

Case Study

Ferrari Security Rediscovered the Advantages of Mobility

COMMERCIAL SECURITY

Ferrari S.p.A, Maranello, Italy

Since its inception in 1947 Ferrari has manufactured automobiles and managed its racing and automotive business from its headquarters in Maranello, Italy. Maranello is home to the heart of Ferrari, including its automotive production plant, research and development center, a 2,976.41-meter Formula One race track, and a museum called Galleria Ferrari. Located in the Emilia Romagna region of Italy, approximately 50 km (37 miles) West of Bologna, Ferrari welcomes guests from around the world to its headquarters and accommodates about 2,870 employees.

The Maranello facilities reflect Ferrari's long-standing and admired reputation in the development of automotive technology, the competitive world of racing, and sophisticated high-performance vehicles. The campus' 520,000 square meters features diverse architecture and landscape, reflecting the company's emphasis on technology development.

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- Frederick Gilger,
Chief Security Officer
of Ferrari's Maranello facility



Seeking Quality and Efficiency for the Security Team

Frederick Gilger, Chief Security Officer of Ferrari's Maranello facility, is responsible for security pertaining to all physical structures, information technology and operations crises. He oversees a team of 60-70 security personnel who are responsible for securing approximately 200,000 square meters of buildings and 78,000 square meters of outdoor space including the Formula One race track.

In 2006 Gilger was looking for a tool that could help give an upscale feel to the security team and help it communicate better with Ferrari employees. He also wanted the same security team to be able to provide more services in the same amount of time. Lastly, Ferrari was seeking products that were innovative and high-quality – just like the cars that they design and produce.

Executive Summary

CUSTOMER

Ferrari S.p.A

MARKET SECTOR

Private Security

THE CHALLENGE

- Increase security effectiveness
- Enable security personnel to easily travel in and out of a variety of buildings and venues
- Employ intuitive products so security officers can focus on patrolling and surveillance

THE SOLUTION

- Obtain six Segway PTs for use by security team
- Increase the security team's visibility on the corporate campus

BENEFITS TO THE CUSTOMER

- Can respond to security breaches quickly and quietly
- Increase the number of patrol rounds with the same number of officers
- Respond to alarms indoors and out without have to switch devices
- Utilize a product that fits the values of the Ferrari brand of innovation, quality and design

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After seeing a Segway® Personal Transporter (PT) at a Formula One event, Gilger started to contemplate the product as an option for Ferrari. "I have been in the security business for quite a while and I know other companies using Segway PTs," he said. "We had to find something that would give a different quality to our surveillance."

Gilger contacted a local Segway Authorized Distributor who helped to arrange an evaluation of Segway PTs. During the evaluation phase, Gilger asked everyone on his team to use it one or two times each. As the team assessed the product, they considered how it would impact the efficiency and the quality of the service they provide.

"We soon realized that people were very interested and amazingly, it was not just the young employees. We have a guard who has been working here for 35 years. He is really a fan of the Segway PT and is very impressed. During his shift we had a breach in the physical security on the Formula One track and he was able to stop three intruders by himself because he was on the Segway PT," explains Gilger.

A Security Tool with Design and Quality

After completing the evaluation Ferrari decided to obtain six Segway PTs for the security team to use at the Maranello facility, as well as special events like Formula One races and Ferrari's 60th Anniversary celebration.

Gilger cites a number of reasons for choosing Segway PTs over other options available overseas that didn't meet Ferrari's expectations for design or quality. "We appreciate that it is incredibly efficient and almost silent. You can arrive in an area quietly, which sometimes can be an asset," he said. In addition, security patrols can now make up to four rounds a day using Segway PTs, versus one or two when they were walking. After years of relying on walking and cars for patrolling, the Ferrari security team rediscovered the advantages of being mobile. "The Segway PT is good to use when responding to an alarm, because you don't have to worry about switching devices – you can just step on and go. You can go anywhere in the company very quickly." ■



Ferrari Headquarters in Maranello, Italy

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