



OVERWATCH

EMPOWERING YOU TO CONNECT THE DOTS

A Global Venture Between ETA Executive Services & Global Guardian

THE CHALLENGE

Producing a successful event in today's complex world is a challenge. Creative leaders know they must entertain their attendees while achieving a return on investment amidst a darkening backdrop of international and domestic safety concerns.

Global brands struggle to:

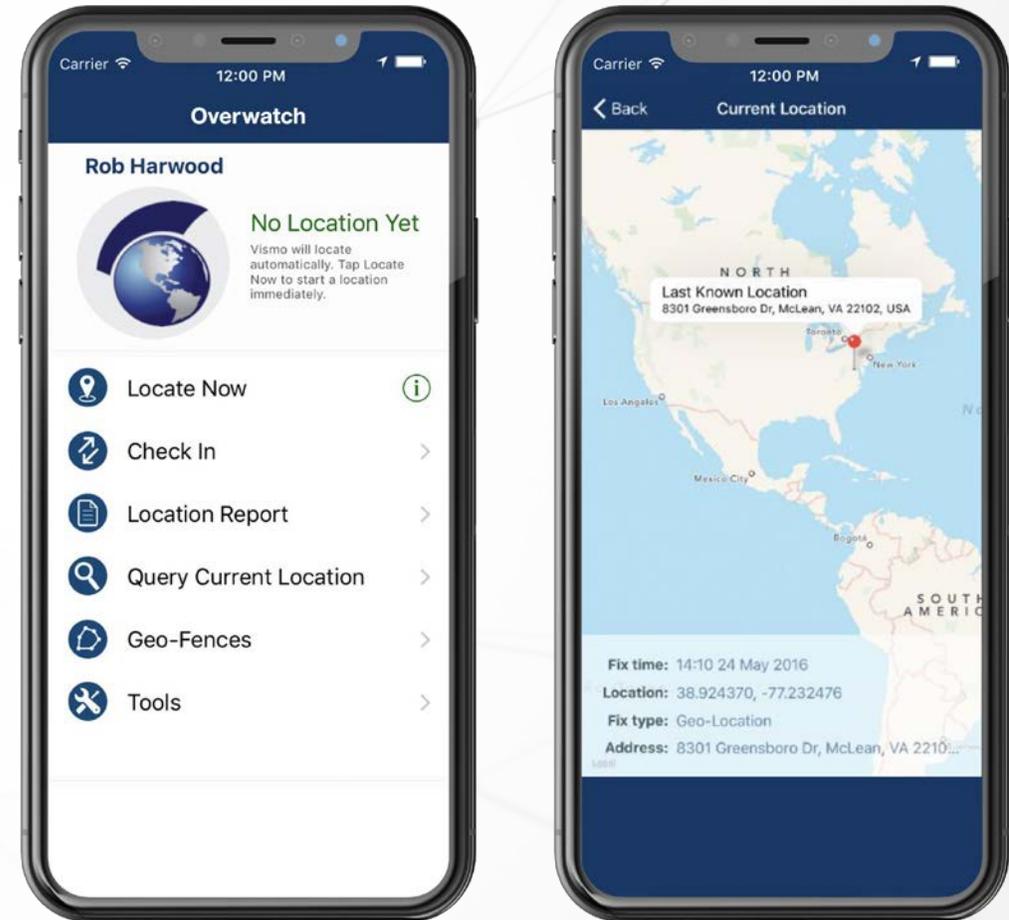
- **Engage Attendees** – No effective way to understand their movements, interactions and buying behaviors
- **Prove Event Value** – No effective way to demonstrate tangible ROI
- **Address Realistic Safety Concerns** – No effective tool that seamlessly addresses Duty of Care requirements



THE CHALLENGE MET

Overwatch solves these challenges:

- **Connect in Real-Time** – Overwatch provides actionable data on all attendees' behaviors
- **Demonstrates and Enhances ROI** – Overwatch provides evidence of interaction and valuable after-action data
- **Integrates a Safety Solution** – Overwatch provides a response platform that seamlessly connects all security resources and communications



A stylized globe with a network overlay. The globe is rendered in a dark blue color with a grid of latitude and longitude lines. Overlaid on the globe is a complex network of white lines and dots, representing a global network or data flow. The text is centered over the globe.

OVERWATCH

A COLLECTIVE CREATION

ETA EXECUTIVE SERVICES



ETA
EXECUTIVE
SERVICES

ETA is a Global Services and Special Operations company providing secure experiences anywhere in the world. With over 20 years of expertise managing more than 600 multi-faceted events worldwide, ETA is adept at moving people and products safely and seamlessly in challenging environments.

Founded by Security Specialist and Entrepreneur, Jeff Flournoy, in 1988, ETA has been providing high-net-worth families, corporate executives, athletes and celebrities the ability to work and travel seamlessly in high risk environments.

GLOBAL GUARDIAN



Global Guardian provides GPS-based personnel and asset tracking to clients traveling globally, and supports these travelers with dedicated in-country emergency response teams in over 80 countries. Global Guardian's tracking system allows its 24-hour Operations Center staff to precisely locate travelers, and direct security and medical response assets as needed in the event of emergencies.

Chief Executive Officer, Dale Buckner, is a 24-year US Army Veteran, Colonel (retired). Having commanded five specialized teams in numerous combat and classified deployments in Iraq, Afghanistan, Kuwait, Columbia, Cuba, El Salvador, Chile, Panama and Haiti, Col. Buckner has extensive Intelligence, Counter-Terrorism and Special Operations Experience.

EVENTS EXPERIENCE

ETA and **Global Guardian** bring a collective level of experience in managing the security and logistics for over 600 multi-level events across the globe.



- 24hrs of Lemans / France
- Australian Open
- Brazil Summer Olympics
- Brazil World Cup
- British Open
- Cannes International Film Festival
- Clive Davis Party, LA
- Coachella, US
- Consumer Electronics Show
- Corporate Event, Mexico City, Mexico
- Corporate Event, Zacatecas, Mexico
- Formula One Grand Prix Series
- French Open
- Latin Grammy Awards
- Lions Festival, Cannes, France
- London Summer Olympics
- Mobil World Congress, Barcelona
- Montreal Film Festival
- NBA Finals
- Seven Consecutive US Super Bowls
- Sochi Winter Olympics
- South Korea Winter Olympic
- Sunset Festivals in Japan, Chile, Mexico, South Africa and Italy
- The Masters Golf Tournament
- The Presidents Cup
- Tomorrowland Festival, Belgium
- UEFA Finals
- US Grammy Awards
- US Indy Car Racing Series
- US NASCAR Racing Series
- US NBA Draft
- US Open
- Wimbledon
- World Economic Forum
- World Economic Summit, Davos
- World Series

AGENCY PARTNERS*



CLIENTS SERVED*



*(PARTIAL LIST)

INTRODUCING OVERWATCH

Speed
0.0

Satellites
06

Altitude
53.0
Speed
0.0

Satellites
06

Speed
0.0

Speed
0.0

Satellites
06

Speed
0.0

Speed
0.0

Altitude
53.0

Speed
0.0

Satellites
06

Speed
0.0

BEFORE OVERWATCH

There is an emerging trend in event marketing to use a number of limited technologies (event apps, RFID chips, check-in kiosks, etc.) to monitor attendees' movements, encourage social media engagement, share conference details, engage with sponsors, etc.

Simultaneously, security concerns at international and domestic events have prompted risk management professionals to deploy similarly limited technologies to manage their Duty of Care.

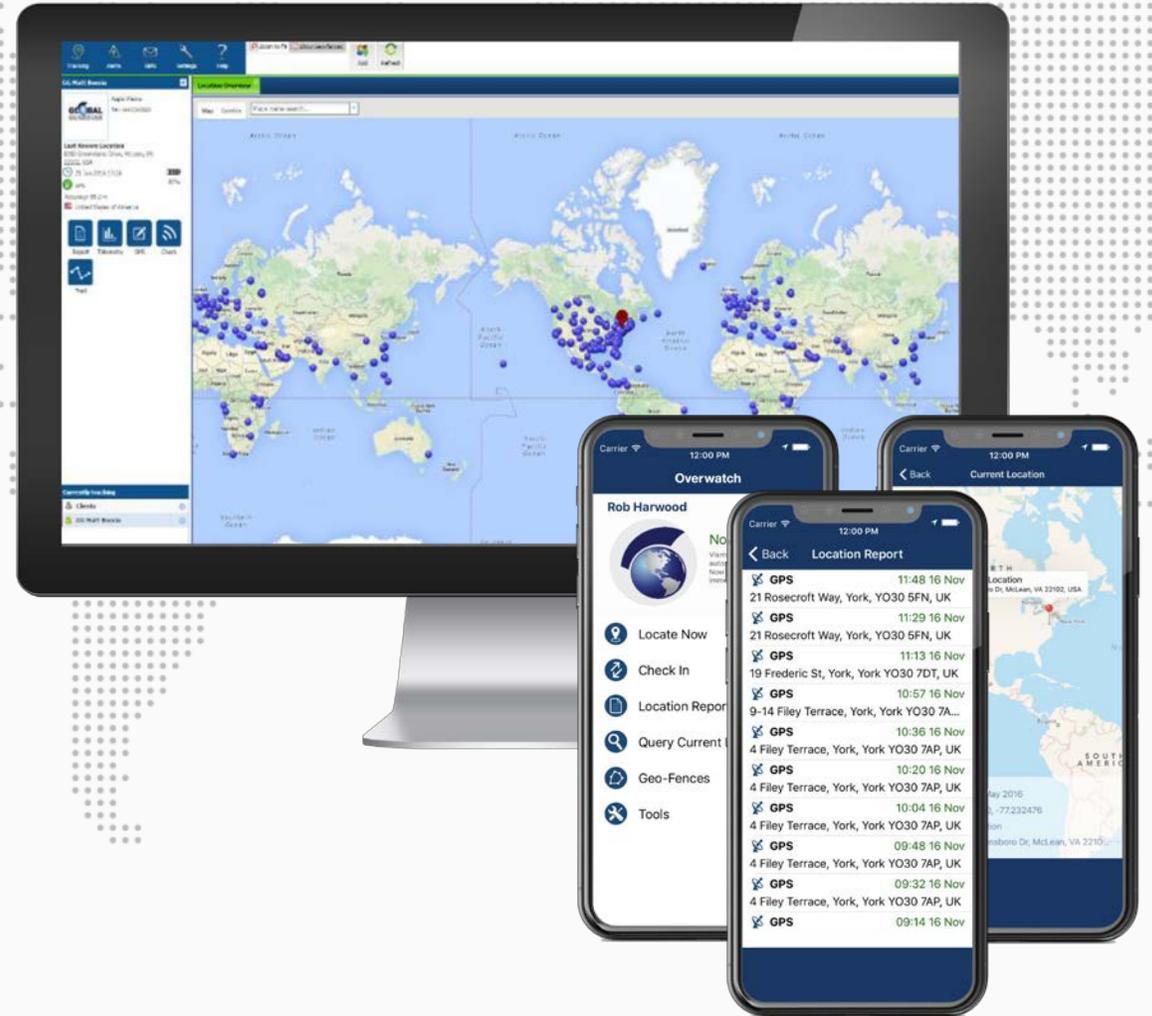
Until now, no single technology platform has existed to answer both needs designed with non-intrusive implementation and seamless integration on all levels.

OVERWATCH DOES JUST THAT...



INTRODUCING OVERWATCH

- Overwatch's proprietary technology is seamlessly embedded into an event app or online ticket, offering organizers a clear picture of attendees' habits, buying patterns, engagement levels and loyalty
- Overwatch automatically builds in a robust security platform designed to reduce risk and increase safety by providing actionable protocols that protect attendees against unanticipated danger



MARKETING ROI: REAL-TIME INSIGHTS

With Overwatch, brands have the ability to address issues in real-time rather than learning about problems through post-event surveys.

Live data streams provide valuable information:



Registration lines due to bottlenecks or attendance flow



Traffic flow and wayfinding effectiveness



Attendee impressions on experience



Speaker/keynote/event attendance



Sponsor satisfaction/meeting event metrics



Geofencing of impression points

MARKETING ROI: POST-EVENT INSIGHTS

Post-Event, Overwatch provides answers that continue delivering ROI:



Attendee movement at event



Time spent in breakout events, presentations, etc.



Attendee surveys delivered via Overwatch application



Where and how attendees spent their time/money



Engagement with competitor products and other offerings



Engagement amongst attendees/sponsors



Invited guest participation

REAL LIFE SECURITY THREATS

On Sunday, October 1, 2017, a gunman opened fire on a crowd of concertgoers in Las Vegas at the Route 91 Harvest Music Festival. It was the deadliest mass shooting ever committed in the United States by an individual.

Organizers faced challenges:

- Communication Chaos (inability to provide instructions and information to Clients)
- No knowledge of guests' status or whereabouts
- Inefficient use of resources being deployed into uncertainty
- Lack of common system between Staff, Agency, Guests, Clients, Client Security, Parent Company, IT Department, Law Enforcement



Photo by David Becker

REAL LIFE SECURITY THREATS WITH OVERWATCH

With the presence of Overwatch, the chaos and uncertainty could have been dramatically improved during this devastating event.

Organizers could have potentially:

- Located guests' exact whereabouts
- Used wellness check-ins to monitor status of guests
- Sent instructions to guests to guide them out of dangerous areas
- Communicate efficiently to all parties on one single platform



Photo by David Becker

SECURITY ROI

Overwatch's unique technology automatically puts processes in place for risk mitigation and reduced liability:



Monitor, communicate & direct guests in the event of an emergency



24/7 monitoring and response capabilities for any sized event



Medical support coverage & repatriation



Immediately assess a guest's safety from our operations center



Panic button response capabilities



Wellness check-ins

A man in a dark suit and glasses is seen from the side, wearing a headset. He is sitting at a desk with multiple computer monitors. The central monitor displays a 3D architectural rendering of a building. The other monitors show various data visualizations and code. The scene is dimly lit, with a blueish tint, suggesting a professional or technical environment.

HOW OVERWATCH WORKS

OVERWATCH'S PROPRIETARY SOFTWARE

Overwatch seamlessly integrates proprietary technologies that deliver accurate data and protection 24 hours a day to all of our traveling clients.

Overwatch offers:

- Cell- and Satellite-based communication that offers detailed information in real-time and can be paired with RFID technologies for additional data capture
- Real-time monitoring for groups or individuals down to a 15-foot radius, indoors or outdoors
- Ability to locate and direct assets (clients) from danger zones
- A common portal for all parties to communicate
- Customized travel itineraries with travelers
- Wellness check-ins for client safety
- Global Tracking & Emergency Response
- Medical Support & Evacuation
- Allocated resources to the right places at the right times
- Live support under the close guidance of its operations center near Washington, D.C.

OVERWATCH: EFFORTLESS IMPLEMENTATION

Overwatch delivers straightforward implementation, ease of application, and seamless connectivity to your event.



Connect any type of device



Our adaptable smartphone app that turns ordinary phones and tablets into safety tools



Utilize multiple networks



Our pioneering risk management web app that combines passive tracking & live event monitoring



Our feature-rich, versatile, web-based hub that connects your people, assets, and events



Don't worry about software, it's all in the cloud



AN INTEGRATED INVESTMENT

OVERWATCH: AN INTEGRATED INVESTMENT

Overwatch can be integrated with ETA's additional services to meet the needs of any event environment/threat level.

Capabilities	Overwatch Only	Embedded ETA Logistics Support	Embedded ETA Logistics & Security Support
Provides Data Capture	✓	✓	✓
Response Capability From Operations Center	✓	✓	✓
Seamless Communication To All Parties		✓	✓
Embedded "Secure Logistics" Agents For All Guest Movements		✓	✓
Enhanced VIP Oversight		✓	✓
Embedded Security Response Assets For High Level of Safety			✓
Risk Environment	Low-Risk	Medium-Risk	High-Risk

OVERWATCH: A SECURE INVESTMENT

- **Marketing Budgets for ROI Data** – With a significant Return on Investment, Overwatch is a service that oftentimes pays for itself
- **Split costs between Security and Logistics Budgets** – Because of the added-value security benefits, companies can justify and split expenses between multiple budgets or line items
- **Costs reductions for Insurance** – Insurance companies offer reductions after putting Overwatch systems in place. Because insurance is often a top five line item expense on a budget, Overwatch can reduce annual costs for all guests



TRANSFORM YOUR EVENTS

A background image showing business travelers in professional attire walking away from the camera on a light-colored surface, likely an airport or event venue. They are carrying various types of luggage, including rolling suitcases and briefcases. The image is partially obscured by a dark blue geometric shape on the right side.

- Connect with actionable data for events management, more impactful marketing and greater safety
- Enhance your ROI and prove it with real-time reactions and post-event metrics
- Integrate a Safety Solution to extraordinarily meet your Duty of Care responsibilities

SEE OVERWATCH IN ACTION

Schedule a demonstration for your next event.

An aerial view of a city at night, with a network of glowing white lines and nodes overlaid on the scene, suggesting a global or digital network. The city lights are visible in the background, and the overall color palette is dark with blue and white highlights.

OVERWATCH

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