

# ALSOK Risk Management: Making Security Visible, Measurable and Reliable

As complex risks grow, ALSOK leverages people and digital tools to make security visible, measurable and trusted. *By Daniel de Bomford, Cian O'Neill and Arthur Menkes*

Security is invisible, as much a feeling as it is a state of being. For many, the world is uncertain; an elderly resident locking her door and a shopkeeper lowering the shutters isn't what provides peace of mind. For them, it is knowing that their security service is trustworthy, transparent and intuitive. "That's why our mission is not just to deliver safety but also to provide emotional reassurance—to ensure that people feel secure," ALSOK Representative Director and Group CEO Tsuyoshi Murai said.

ALSOK has been a leading provider of security services for over 60 years and has grown into a corporate group operating one of Japan's largest service networks, evolving into a comprehensive risk management group. Its scope has grown rapidly from on-site guarding services and electronic security to facility management, nursing care and disaster prevention.



ALSOK Thai Security Services Co., Ltd.

As safety and security needs evolve in the advent of an information society, so too do the company's service offerings. DX serves as both a supporting pillar and a way to make ALSOK's invisible security services visible to clients, giving them clear



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insights into how the company protects them. "Because security is largely an intangible service, it can be difficult to 'show' customers what we do," Murai said. "By leveraging DX, we can visualize our operations—making it easier for clients to see the value we deliver." By leveraging DX technologies such as AI and IoT, the company can integrate digital tools and devices so staff can perform their duties.

In 2007, the company began expanding outward and has established local subsidiaries in Thailand, Vietnam, Indonesia, India, Myanmar and Bangladesh. Overseas operations are focused on its core business of security, and it is developing local talent to ensure each market receives ALSOK's high standards. "Over time, as these economies mature and the value of human expertise increases, we expect greater demand for integrated 'people + system' security models—similar to Japan's approach," Murai said.

ALSOK tailors its services to the needs of each region. Where adequate fire or crime-prevention infrastructure doesn't exist, it focuses on providing alternative primary response services. Its Indonesian subsidiary, Shield On Service Tbk (SOS), provides about 24,500 personnel to both Japanese and local companies, not only for deploying highly trained local security guards, but also for cleaning and staffing services. Similarly, in Thailand, ALSOK operates two brands. The Japanese-style "Original" and ATS, which features teams trained in the Thai-

style. In India, the company has begun selling electronic security systems and offers integrated facility management services that centrally manage outsourced operations, including on-site security, cleaning and cafeteria management.



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For Murai, security is the culmination of a vast array of different elements that work together to provide both a state and a sense of security. ALSOK continues to expand its services into elder care and



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Tsuyoshi Murai, Group CEO and Representative Director, ALSOK

facility management, driven by a singular goal. "My vision is for ALSOK to become a trusted problem-solver for society as a whole—a company that contributes to building a safer, more sustainable world."



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