

Case Study

Bringing Security Innovations to European Shopping Centres

SHOPPING MALL SECURITY

Sonae Sierra, Lisbon, Portugal



Sonae Sierra, Lisbon, Portugal, is one of the largest owners, developers and managers of shopping malls in Europe. Since its incorporation in 1989, it has earned a stellar reputation for innovation and its integrated approach to ownership, development and management. The company currently owns or co-owns 43 shopping centres in six countries, including 19 centres in Portugal alone. Another 15 properties are currently in development.

In 2006, Sergio Carvalho, manager of maintenance at Sonae Sierra in Portugal, and Antonio Possidonio, manager of safety and risk, were looking for ways to increase the productivity of their security personnel when they learned about a trial of Segway Personal Transporters (PTs) at one of the company's mall properties in Spain. Realizing that the self-balancing Segway PTs might be a perfect solution for their needs, they contacted Segway's Authorized Distributor, Segway Portugal, to arrange a three-week trial at one of its largest malls—Centro Colombo, a 400-store shopping centre in Lisbon.

After thoroughly evaluating the results of this trial, Sonae Sierra purchased six Segway PT police packages for immediate implementation, and a single unit for Rio Sul Shopping Centre.

According to Carvalho, there were several factors that encouraged Sonae Sierra to adopt Segway PTs for their security

personnel. "Through our trial we discovered how easy it was for our security staff to learn how to ride the Segway PTs," said Carvalho. "We also learned that personnel who used the Segway PTs were far more productive than they could be while patrolling on foot. They could cover more distance in the same period of time, and easily patrol the interior of the facility as well as the outdoor parking areas."

Security Personnel Stand Out in the Crowd

Carvalho found that both the store owners and shoppers immediately noticed the security personnel on Segway PTs. "Shoppers were very enthusiastic about seeing an officer using this new technology, and often stopped to talk to the security officer and ask questions," said Carvalho. "The Segway PTs made the officers more visible and, as a result, the shoppers and store owners felt more secure and safe. Because of the maneuverability of the units and the increased observational height of the personnel, we are also able to patrol our parking facilities and see over the cars."



Executive Summary

CUSTOMER

Sonae Sierra

MARKET SECTOR

Shopping and Leisure Centres

THE CHALLENGE

- Increase the productivity of security personnel who patrol the company's large shopping centres

THE SOLUTION

- Purchase 23 Segway PT Police Packages and deploy them at 10 centres in Portugal
- Expand the fleet by bringing more Segway PTs to additional Sonae Sierra properties

BENEFITS TO THE CUSTOMER

- Personnel are able to patrol a centre more quickly than they could on foot
- Shoppers and store owners notice the security personnel and feel safer and more secure
- Personnel are able to patrol indoors and out
- Segway PTs give off no emissions and use no fuel

To learn more information or to find a local Authorized Segway Dealer, please visit www.segway.com or call 866.4SEGWAY

www.segway.com

Segway® and the Segway "flyguy" logo are registered trademarks of Segway Inc. ("Segway"). Other marks including InfoKey and LeanSteer, are trademarks or common law marks of Segway. Segway reserves all rights in its trademarks. Trademarks not owned by Segway are the property of their respective holders as designated. Copyright © 2007 Segway Inc. All rights reserved.


SEGWAY
Simply moving

Today Sonae Sierra operates 23 Segway PTs spread over 10 of its shopping centers in Portugal and several more in Spain, and the company is steadily bringing more units to other locations. At each of these centres, the Segway PTs are used constantly during operating hours, with several units logging more than 40 kilometers each day. "Our security personnel find the Segway PTs to be useful instruments for work" said Carvalho. "Best of all we are able to improve our security with machines that use no fuel and give off no emissions, and in some cases use of the Segway PTs has also enabled us to lower the cost of our security operations. This is a perfect example of how Sonae Sierra continues to lead our industry with innovation and respect for the environment." ■



“The Segway PTs made the officers more visible and, as a result, the shoppers and store owners felt more secure and safe. Because of the maneuverability of the units and the increase observational height of the personnel, we are also able to patrol our parking facilities and see over the cars.”

-- Sergio Carvalho,
manager of maintenance
Portugal, Sonae Sierra

