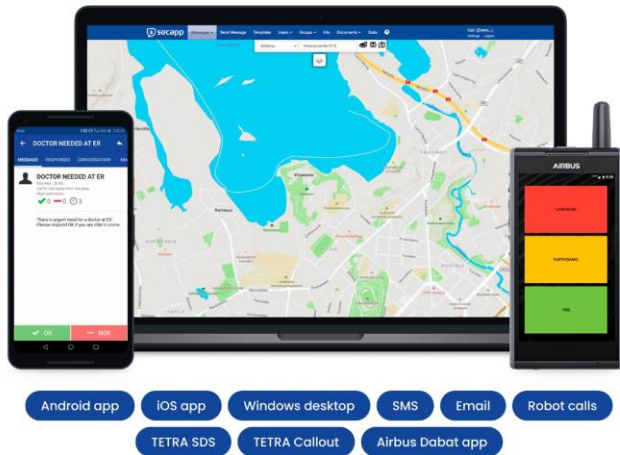


Case Study: Citycon



About Secapp

Segment: Information technology
Location: Jyväskylä (HQ), Finland
Size: 40 + employers

Company Bio:

Secapp is a Finnish state-of-the-art platform for reliable and fast critical communications and alerting. With Secapp, you can shorten response times, minimize infrastructural damage to properties and personnel in unexpected daily and crisis situations. All this in a sustainable SaaS platform where the data remains secure and is owned by the customer. Secapp is ISO 27001 certified.

Overview

Secapp and Citycon started to co-operate in 2019 to ensure the safety of the Citycon shopping malls' personnel and visitors.

About Citycon

Industry: Property management and development
Location: Nordics
Size: 37 shopping centers and 1 other retail property

Company Bio

Citycon is a leading owner, manager, and developer of mixed-use centers for urban living including retail, office space, and housing. Citycon owns 37 shopping centers in five countries. The centers are visited by about 170 million visitors annually. The group employs more than 230 people and had 4,150 leases at the end of the second quarter of 2021.

"Now with Secapp, we can communicate in two directions, which means that recipients can also respond to messages, for example with quick status information responses, or we can have discussions both in everyday life and in exceptional situations. At the same time, our commercial directors stay up to date and see what action has been taken."

- Per Sandberg, Head of Security

80%
requirements met

(up to) 90%
time saved

24/7
critical alerting



The Challenge

Water damage, fire alarms, personnel threats. Operating in the Nordic countries and Estonia, Citycon faces different unexpected situations daily. Communication between hundreds of tenants and their operating personnel has improved after the deployment of the critical communications and alerting SaaS platform called Secapp.

The Approach

In 2019, Per Sandberg, Head of Security at Citycon, was searching for a communications platform with security features. After a market review, a comparison was made between a Swedish system and the Finnish Secapp. According to Sandberg, Secapp met 80 percent of the requirements that Citycon had placed on the system. For the Swedish option, the result was about 50 percent.

The Results

Secapp has saved a significant amount of working time by replacing the slow SMS and phone call operations.

Citycon's Swedish headquarters is located in Stockholm's Kista Galleria, one of the country's largest shopping centers. Citycon's own internal communication improved when traditional one-way text messages were replaced with Secapp's two-way communication: receiving and replying by chat, audio and video.

Secapp allows Citycon to

- 1) Alert 90 % faster if something unexpected happens
- 1) Inform their personnel entering the Kista Galleria area automatically
- 1) Communicate efficiently across organizational borders

"For us, the user experience of Secapp has been positive. The platform responds well to the significant need for us to be able to communicate with our tenants quickly and smoothly. In addition, Secapp's good integration capabilities have already been put into practice and we see a lot of potential utilizing those more in the future. All these factors improve the overall security of our shopping centers"

– Kimmo Hyttinen, Team Lead, Operations Development



www.secapp.fi

