



**THE GUARD**

**PUBLIC SECURITY GUARDING SERVICES LLC**



**SECURING  
THE  
SOCIETY**

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# WELCOME TO A NEW WORLD OF SECURITY

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# ABOUT THE GUARD

The Guard Public Security Guarding Service LLC is a PSDB Licensed security company that specializes in offering tailored security for all types of events, residential and commercial buildings that includes Hotels, Hospitals, Camps, Construction sites, Schools, Community centers, Public places, Shops, Malls, Warehouses etc.

With a current workforce of 200+ National Security Institute (NSI) trained security professionals, "The Guard" is currently providing its services to some of the most prestigious clients in the area including but not limited to Al Reef Villas with 2300 houses, Al Reef Downtown with 46 buildings, Capital Mall, Prestige Tower with 2 buildings, Al Reef 2 with almost 800 units, and Al Reef Retail area.

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SECURITY

## OUR APPROACH

We approach our security operations in a professional and systematic way. That is how we have earned the reputation of most trusted security service in the area. Our approach is based on three fundamentals:

- Highly engaged and well-trained workforce.
- Subject matter experts to lead all contracts.
- Commitment to service excellence.

This approach enables us to deliver highly reliable and responsive security service. We know that our clients' security needs may change, sometimes at a very short notice, so we have developed a highly flexible model. By self-delivering our security services, we retain the flexibility to quickly and efficiently ramp up or scale down our security solutions to conform to as expected.



## OUR VISION

Our vision is to be recognized as a leader in providing manned guarding and security services while constantly maintaining the highest standards of customer satisfaction through unmatched professionalism.

## OUR MISSION

Our mission is to offer top class security solutions to clients with the objective of providing them assurance so they can focus on their business with full attention. We aim to offer tailor-made services to clients that are not only customized according to their specific needs but also help them to remain within their allocated budget.

We follow an integrated approach that involves identification of security risks, provide reassurance and take necessary measures to keep you and your assets safe.

# WHY CHOOSE US?

We are a well-established company with a proven track record of providing security to all types and size of businesses. With a core focus on excellence and commitment to achieve the highest level of customer satisfaction, the company has become a top choice for all types of security needs.



HERE ARE FEW  
REASONS THAT  
HELP US **STAND  
OUT OF CROWD**

## WE ARE A LICENSED SECURITY COMPANY



"The Guard "is licensed by Private Security Business Department, UAE, as a Security service provider. We take pride that all our security guards and security professionals are certified by National Security Institute (NSI).

## SECURITY SERVICES TAILORED TO YOUR NEEDS



Every organization has different security needs which is why we feel that your security program should be customized accordingly and The Guard has the expertise in tailoring our services according to your specific needs and requirements regardless of the size and type of your business.

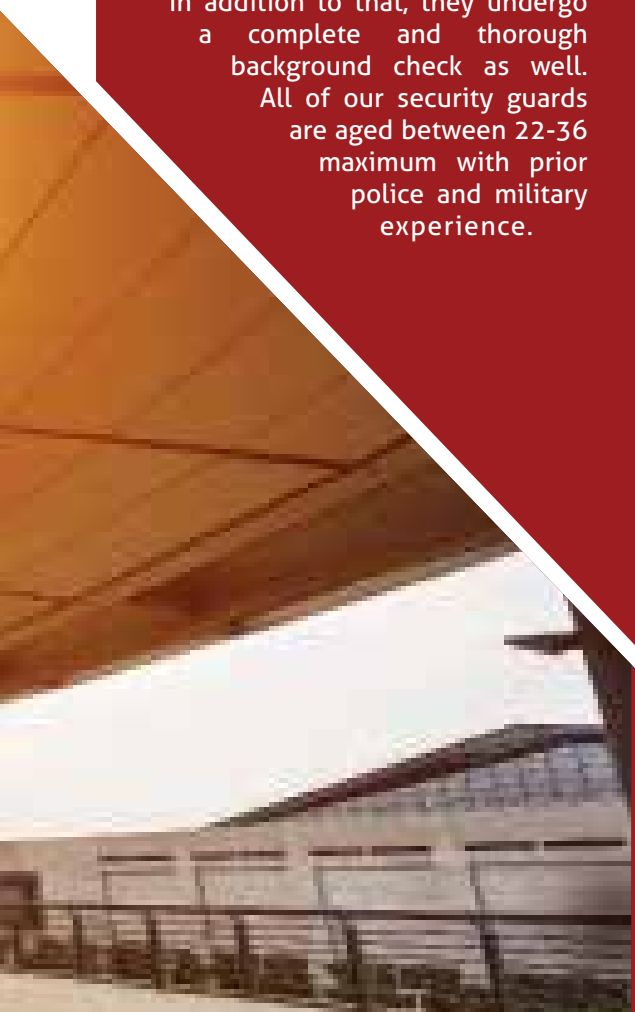
### WE ONLY HIRE THE BEST



When it comes to selecting security officers, The Guard has very strict criteria that enable us to hire only the best resource available in the market. Evaluation is a key stage prior to hiring and we ensure that each hired security guard is based on a certain level of professionalism, mannerism, aptitude, local knowledge and skills.

In addition to that, they undergo a complete and thorough background check as well.

All of our security guards are aged between 22-36 maximum with prior police and military experience.



### INTENSIVE ON JOB TRAINING IS A MUST



Our security officers go through a complete background check and intense on the job training which helps them to develop their skills in the manned guarding and security industry. Our training program focuses on customer services, public relations, surveillance techniques, crowd control, fire, health, and safety etc.

### AVAILABLE 7/24 AT YOUR SERVICE



We are specialized in providing 24/7 security services to protect your property, your assets, your staff and sites. No job is too small or big for us as we serve around the clock all year long.

# OUR SERVICES

All of our services are developed with a key focus on keeping the client`s business, people, and assets protected by which we are committed to achieve the highest level of customer satisfaction.

## MANNED GUARDING

We offer manned guarding service which is available around the clock to secure your premises and events. Tailored to specific needs, our team of security officers can undertake a range of responsibilities from safeguarding your business premises to top notch customer service at reception.

All of our security officers are closely supervised and monitored by team leaders and managers. Unlike other companies, our guards have local knowledge and onsite training which helps them to identify and deal with any such situation that requires immediate intervention. Fully backed by security control room for quick assistance, our manned guarding service provides optimal efficiency and compliance across single or multiple site environments.

### OUR MANNED GUARDING SERVICE INCLUDES:



Manned security and surveillance services



Access and Entry Control



Ticket and Pass Control



Front of House and Reception



Back office security



Secure transportation and logistics





## EVENT SECURITY



"The Guard" offers comprehensive event security and crowd management services. Be it few or a gathering of more than 10000 people, our security team is fully experienced in keeping your events safe and secure. Whether a private function, corporate event, exhibition, sporting event, or music concert, The Guard is at your service with the right combination of skills, local knowledge, and experience to cater the security needs of all types of crowd. We handle every event with proper planning and to do so we get our clients involved from the very beginning till the end of an event to discuss their security needs and finalize each and every detail at every step of the way.



# MOBILE PATROLS



Our Mobile Patrols service is not only a reliable but a cost-effective way of securing your business. It provides visual deterrent giving you assurance that there is someone available to quickly respond and deal with security-related issues. Adding on, our mobile patrolling guards perform random visits throughout the day with regular intervals to keep unwelcomed visitors at bay whilst keeping a check on the interior and exterior security of the site. Our mobile patrols service also caters the needs of businesses where the client extensive areas of multiple sites to secure.



# KEY HOLDING SERVICE

Key Holding Service ensures the access to property all the times even during out of hours. It helps in many ways from providing quick entry to concerned people in case of fire, theft, or alarm activation. So you don't have to rely on staff to keep keys safe and attend out of hours activities. With this service, your area remains secure and accessible all the times. In addition to that having a professional key holding, arrangement may also keep insurance premiums down.



## ALARM RESPONSE **SERVICE**

Our Alarm Response Services is in conjunction with key holding service provides around the clock protection by responding to any event that may trigger an alarm. Our security officers quickly respond to any alarm alert from your premises. Not only this, we also keep full documentation of all the alarm alerts received and also keep track of attending the site out of hours. The main benefit here is that there is no need to put any staff in a potentially harmful situation during the night or at weekends.



## RECEPTION SECURITY

With our reception security services, we also provide highly trained and experienced security officers who can work at the reception to provide customer service while keeping a control on who enters your premises. In addition to taking care of security issues, our security officers will perform additional tasks as per your requirements including:

- Keeping a check on customers or visitors
- Keeping records of visitors
- Help visitors with directions
- Providing support for day to day activities on reception
- First Aid and Emergency response



## VIP SECURITY

Our VIP security service is specially designed to provide security cover at home and on the move. With uniformed special trained close protection experts on the side, we work by shadowing your VIP guests during all activities including but not limited to dealing with press, paparazzi and so on. In addition, we also plan routes, prepare venues to make sure everything runs smoothly and as planned.

# REMOTE MONITORING



# LINKING SURVEILLANCE SYSTEMS



With our remote monitoring services, we vigilantly monitor systems such as CCTV and intruder alarms at control center. In case of any unusual activity at the site, our team will immediately investigate it and will take a pre-agreed course of action. In addition to that, we also offer bespoke remote monitoring services, where you can get benefit from different mix and match solutions according to unique needs of site.

With a strong infrastructure, The Guard offers a unique service to its customers that distinguish it from many companies operating in the same field. This service will allow you to connect your surveillance systems to our control room system and access your recordings when you require. Whether it's your home, company, factory or any other location, your properties are monitored and recorded 24/7. All recordings will be stored in our archives so you can access it immediately in the event of any emergency such as fire, robbery which might prevent you from accessing your valuable information.

# FRONT OF HOUSE SECURITY



Our front of house security service can blend seamlessly with existing staff or provide access control at the main entrance while meeting and greeting customers. This approach helps to keep access control on the premises whilst not letting your customers feel that they are being monitored. We also offer highly attentive concierge service for all types of businesses and buildings while maintaining high standard of customer service.

