



# STRATEGIC INSIGHTS

Empowering Physical Security Leaders  
with Actionable Intelligence



## Industry-Focused Insights

Deep industry expertise across the security ecosystem, with solutions tailored to your unique challenges

## Advanced Analytics

Sophisticated tools turning complex data into clear, actionable insights

## Strategic Solutions

Embedding insights into your framework to ensure measurable results and lasting impact

## Industry Leadership

Guided by recognized security industry expert and backed by decades of strategic insights expertise

Discover More at:

[www.beyondinsights.com](http://www.beyondinsights.com)

# Key Questions for Security Industry Growth

Transform market intelligence into actionable strategies

MARKET STRATEGY	SECURITY INNOVATION
<ul style="list-style-type: none"><li>• <b>How big</b> is the market for our security solutions?</li><li>• <b>Which segments</b> need our solutions most?</li><li>• <b>What types of security customers</b> should we target?</li><li>• How is the <b>security landscape changing</b>?</li></ul>	<ul style="list-style-type: none"><li>• <b>Which security technologies</b> are customers adopting?</li><li>• <b>What capabilities matter most</b> to security buyers?</li><li>• <b>How should we package and price</b> our solutions?</li><li>• <b>When should we bring new security offerings</b> to market?</li></ul>
CHANNEL SUCCESS	END-USER INSIGHTS
<ul style="list-style-type: none"><li>• <b>What makes security integrators choose us?</b></li><li>• <b>How can our partner program stand out?</b></li><li>• <b>What tools and training</b> do partners need?</li><li>• <b>How do we help integrators grow</b> their business?</li></ul>	<ul style="list-style-type: none"><li>• <b>How do security leaders</b> make buying decisions?</li><li>• <b>What keeps security professionals</b> up at night?</li><li>• <b>What defines a great security solution experience?</b></li><li>• <b>How can we deliver more value</b> to our customers?</li></ul>
ASSOCIATION SUCCESS	THOUGHT LEADERSHIP
<ul style="list-style-type: none"><li>• <b>How can we enhance member value?</b></li><li>• <b>What drives program engagement?</b></li><li>• <b>Which certifications matter most?</b></li><li>• <b>How can we optimize content impact and reach?</b></li></ul>	<ul style="list-style-type: none"><li>• <b>What trends are reshaping security's future?</b></li><li>• <b>Where are emerging growth opportunities?</b></li><li>• <b>How is technology transforming security?</b></li><li>• <b>What's next for integrated solutions?</b></li></ul>

## Client Testimonial:



The team at BEYOND Insights has shown us the power of professionally designed and executed market research. Their studies have helped us **better understand our customers, prioritize their needs, and make smarter business decisions** when designing and marketing our solutions.

*Tracy Larson, President, WeSuite*

# Research Solutions for Security Industry Leaders

The **complex dynamics** of today's security industry require **sophisticated research** to illuminate the relationships between manufacturers, integrators, and end-users. BEYOND Insights delivers **actionable intelligence** that drives **strategic growth** through advanced methodologies

## Key Areas of Impact:

### **Market Strategy & Competitive Analysis**

Gain a deep understanding of market trends, competitor positioning, and emerging opportunities to inform strategic planning

### **Technology Adoption & Innovation**

Track the integration of cutting-edge security technologies, such as AI-powered and autonomous solutions, to help clients stay ahead of the curve

### **Customer Engagement & Satisfaction**

Map the customer journey, identify decision-making touchpoints, and enhance engagement to boost satisfaction and loyalty

### **Revenue Growth & Subscription Models**

Implement recurring revenue models that optimize profitability

### **Strategy & Activation**

Develop effective strategies and activate insights into tangible business outcomes, ensuring recommendations are translated into real-world impact and growth

## Our Methodologies Include:

### **Custom Surveys**

Tailored research designed to gather critical insights on technology adoption, customer needs, and satisfaction

### **Advanced Analytics**

Utilize predictive analytics, segmentation, and pricing optimization to transform data into strategic business actions

### **Qualitative Insights**

Conduct in-depth interviews, focus groups, and ethnographies to explore motivations, challenges, and opportunities

# Partner with BEYOND Insights

Unlock the power of data-driven insights for transformational growth in the security industry

## Why Work With Us?

### Deep Industry Expertise

Extensive experience in delivering strategic insights across the security sector

### Advanced Analytics Capabilities

Cutting-edge AI-driven modeling and analytics to drive decision-making.

### End-to-End Solutions

From research design to strategy activation, ensuring actionable outcomes

### Proven Results

Trusted by industry leaders to drive growth and engagement

## Security Industry Leadership Team

### Margie Gurwin

*Vice President, Market Strategy*

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Physical security industry expert with over 25 years of experience spearheading marketing programs for manufacturers and systems integrators. SIA Women in Security Forum Power100 Honoree. Principal of Content Creation Partners, supporting industry-leading security companies.

### Joel Kaji

*Vice President, Strategic Insights*

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Strategic leader of market research initiatives for major media conglomerates. Expert in survey research and analysis with 20+ years of experience collaborating with leaders across marketing, ad sales, product, and brand licensing.

### John Bekier

*Managing Partner*

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Over 25 years of experience leading research initiatives across B2B and B2C industries, including media, retail, technology, beauty, financial services, and physical security. Known for expertise in advanced analytics and consumer insights, developing data-driven strategies for Fortune 500 clients.