



# *Company Profile*

SECURITY MASTERS  
PTE LTD



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# ABOUT COMPANY

Security Masters was incorporated on 3rd March 2000. We have been serving this industry for about 21 years so far. We are affiliated with SecureGuard and TCC .

During these years, we have served many clients with differing needs and requirement. Thus, we have a deep understanding in regards to manpower situation and operational strategy. We are also members in several organisations. The organisations are: Union of Security Company (USE), Associate of Certified Security Agency (ACSA), Security Association of Singapore (SAS), and Asia Pacific Security Association (APSA).

When our clients engage our services, we will be glad to offer advices and help improve our clients' infrastructure. At Security Masters, we always try our best to meet the requirements our clients have set for us. Whether you are a new customer, or an existing customer, we will always be happy to have the opportunity to work with you. If you wish to find out more information about our company, feel free to flip through the e-Brochure provided below.



# COMPANY VISION



- To Be Singapore's Preferred Security Company
- To Be One Of The Market Leaders In The Security Industry
- To Be At The Forefront Of Smart Security System And Provide Effective And Pragmatic Outcome-based Security Services.



# COMPANY MISSION

- Enable businesses to operate smoothly without any disruptions.
- Develop Best Security Practices in pursuit of Excellence in Security Management.
- Manage security issues of clients with a good service level that adds value to the client's organization.
- Provide strong and effective support to our front-line officers to maintain a high standard of security services.
- Exceed customers' expectations to establish long-term relationships based on trust and confidence.





# OUR WORK

Our services focuses not only on physical security but include total security solutions.

We ensure that our client's physical security meets the requirements of both the red team and the blue team. The red team stands for testing your preparedness and response through exercises such as surveys and audits. On the other hand, the blue team stands for reinforcing and building resilience. Some of our services like video analytics and customized training cover the blue team.

By making sure that our client's security met the requirements of both teams, we can be sure that our client's physical security is secured to the best of our capability, as we had covered all possible methods to increase the premise security.



# OUR GOALS

We at Security Masters do our best to protect the Peace and Security of our clients in order to provide them with a Safe and Conducive atmosphere in which to conduct their business without "Interruptions."

- Best Security Practices
- Outcome Based System
- Highly Trained Officers





# KEY INITIATIVES



- Procurement of suitable security-related IT systems with Artificial Intelligence (AI) features and Video Analytic (VA) Software.
- Improve and introduce the HR, Logistics, and Admin software system using iREP System.
- Improve marketing, enhance branding and introduce a recruitment program.





# OUR SERVICES

- Security Services
- Security Systems
- Security Audit
- Security Survey
- Concierge Services
- Crowd Control
- Customized Training





# MANAGEMENT PROFILE



## **SANTHANARAM JAYARAM MBA**

Santhanaram Jayaram has more than 28 years of experience in both the private and public sector including Financial Services - Retail and Learning and Development. Qualified for the Million Dollar Round Table in 2005, 2006 & 2007. Author of Ram up your Laughter. Appeared on National TV, Radio, Print. Current Board of Director for a Credit Co- operative with over 43,500 members (Telecoms Credit Co-operative) and Director of Security companies - Security Masters and Secure Guard.

## **PRAKA LATHAN R KRISHNAN**

Praka served with Singapore Prisons Service between 2000 and 2007. During his service he was attached with SPEAR (Singapore Prisons Emergency and Response) unit. After leaving the service, he worked with G4S Security Services where he was overseeing the security services of the high-profile assignments such as US Embassy, Australian High Commissions and Bloomberg Singapore. After leaving G4S he joined SecureGuard Security Services Co-operative Ltd for a short stint. Moving on, he joined Security Personnel Pte Ltd as their Operations Manager and served for 12 years where he was in charge of handling the companies daily affairs.



# PAST AND CURRENT PROJECTS

- ExxonMobil Asia-Pacific Pte Ltd
- NCS Pte Ltd
- PSA Vista
- Qualcomm CDMA Technologies
- Robson (CP) Investment Pte Ltd
- Surbana Jurong Pte Ltd
- Changi Logistics Pte Ltd
- SC Aetas Holdings Pte Ltd
- TUV SUD PSB Pte Ltd
- World Scientific Publishing Co Pte Ltd
- Singapore Lube Park (Dovechem Industries)
- Suntec City
- Singtel Shop Comcentre
- DBS
- Mapletree
- Pan Asia Logistics

# SECURITY MASTERS



## Contact Info

### Phone

**6345 1011**

### Email

**hellosm@securitymasters.biz**

### Social Media

**<https://www.linkedin.com/company/90396150/>**

### Website

**<https://www.securitymasters.com.sg/>**





# SECURITY MASTERS PTE LTD

