

# CORPORATE SECURITY

A section prepared by the staff of the Midlands Business Journal  
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## Prevent and protect as new security threats on the increase

**by Michelle Leach**  
Forget year-on-year increases in crimes that prey upon the vulnerability of one's technologies or facilities. In an environment where mass shootings and high-profile data breaches are more predictable than not, these incidents are evolving and growing with startling regularity — and demand action from organizations with people and information to protect.



**Nyffeler**

"There are always going to be incidents," said Reed Nyffeler, CEO of Signal 88 Security. "What are you going to do about it?" He said the business is growing at a rate of 25 percent and with clients that include major, globally-recognized brands, as the in-

terest that often follows high-profile incidents is driven by their services being recognized as a "deterrent."

Something as simple as their patrol cars outside of a business or by the ATM machines so often skimmed by cyber thieves has a powerful deterrent effect, according to Nyffeler.

As one approaches the holidays, he also highlighted the importance of technology, such as properly placed video cameras with sufficient coverage.

"Criminals are only victimizing those places that don't have security," he said.

Nyffeler also notes: "People look at the cost of security, but not the cost of not



**Steve Sawtell, president of Voice & Data Systems.**

having it."

For example, consider the retail store that customers no longer feel comfortable going to in the aftermath of a violent incident. They may opt instead to shop online, and that's money out of business owners' pockets.

Turning to cybercrimes, Voice & Data Systems President Steve Sawtell referred to a dramatic increase among small businesses just since January, including attacks like Wannancy and Equifax.

"In the case of Equifax, its systems were struck by a cyberattack that affected about 143 million U.S. customers of the credit reporting agency," he said. "Intruders accessed names, Social Security numbers, birth dates, addresses and driver's license numbers."

He said people are more aware, because attacks are occurring so rapidly.

"It's not a matter of if, it's a matter of when a business will get attacked and their critical information will be compromised," Sawtell said. "The media is creating both awareness as well as criminal activity, because criminals can see how easy cyber-crime is especially among small to mid-sized businesses."

He said large corporations have taken

necessary steps to protect themselves, but most small- to mid-sized businesses haven't. Cybersecurity has been a focal point of international technology providers organization, Technology Assurance Group, of which Voice and Data Systems is a member.

"Basic employee education must occur in every small to mid-sized business," he said, referring to preventing things like "phishing." "When someone is phished, a user enters information into fake websites."

"In order to protect against phishing, employees are educated on how to identify phishing attacks. TAG provides phishing services to test companies to see if employees take the bait and enter information into a false website."

He said TAG has also aligned itself with leading cybersecurity solutions so they can best protect customers, and he referenced the need to "test" — seeing if employees truly know what is and what isn't a phishing attack. ITPAC Consulting Founder and Managing Director Denise Mainquist said, when looking at her own email, the phishing emails include a variety of messages.

"The ones that call me dirty names and  
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**Mainquist**



**LaMagna-Reiter**

## Online grocery shopping becomes fastest-growing sector in US retail

**by Joe Taschler and Sarah Hauer**

Because of people like Sarah Fracek — and some who aren't at all like her — a retail sector that once seemed nearly immune to the internet's economic disruption has become an increasingly digital thing.

Fracek does almost all of her grocery shopping online.

"I hate going into a grocery store," said Fracek, who doesn't mind spending a few extra dollars to have someone else assemble her grocery order and either deliver it or have it ready for her to pick up.

"I'm working super late, and I really value the time that I have that's 'me' time," she said.

A tech-savvy, time-starved population, led by people like Fracek in the 18-35 age group, has catapulted digital grocery shopping into the fastest-growing segment

### TRENDS

### New trends

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physical security systems and communications networks help prevent damages to businesses and people."

Some businesses wait until something happens before they start to consider the safety of their business or their employees, Jones said.

Jason Cloudt, vice president of sales and marketing at Security Equipment Inc., said in today's world everyone wants to be connected. His company has one simple webpage that allows its customers to stay connected to their systems around the clock at their convenience.

"For fire alarm systems, we have an online viewing of alarm activity and fire inspection records," he said. "For security systems, we have similar access and mobile apps that allow for complete functionality of your system."

Today's systems typically include a touch screen controller in lieu of the traditional 10-key controllers, which are many times unsightly and can wear out over time, he said.

"We also are introducing video cameras that can double as motion detectors on the security system or can even be used as fire detection devices," Cloudt said.

One of his company's newest offerings is the ability to provide customers with notifications of cameras not working, camera view changes, video recording not working and more. This new offering is called video health monitoring.

"It is a fantastic way to provide superior video systems," he said. "Anyone who has had a bad experience with an aging video system knows that the day you really need your video and go to play back a scene and find that the camera has not been recording is totally defeating."

Many times, potential customers reach out to them at a time of relocation or after a potential loss such as theft, fire or something similar.

"We highly encourage all business owners to consider deploying, updating and using their systems just like turning on the lights or locking and unlocking the front door," he said. "If the system is in place and used, it will prove to be a valuable tool."



**Jolene Chybowski, a shopwoodmans.com supervisor, packs an online order in the staging area at the Woodman's store in Waukesha, Wis. (Mike De Sisti/Milwaukee Journal Sentinel/TNS) in U.S. retail.**

"This is no longer something to just keep an eye on," said the Food Marketing Institute, a retail food trade group based in Arlington, Va. "It's happening, and it's habituating very large numbers of people very quickly to online-only providers and

### Prevent and protect as new security threats increase

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try to get me to respond emotionally often make me laugh," she said. "To me, it seems desperate and may be a sign that people are getting wise to 'get rich quick' schemes and, therefore, those types of attacks are not as successful."

With all the information coming in — some legit and much not — Mainquist said everyone needs to get better at stepping back, and separating the emotion to respond (or not respond) in a thoughtful way.

"Also, attacks on websites has been more prevalent this year," she said. "It is important to understand that third-party links on websites can be compromised if your website is not set up securely."

Mainquist also notes social engineering testing is a "good investment," and gives employees opportunities to sharpen their discernment abilities to recognize attacks.

VTI Security's Senior Account Manager Gary Weikel said threats have become more complex, as perpetrators are increasingly sophisticated with their approaches.

"As these threats become more common and more sophisticated, it requires leaders in our industry to continue to be educated on the latest advances in technology to thwart them," he said.

Weikel emphasized the importance of trusted business partners that stay ahead of the curve, which he describes as: "A consultative, forward-thinking, and strategic approach to getting empowered through education and collaboration, prioritizing your projects, and seeking the capital necessary to maintain a sustainable stance with physical security technologies."

First National Technology Solutions Senior Director IT Security Rob LaMag-

na-Reiter said, generally, there is inconsistent agreement among business units on how to meet enterprise requirements set forth by information security personnel.

"Lax enforcement and inadequate, executive-level support can lead to inconsistent buy-in across the organization," he said. "Information security policies and requirements need to be structured in a way that risk is reduced without impacting business operations."

"It requires a collaborative effort."

He said many organizations simply don't know or want to know the extent of gaps in their "security posture."

"Security buy-in needs to come from the top and remain a consistent message in order for organizations to rally around their information security, teams and support company-wide efforts," LaMagna-Reiter said.

Also: Compliance doesn't equal security.

"Meeting requirements set forth in a compliance framework may help support various security requirements, but it does not mean the organization is operating in a uniform, secure manner," he said.

Finally, he said businesses can have an inadequate understanding of the cloud model.

"If a cloud services provider offers a secure hosting environment, it does not mean companies have zero responsibilities when operating in their secure cloud," LaMagna-Reiter said. "CSP's handle various requirements to reduce the burden placed on organizations; however, organizations are still responsible for everything not explicitly agreed to in the CSP contract."

for groceries at least occasionally — a 50 percent jump from 2016, with much of the growth coming among those who say they shop for groceries online "either fairly often or all the time."

The phenomenon is not necessarily bad for conventional grocery stores, which are moving quickly and aggressively into the digital marketplace.

Milwaukee-based Sendik's Food Markets introduced online grocery service in the fall of 2015.

"Research will tell you it is the fastest-growing form of all retail by leaps and bounds, far surpassing electronics and all other components of the online space," said Mark Birmingham, vice president of administration and development at the company.

"The rate of adoption over the last 12 to 18 months — I think it's growing faster than anybody expected," Birmingham said. "It is the fastest-growing part of our business."

Grand Rapids, Mich.-based Meijer says its online food business has grown rapidly.

The company said it is on pace to make more than a million deliveries made from its stores by year-end.

Online service also can help smaller grocery operators grow.

"We look at it as a way of expanding our trade area without having to build more stores," said Darlene Murphy, director of marketing for Metcalfe's Market, which has three stores.

Food producers also are watching the situation closely.

Hamdi Ulukaya, CEO and founder of Chobani yogurt, sees it as a kind of throwback, especially for products like his company's.

"I see the milkman coming back, I really do, for fresh food," Ulukaya said. "You wake up and go to the door and there's your milk and cheese. It's coming back to what it was in the early days."

Digital grocery shopping essentially has been a phenomenon waiting to happen, with the industry finally catching up to the demands of younger consumers, said Jim Hertel, senior vice president of Willard Bishop, a Chicago-area food retail and production consultancy that is part of Inmar Analytics.

"Millennials are just online all the time," Hertel said. "Now that they are forming households, it's less about their adopting online and it's more that they are shopping for food and doing it the way they would normally do anything, which is online."

For grocers, online or in person, the quality has to be the same, FMI's survey says.

"Shoppers most often cite high-quality fruits and vegetables and high-quality meat among the attributes considered important when selecting a primary store," the survey says. "Low prices come in right after that."

Consumers also want to know where their food comes from and how it was produced.

"Millennial shoppers especially want to support companies that share their values and prioritize a broader good," according to the FMI survey.

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