gegenüber der außergewöhnlichen Technologie erhöht zudem die Akzeptanz der eingesetzten Sicherheitskräfte und wirkt deeskalierend.

