



SIA Resource Guide

A quick guide to essential publications, reports and research available to SIA members



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This quick guide to key informational resources produced by the Security Industry Association (SIA) is designed to help members locate essential information presented in the form of reports, publications, research and white papers. Although not exhaustive, this SIA Resource Guide is designed to help members like you understand the spectrum of resources available to members.

To help you find key resources, resources are organized within the following subsections:

- Cybersecurity and Hardening Resources
- Data Privacy Resources
- Facial Recognition Resources
- Government Policy, Contracting and Funding Resources
- Industry Trends and Research
- Market Research Studies
- Security Technology Implementation Resources
- Workforce Development Resources

How to Find More Resources for SIA Members

In addition to the resources listed here, there are many more informational sources available to you as a SIA member. To find content, we always recommend you start with the SIA website, securityindustry.org. In addition, we encourage you to familiarize yourself with these two particular sections within the SIA website:

SIA Center of Excellence: This is an organized guide of instructional and education article and training content. Center of Excellence resources have been tagged and categorized by technology topics and by vertical market topics, and content denoted with the Center of Excellence designation has been reviewed and vetted by the SIA education team.

SIA Member Resources section: This is the home to all SIA member resources, including archived resources and many niche reports and publications not included in this summary guide.



Beginner's Guide to Product and System Hardening

SIA's Cybersecurity Advisory Board recommends a few basic safeguards to help protect security products, systems and services against failure from cyberattack. While by no means an exhaustive list, this document features key recommendations that can serve as the beginning for a larger cybersecurity plan. Additional recommended reading includes the publication [Challenges and Recommendations for Connected Physical Security Products](#).



Challenges and Recommendations for Connected Physical Security Products

This report discusses the threats – both old and new – faced by today's connected physical security products and provides a set of prioritized recommendations to design and deploy a secure physical security solution and provide a road map for adopting a secure development life cycle in your organization.



The Cybersecurity Imperative Study With WSJ Cybersecurity Pro and ESI ThoughtLab

This extensive study researched and summarized cybersecurity practices and initiatives of global organizations. The study produced the following reports:

- [Key Findings E-book](#)
- [WSJ Pro Cybersecurity White Paper](#)
- [WSJ Pro Cybersecurity Executive Summary](#)
- [Benchmarking Model Comparison Tool](#)



An Information Security Overview

Modern information security doctrine emphasizes multiple concentric protective rings, creating a multilayered defensive perimeter. This concept, known as defense in depth, is based on the premise that if a single security mechanism fails, there will be a second (or third, or fourth) already deployed to defeat an attack. This white paper by Adam Firestone explores data or, more accurately, information security concepts and mechanisms.



SIA Cyber Onboarding Guide for Employees

This guide is designed to help you onboard new employees in a safe and secure way. These cybersecurity guidelines for employers and staff will help your company reduce cyber vulnerability, protecting your business and assets.





The California Consumer Privacy Act and the Security Industry

This SIA white paper provides SIA's analysis of the law, its provisions and reach and how it impacts the security industry.



GDPR and the Security Industry

This SIA white paper provides an overview of the impact of Europe's General Data Protection Regulation (GDPR) on non-European Union (EU) organizations, including when these organizations are covered and what they need to do to comply.



GDPR Fact Sheet 1

The EU's GDPR on data privacy went into effect on May 25, 2018. The law gives consumers more control over how their data is collected and requires companies to justify what they do with this information. GDPR also gives companies guidelines on what they can and cannot do with personal data and requires them to be clearer about their data practices. This resource, as part of SIA's [GDPR guidance](#), shares an overview of GDPR and its global impact, answers to key questions, useful acronyms and Privacy Shield considerations.



GDPR Fact Sheet 2: Operational Privacy

This resource, as part of SIA's [GDPR guidance](#), shares an overview of operational privacy for security services, key GDPR terms and helpful resources.



GDPR's Impact on the Security Ecosystem

This slide deck was produced for a SIA-presented panel at ISC West 2018 featuring Susan Kohn Ross, Esq., of the law firm Mitchell Silberberg & Knupp LLP, Jasvir Gill of AlertEnterprise and Lora Wilson of the global security solutions firm Axis Communications. The 16-page slide deck provides a broad overview of the EU's GDPR, including specific details related to the management of personally identifiable information.



Minimize Risk by Protecting Privacy: A Primer

This primer on privacy basics will help your business get started addressing data privacy considerations. While not comprehensive, the suggestions will help you begin the process of protecting privacy in your organization.



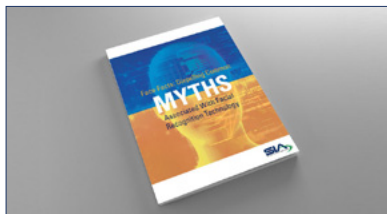


SIA Privacy Profile References

This resource, as part of SIA's [GDPR guidance](#), shares GDPR references for physical security and identity in the United States.

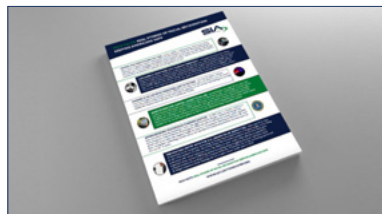


FACIAL RECOGNITION RESOURCES



Face Facts: Dispelling Common Myths Associated With Facial Recognition Technology

For many years, use of advanced facial recognition technology has benefited Americans in countless but underpublicized ways; however, recent calls for complete bans on facial recognition technology are based on a misleading picture of how the technology works and its real-world uses. This resource addresses some of the common myths.



Face Facts: How Facial Recognition Makes Us Safer and the Dangers of a Blanket Ban

In this fact sheet, SIA outlines the accuracy and key benefits of modern facial recognition technology and why a blanket ban puts Americans at risk and shares real stories of how facial recognition technology keeps Americans safe.



What NIST Data Shows About Facial Recognition and Demographics

In December 2019, the National Institute of Standards and Technology (NIST) published the most comprehensive report to date on the performance of facial recognition algorithms – the core component of facial recognition technology – across race, gender and other demographic groups. This report offers a closer look at the findings in their proper context.





Federal Grants Guide

SIA compiled this list of key federal grant programs and related resources as a tool for SIA members and their customers. While this list is not exhaustive, it provides information on key federal funding programs that support the effective implementation of security solutions.



SIA Export Assistance Guide

The SIA Export Assistance Guide was created to assist SIA member companies exploring export opportunities or expanding their participation in trade. This guide provides a listing of and helpful information concerning available export assistance programs offered by the federal government, along with a global directory of industry associations that could offer assistance in navigating the security market in a specific country or region.



SIA Guide to Cannabis Security Requirements

This publication offers a federal overview and a state-by-state guide to requirements and standards for authorized marijuana establishments and was developed in response to the need for more centralized information regarding the security requirements in the cannabis industry.



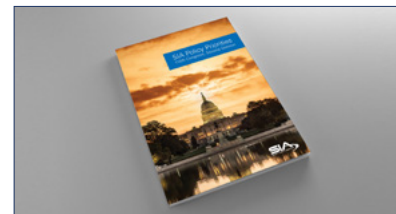
SIA Guide to Navigating Federal Contracting Rules

As an exclusive benefit for its members, SIA has created a summary of key issues to consider for companies contemplating contracting with the U.S. government or as subcontractors to prime contractors where projects receive federal funds. This reference tool is intended to be a starting point for addressing common questions about the process, highlighting key topics and considerations and providing links to additional resources. (See also [SIA Quick Start Guide to State Contracting](#).)



SIA Guide to School Security Funding

This guide to federal and state funding sources and programs for school safety and security improvements was developed in response to the need for more centralized information on the variety of sources of funding available specifically for K-12 school security solutions, as more education leaders seek security enhancements to their facilities as a part of their comprehensive school safety strategies.



SIA Policy Priorities

- [SIA State Policy Priorities](#)
- [SIA Federal Policy Priorities](#)

SIA actively tracks a wide range of issues for its members. Learn about SIA's key policy priorities at the state and federal levels.





SIA Quick Start Guide to State Contracting

This informative guide will help security manufacturers, integrators and service providers seeking to expand their government business. The guide focuses on states with the top expenditure and includes information on 1) the GSA Schedule and other cooperative purchasing programs, 2) expenditures for the top 25 states, 3) purchasing for select states, 4) contacting states' chief procurement officers, 5) cooperative purchasing programs used by these states and 6) essential terminology for navigating state contracting. (See also SIA's [Guide to Navigating Federal Contracting Rules](#).)

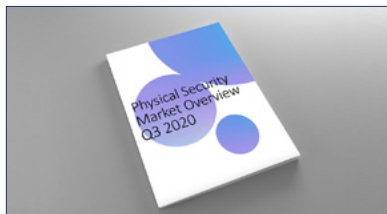


Unmanned Aerial System (UAS) FAQ for the Security Industry

This resource is designed to assist security providers and practitioners in comprehending the UAS regulatory landscape prior to procuring and operating aerial drones for commercial security purposes. The fact sheet covers general regulatory requirements for UAS operations, counter-UAS rules and potential legal action, pilot certification requirements and UAS waiver authorization for certain UAS operations.



INDUSTRY TRENDS AND RESEARCH



Physical Security Market Overview: Q3 2020

This two-page brief created for SIA members by Omdia highlights what the results of these business constraints mean for the U.S. physical security equipment market in 2020, variations in impact across the different equipment types and vertical markets, key technology trends affecting the market now and SIA member perspectives on opportunities and market predictions following the COVID-19 pandemic.



Security Market Index

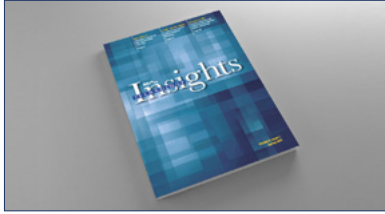
The Security Market Index – provided as a benefit for SIA members – measures the current status and future expectations of security industry executives through a select survey of members. The index's goal is to provide a macro view of confidence levels in the security industry every two months while closely examining nine specific business measures.



Security Megatrends

Leveraging insights from independent research and key presentations at [Securing New Ground](#), Security Megatrends, an annual SIA publication, analyzes and forecasts the major trends affecting security industry businesses. The publication captures a vision of the industry's future and is a distillation of key trends that will impact your organization in the coming year.





SIA Technology Insights

SIA Technology Insights (STI) is a journal of security technology, covering applications and solutions. Produced biannually by SIA, STI distills the most current thinking for applying today's security technologies.



Market Spotlight: Extending the Capabilities of Human Security Officers with Modern Robotics

Today's robotics technology is helping organizations address business process challenges in new ways with flexible automation designed to enhance the capabilities of humans within the process – including security. This paper, produced exclusively for SIA members by research firm IDC, examines the opportunity, benefits and reasons for growth in the robotic security market.



Market Spotlight: Procurement of Robots, Drones and Other Next- Generation Security Technology

This research report produced by respected firm IDC exclusively for SIA member access, covers the procurement process, operational environment considerations, how to evaluate security robotics and vendors and the benefits of deploying next-gen technologies in security operations.



Physical Security in the U.S. Education Market

This white paper produced by SIA and IHS Markit helps service providers and equipment suppliers assess the opportunities and challenges in the education sector, specifically in K-12 (kindergarten through 12th grade).





Physical Security in the U.S. Health Care Market

This white paper produced by SIA and IHS Markit helps service providers and equipment suppliers assess the opportunities and challenges inherent in the health care market's growth and evolution, including the main trends and market drivers impacting the physical security industry in health care with a focus on transformative technologies. The report also presents the results of a survey of 50 health care physical security end users in the U.S., covering topics such as technology acceptance, service provider decisions, regulations and budget planning.



Physical Security in the U.S. Retail Market

This white paper produced by SIA and IHS Markit quantifies the market opportunity for physical security equipment and services in the retail market in the United States, discusses the main trends and market drivers impacting the physical security industry in retail with a focus on transformative technologies and presents the results of a survey of 50 retail physical security end users in the U.S., covering topics such as technology acceptance, service provider decisions, business intelligence applications and budget planning.



SECURITY TECHNOLOGY IMPLEMENTATION RESOURCES



Good-Better-Best: A Practical Guide to Implementing a Tiered Offerings Strategy for Customer Choice

This document offers systems integrators recommendations for using a Good-Better-Best (G-B-B) method of presenting alternatives to clients.



Good-Better-Best: Comprehensive Best Practices for Implementing Public Transportation Security Systems

In this guide for security practitioners – the second in a series of G-B-B use cases –SIA provides comprehensive best practices for implementing security systems in public transportation environments, specifically a multimodal urban transportation hub.



Good-Better-Best: Comprehensive Best Practices for Implementing Security Systems in Health Care Environments

In this guide for security practitioners – the first in a series of G-B-B use cases – SIA provides comprehensive best practices for implementing security systems in health care facilities and, specifically, the use case of a children's hospital.



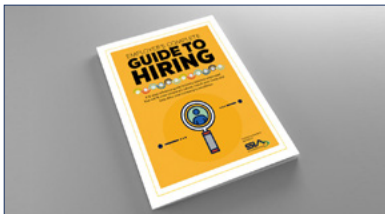


Intelligent Building Management Systems Report on Building Automation and Control Systems

Co-presented by SIA, the ASIS Foundation and BOMA International, this resource provides guidance for practitioners in the security and building management fields. The guidance is based on original research, [Building Automation and Control Systems: An Investigation into Vulnerabilities, Current Practice and Security Management Best Practice](#), that provides an exhaustive overview of identified intelligent building critical vulnerabilities and mitigation strategies.



WORKFORCE DEVELOPMENT RESOURCES



Employer's Complete Guide to Hiring

This resource is a 12-step reference guide to hiring talented employees that will fit your company's culture, match your needs and help drive your company to excellence. Produced exclusively for SIA by Matterhorn Consulting as a benefit to members, the guide to hiring employees covers the entire hiring process, from identifying the correct cultural fit to interviews, job offers and negotiations, and even includes bonus material about onboarding and best managing an employee's first 90 days.



Security Industry Job Descriptions

This project is designed to support SIA's [Employer's Complete Guide to Hiring](#) by adding more tools and depth to the 12-step reference guide. Specifically, the scope of this project supports Step 2 in the guide, "Role Clarity, Responsibilities and Growth Potential," by providing job descriptions for SIA member stakeholders. The provided job descriptions are primarily designed for either manufacturers/solutions companies or security systems integration firms, although some job descriptions (e.g., business development manager) are more universal and can be applied to other types of businesses.



SIA Cyber Onboarding Guide for Employees

[See summary description within Cybersecurity and Hardening Resources section.]



SIA Security Industry Careers Guide

The security industry offers a variety of fulfilling, high-growth career opportunities with steady income opportunities and new challenges for individuals. To help member companies attract future employees, SIA has produced a guide to career opportunities in the security industry, which particularly focuses on roles with security systems integrators and security solutions manufacturers.

