

360° Security

Heightened security has been a way of life for individuals, companies, and governments since the 9-11 terror attacks. Unfortunately, despite the risks and warnings, most companies apply the band-aid approach. They hire an extra security guard, send out a few memos warning employees, and update the alarm system. Given the mind-boggling range of risks and threats, this approach is little more than lip service. The Italian company SIPRO Srl provides 360° of security, covering every possible aspect with security and body guards to armoured cars and electronic surveillance. Moreover, SIPRO draws on its many years of experience to develop integrated and comprehensive security concepts for its customers.



Istituto di Vigilanza

Sicurezza Professionale S.r.l.

The philosophy is to let the customer take care of his business, while Sipro focuses on its security. "We are the only one in the industry that is capable of developing and offering such wide-reaching and integrated security concepts," explains Dr. Salvatore Di Gangi, managing partner of the enterprise. "Our packages are tailored to the exact needs of our customer. We are unique in our ability to offer a complete range of technological solutions that augment the human element."

Founded by a former police officer in 1990, the family-owned enterprise survived on just one customer for the first year. That quickly changed. Three years after the founding, the enterprise was bought out by Dr. Di Gangi, who had amassed 38 years of experience in the business, including as managing director of a competing company. Ever since, the Rome-based security specialist has enjoyed phenomenal growth. Up to 1995, the Sipro security group consisted of two companies: Sipro, which offered

Monitoring security is only one aspect of Sipro's comprehensive, integrated service



security guards, and Metrovox, which specialised in electronic security. "We provided two-pronged security through a combination of people and electronics," explains Dr. Di Gangi. By 1995, Sipro had con-

densed its activities under a holding company, providing it with the room and structure to grow into the future. Since then, it has taken full advantage of this new found flexibility. Consisting of some 33 individual



Sipro's home in Rome is being expanded to ten times its current size

companies, the group now has some 2,200 employees on its payroll, generating annual revenues of EUR 110 million. "Today, in addition to our headquarters in Rome, we have offices in Milan, Bologna, Naples, Bari, L'Aquila," adds Dr. Di Gangi. "We have expanded quickly and created hundreds of new jobs. In Rome, we are currently expanding our 5,300 m² facility. The new addition will make the facility almost tenfold bigger."

Clearly Sipro has no plans for slowing down. The Italian security specialist is constantly searching the world over for new technologies to augment its portfolio. Once it finds something that is a good match, Sipro forges an alliance or, when applicable, takes over the company outright.

"We are the only ones that work this way in the industry," points out Dr. Di Gangi. "We don't deliver a product. We accompany the customer in his or her decision. We have forged a

strong bond with our customers. They know that they can trust us." One reason companies turn to Sipro is its proven track record and experience in the sector. In fact, while others in the business must spend large sums on advertising, the Rome-based agency derives most of its business from word-of-mouth referrals. "We are well known in the market. Our reputation precedes us." Still, the security specialist does take part in industry fairs like the Sicurezza in Milan and the Ifsec in Birm-

ingham. Sipro also sponsors the boxing team Cotena-Oliva, which is headed up by two former Olympic winners.

At this point, Sipro's has been primarily focused on the Italian market. "Occasionally as part of our work with an Italian client we will go abroad, but this is more the exception," adds Dr. Di Gangi. "We are currently handling a security project for the state-owned Algerian Oil Company and for Porto di Gabes in Tunisia."

"Most of the security laws on the books in Italy were written back in the 1930s. The threats and risks are different today. We are part of the new 'Polo Technological Tribunal', a technological pool formed by the EU to address the changing rules," explains Dr. Di Gangi.

While nobody can give an unlimited guarantee for safety and security, Sipro comes as close as possible by eliminating risks and minimising dangers for its clients. Providing 360° of security is Sipro's business. ■

Presiding over phenomenal growth, Dr. Salvatore Di Gangi had amassed 38 years of experience in the business, including as managing director of a competing company, prior to acquiring Sipro in 1993



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