



# Analysis of the Worldwide Physical Security Information Management Market

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F R O S T  S U L L I V A N

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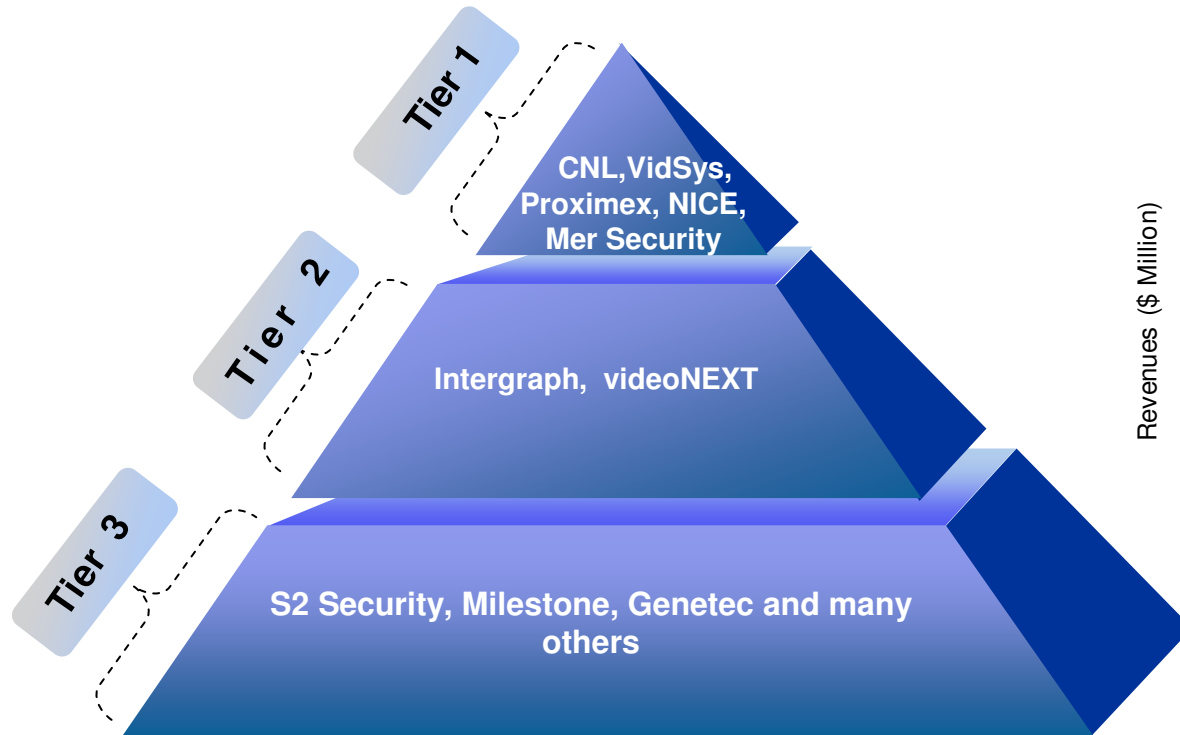
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## Executive Summary



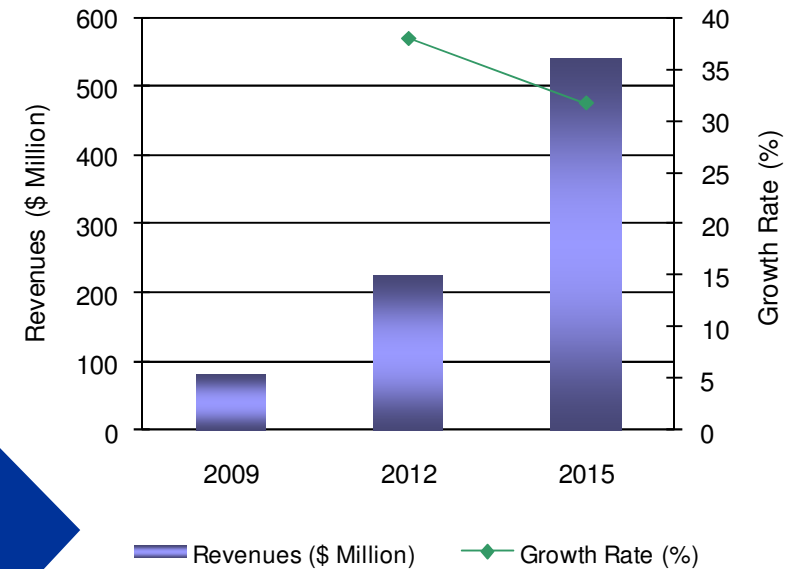
# Market at a Glance

PSIM Market: Selected Companies (World), 2009



Source: Frost & Sullivan

PSIM Market: Revenue Forecasts (World), 2009, 2012 and 2015

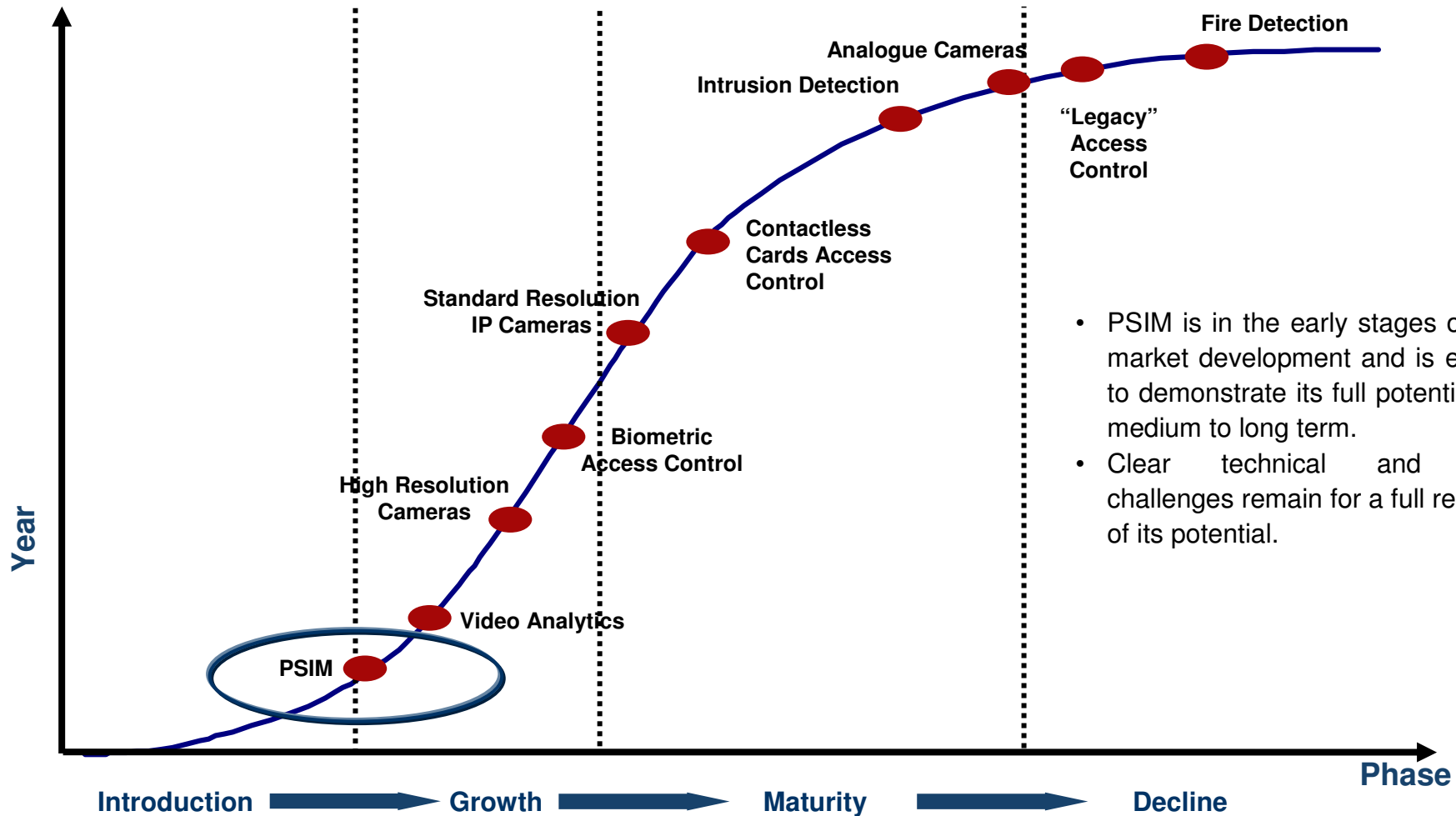


Note: All figures are rounded; the base year is 2009.  
Source: Frost & Sullivan

- The worldwide physical security information management (PSIM) market is expected to grow from \$80.0 million in 2009 to \$544.0 million in 2015, with a Compound Annual Growth Rate (CAGR) of 37.6%.
- There is a mix of companies which are either very strong in “pure” PSIM solutions and others that are adding functionalities to a basic video management system (VMS).

# PSIM Market Life Cycle Analysis

PSIM Market: Life Cycle (World), 2009



- PSIM is in the early stages of its market development and is expected to demonstrate its full potential in the medium to long term.
- Clear technical and market challenges remain for a full realization of its potential.

Source: Frost & Sullivan

# Quick Threat Detection and Unified User Interface Attracts more PSIM Users

## Unified User Interface

Empowers all equipments in the network to be effectively managed by a unified user interface, thereby making management simpler, reducing reaction time and curtailing training costs.

## Quick Threat Detection

Threats are detected and alerts are sent to the relevant personnel via a range of communication channels.

## Informs Security Team

Provides necessary information to security teams in order to let them plan for and intelligently counter future security threats. Arranges a rapid response to threats by means of security and operations personnel.

## Follow SOP

PSIM encourages security staff to abide by the standard operating procedures (SOP). In most cases, staff members always don't do what they are supposed to do when a situation occurs, which can be risky to facility occupants or can give rise to legal liabilities.

## Improves Cross-organization Communications

Today's organizations have the need to collect, cross correlate and filter the huge amount of information coming from the many different systems integrated with each other and to effectively improves cross-organization communications. PSIM is able to satisfy these needs.

*Source: Frost & Sullivan*

## About Frost & Sullivan



# Who is Frost & Sullivan

## The Growth Consulting Company

Founded in 1961, Frost & Sullivan has over **45 years** of assisting clients with their decision-making and growth issues

Over 1,700 Growth Consultants and Industry Analysts across 32 global locations

Over 10,000 clients worldwide - emerging companies, the global 1000 and the investment community

Developers of the **Growth Excellence Matrix** – industry leading growth positioning tool for corporate executives

Developers of **T.E.A.M. Methodology**, proprietary process to ensure that clients receive a 360° perspective of technology, markets and growth opportunities

Three core services: **Growth Partnership Services, Growth Consulting and Career Best Practices**

# What Makes Us Unique

## Exclusively Focused on Growth

Global thought leader exclusively focused on addressing client growth strategies and plans – Team actively engaged in researching and developing of growth models that enable clients to achieve aggressive growth objectives.

## Industry Breadth

Cover the broad spectrum of industries and technologies to provide clients with the ability to look outside the box and discover new and innovative ideas.

## Global Perspective

32 global offices ensure that clients receive a global coverage/perspective based on regional expertise.

## 360° Perspective

Proprietary T.E.A.M.<sup>TM</sup> Methodology integrates all 6 critical research methodologies to significantly enhance the accuracy of decision making and lower the risk of implementing growth strategies.

## Growth Monitoring

Continuously monitor changing technology, markets and economics and proactively address clients growth initiatives and position.

## Trusted Partner

Working closely with client Growth Teams – helping them generate new growth initiatives and leverage all of Frost & Sullivan assets to accelerate their growth.

# T.E.A.M. Methodology

Frost & Sullivan's proprietary **T.E.A.M. methodology**, ensures that clients have complete “360 Degree Perspective” from which to drive decision-making. **T**echnical, **E**conometric, **A**pplication, and **M**arket information ensures that clients have a comprehensive view of industries, markets and technology.

## **Technical**

Real-time intelligence on technology, including emerging technologies, new R&D breakthroughs, technology forecasting, impact analysis, groundbreaking research, and licensing opportunities.

## **Econometric**

In-depth qualitative and quantitative research focused on timely and critical global, regional, and country specific trends, including the political, demographic, and socioeconomic landscapes.

## **Application**

Insightful strategies, networking opportunities, and best practices that can be applied for enhanced market growth; interactions between the client, peers, and Frost & Sullivan representatives that result in added value and effectiveness.

## **Market**

Global and regional market analysis, including drivers and restraints, market trends, regulatory changes, competitive insights, growth forecasts, industry challenges, strategic recommendations, and end-user perspectives.

# Global Perspective

1,700 staff across every major market worldwide

Over 10,000 clients worldwide from emerging to global 1000 companies

