

# Case Study: Improving Security Guard Performance with Mobile Solution

"The Trackforce platform was easy to use and we were quickly able to train our guards."

Martin Cramer

Downtown Dallas Inc.'s Public Safety Committee



**DOWNTOWN  
DALLAS INC**

## About Downtown Dallas Inc.

Downtown Dallas Inc. (DDI) is a private non-profit organization serving as the primary advocate and champion for the downtown area of Dallas, Texas. The DDI team works with 140 property owners and 12,000 residents. DDI works directly with the Dallas Police Department, DART Police, El Centro Police and Downtown Security Directors Association. DDI helps improve the quality of life for those who work, visit, and reside in the downtown area ensuring the neighborhood remains one of the safest in the city.

## The Challenges

Dallas has a large homeless population where 15% reside in the downtown area. Panhandling and petty crime are common issues that DDI personnel deal with on a daily basis. A force of fifty security guards deals with physical improvements, safety, and security.

"Our team works alongside the Dallas Police so they can deal with the serious crime in the city," says Martin Cramer. Before using Trackforce, DDI was not using mobile technology for their security and safety team. DDI needed more than just a basic reporting tool. DDI was looking for a solution that can handle aspects related to dispatch, repair, and maintenance along with added features for different client needs.

## How Trackforce Helped

Trackforce's platform helped DDI by tracking incidents and observing criminal activity to improve the overall quality of life for residents and employees in the downtown area. "With Trackforce we can track dates, time and locations of interactions with local businesses. We use the Broken Window theory in places where fixing small crimes leads to lowering bigger crimes," states Cramer. Trackforce's comprehensive solution enabled DDI's security to document and access information in real-time without delays.

## The Results

DDI uses Trackforce to keep track of repairs and replacements that need to be addressed such as street lamps. "With the Trackforce platform we can document the locations and activities of anything that needs to be fixed and generate a monthly report," continues Cramer. DDI also takes advantage of the reporting feature to generate quarterly reports to help justify budgets and resources. "We provide a report to the city that documents how our team is giving a necessary service for the city, and with Trackforce we can do it more efficiently," says Cramer.

Cramer iterated how Trackforce is easy to work with and very responsive. Trackforce's easy to use software allows DDI to create performance reports based on activities, incidents, and maintenance issues. "It's not all about Big Data, but it's what you do with that data that matters. I use Trackforce for a long-term strategy to prepare our staff and plan countermeasures," states Cramer. DDI has found the Trackforce platform valuable in keeping the downtown area of Dallas as safe as possible.

## About Trackforce

Trackforce offers the most comprehensive security management software solution that makes it easy to track, monitor and analyze security operations in real-time. From incident and activity reporting to visitor management, Trackforce's software platform is completely customizable and easy-to-deploy. Companies can increase productivity and build trust with stakeholders while reducing costs and risk. We work as a team with each client to meet their unique needs. That is why more than 20,000 companies in 45 different countries partner with Trackforce to optimize their security operations and manage their workforce.

### Contact Us

#### North America

San Diego, CA: +1 (845) 474 0033

#### Europe & Middle East

Paris: +33 (0)1 53 66 17 40

London: +44 (0)203 900 4163

Madrid: +34 91 269 20 70

#### Latin America

Mexico City: +52 (55) 8526 6161

#### South Africa

Johannesburg: +27 61 473 6809

#### Russia

Moscow: +7 495 625 28 46

[sales@trackforce.com](mailto:sales@trackforce.com)