

Προκλήσεις και προοπτικές ασφαλείας στο σύγχρονο επιχειρηματικό περιβάλλον.

“Παρουσίαση του World Security Report 2025”



An ALLIED UNIVERSAL® Company

Κώστας Καλαντζής
Director of Manned Security Services G4S

World Security Report

2,352 Chief Security Officers

31 Countries



World Security Report



Invest in Executive Protection:

Enhance security procedures and conduct risk assessments.

Attention to Internal Threats:

Tighten internal controls to prevent leaking of sensitive Information.

Fortify Against Misinformation & Disinformation:

Build resilience and reduce risk.

Download Now



Overview



Key Insight

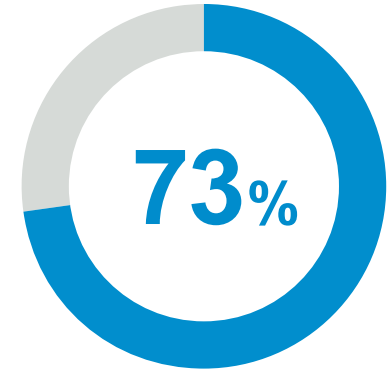
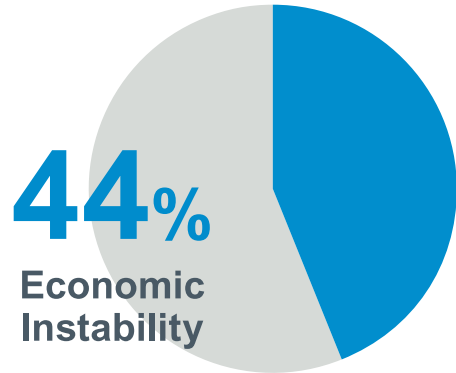
The report notes the increasing convergence of cyber and physical security threats, where a weakness in one domain can directly impact the other, adding complexity to roles.



Key Insight

Investors managing over \$1T in assets say a major security incident can reduce company value by 32%, making security a board-level financial imperative.

State of Security Today



**73% OF CSOs SAY
THEIR COMPANIES
HAVE BEEN TARGETED BY
A MISINFORMATION OR
DISINFORMATION CAMPAIGN**

Value of Physical Security

26 % OF COMPANIES
LOST REVENUE
FOLLOWING A SECURITY INCIDENT



A SIGNIFICANT INTERNAL OR EXTERNAL

/// SECURITY INCIDENT ///

COULD REDUCE THE VALUE OF A PUBLICLY-LISTED COMPANY

BY AN AVERAGE OF

32%



ACCORDING TO GLOBAL
INSTITUTIONAL INVESTORS



Evolving Security Workforce and Technology

87%

of CSOs agree that frontline security professionals will always be integral to keeping companies safe.

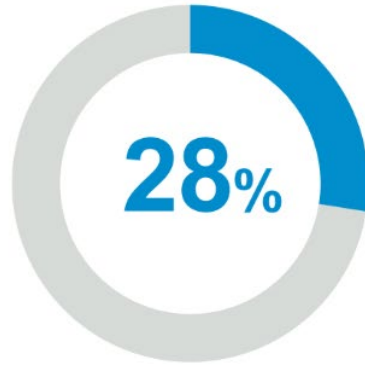
66% **EXPECT
PHYSICAL
SECURITY
BUDGETS TO INCREASE
IN THE NEXT YEAR**



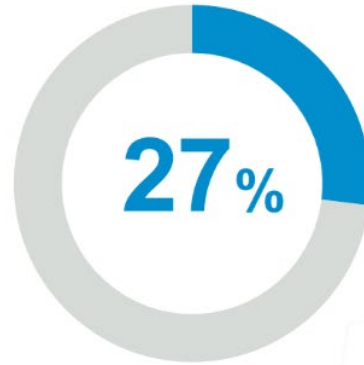
External Incidents Most Expected in the Next 12 Months



Fraud



Theft of Company
Physical Property



Malicious Damage to
Company Property



Key Insight

Anticipated external threats like fraud and theft are accelerated by the top hazard of economic instability, shifting focus to hardening core financial and physical assets.

Internal Threats expected: Top insider drivers

39%

misinformation/external
radicalisation

37%

financial dissatisfaction



Key Insight

internal threats expected: Leaking sensitive info 32%,
unauthorised access 28%. Top insider drivers:
misinformation/external radicalisation 39%, financial
stress 37%, financial dissatisfaction 36%.

Executive Risk & the Value of Protection

42%

of CSO's say the threat of violence towards company executives has increased

97%

of global institutional investors say it is important that companies they invest in provide physical protection for executives



Key Insight

Executives carry both symbolic and financial weight, representing over 30% of company value. Rising threats make executive protection a strategic necessity for helping to safeguard leadership and investor confidence. Organizations can strengthen protection with end-to-end protection measures, combining enhanced procedures, ongoing risk assessments, and continuous monitoring for continuity and resilience

Plan for Future Supply Chain Risk

78%

of security Chiefs Estimate
Geopolitical Tensions Will
Compromise the Security
of Their Supply Chains



Key Insight

Resilient supply chains depend on holistic security. From raw materials to final distribution, protecting every stage against geopolitical instability reduces disruption risk and strengthens business continuity.

How do Security Budgets Look?

Top budget priorities include investment in:

66%

of CSOs anticipate physical security budgets to increase; in the next year

47%

Technology and infrastructure

45%

Employee security training and upskilling

44%

Conducting security risk assessments and threat intelligence analysis



Key Insight

With two-thirds of CSOs increasing security budgets, investment is shifting toward technology, workforce readiness, and intelligence analysis. Organizations that balance these priorities will strengthen defenses and build adaptable, future-ready security programs.

How Important is a Single Provider?

FIRMS USING A SINGLE PROVIDER FOR:



>80% OF PHYSICAL SECURITY

REPORT FEWER INCIDENTS AND HIGHER CONFIDENCE
(79% vs 51%)
IN HANDLING THREATS



Key Insight

Engaging a single provider builds consistency, reduces gaps, and improves response. It also simplifies oversight, enhances accountability, and offers integrated solutions that adapt quickly to emerging threats.



What Type of Technology is Important to CSOs?

Most Crucial Physical Security Technologies for Businesses Over the Next Two to Three Years

39% AI-Powered Intrusion Detection and Perimeter Security

38% Advanced Access Control
Facial recognition, biometrics, voice

38% AI-Driven Threat Detection and Risk Assessment

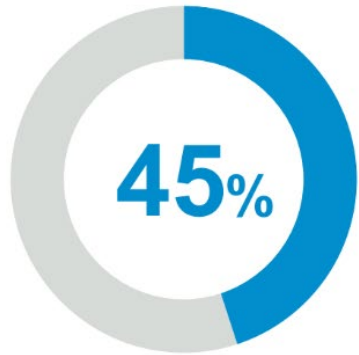
38% Advanced Video Surveillance
Cameras with analytics or AI



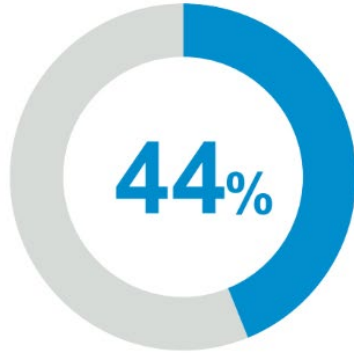
Key Insight

Advanced technologies are now core to modern security strategies. They can provide faster threat identification, stronger prevention, and actionable intelligence, helping them protect assets, people, and operations in real time.

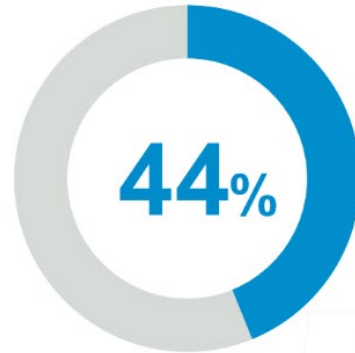
What Cutting-Edge Technology is Top of Mind for CSOs?



AI-Powered Video Surveillance and Analytics



AI-Driven Threat Detection and Risk Assessment



AI-Powered Intrusion Detection and Perimeter Security



Key Insight

The next stage of security innovation will move from piloting AI tools to full integration. CSOs see AI tools as essential for building proactive, adaptive defenses that keep pace with evolving risks.

Key Findings

- **Security is a Value Driver**
- **Main Threats: Economic Instability and Fraud)**

- **Misinformation/ disinformation are on the Rise**
- **Executive Protection**

- **Technology & People Integration**
- **Single-Provider Confidence**

**Thank you for your
time and attention**



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