ZEROEYES
SAVE TIME. SAVE **LIVES**.

Proactive vs. Reactive School Security: How to Prioritize Your Next Investment

School districts are under intense pressure when choosing new security tools and technology. With a limited budget, it's difficult determining what investments make the most sense to implement.

It's industry best practice to implement a multi-layered security strategy to effectively protect your students and staff from the threat of an active shooter. But what does that look like in practice?

Planning Your Next Security Investment: Choose Proactive Solutions

Reactive measures to school shootings, like bullet-resistant windows, automated door locks, and unmonitored security cameras, do nothing to prevent school shootings.

Proactive gun detection technology can detect and alert law enforcement of illegally brandished guns before shots are ever fired.

Implementing both proactive and reactive measures is the best way to ensure the safety of your students, teachers, and staff.

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Reactive vs Proactive Security Solutions Explained

What is the difference between reactive and proactive security, and is one better than the other? An effective school security system requires the use of both reactive and proactive measures.

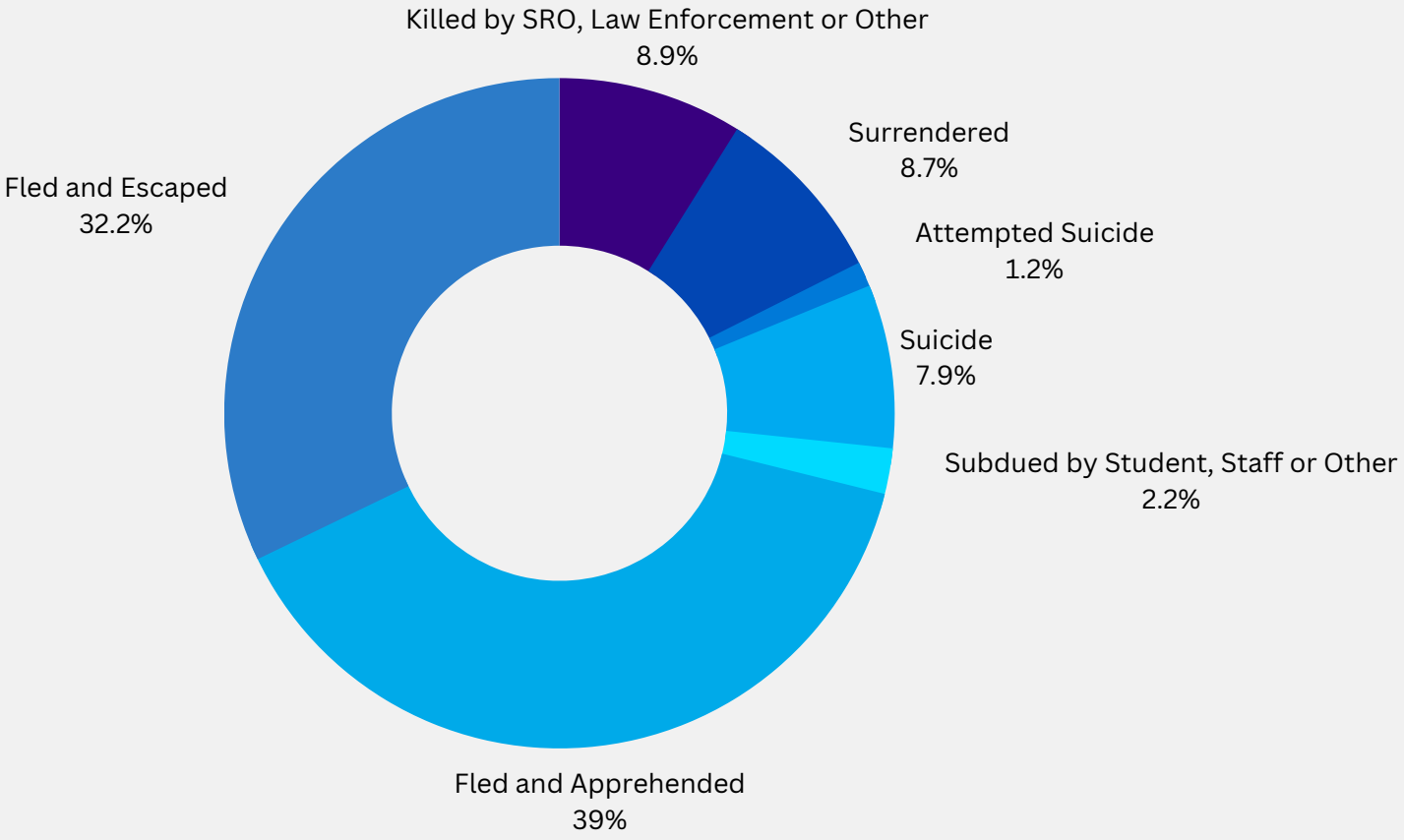
Reactive Security	Proactive Security
Most systems today fall under the reactive category and defend only after the initial threat or attack is made. For example, alarms go off and people begin running for safety only after a crisis occurs.	Identifies and prevents potential risks before the threat or attack occurs. ZeroEyes' A.I. gun detection software is the only security solution that detects visible guns and proactively alerts authorities of a threat.
Reactive Security Solutions: • Unmonitored security cameras • Alarm systems • Active shooter training • Crisis communication training • Security threat assessments • Door locks • Barricades • Buzzer systems • Bulletproof windows • Metal Detectors *Most school officials opt to invest in reactive security measures, which don't actively prevent active shooter situations.	**Proactive Security Solutions:** • Proactive gun detection software • Security staff actively patrolling • Active screening at checkpoints *While active patrolling and screening at checkpoints might be effective security measures, these approaches make for an uninviting atmosphere for visitors and can be bypassed. Proactive gun detection is non-invasive and ever-present wherever your cameras are monitoring.

When investing in security, most school officials choose reactive measures that aim to deter shooters once they begin firing. Proactive measures help to prevent shots from being fired in the first place.

From Detection to Apprehension: An End-to-End Solution

In addition to detection, ZeroEyes also provides verification, real-time alerts, and actionable intel—making us a true end-to-end solution.

According to the K-12 School Shooting Database, 71% of school shooters flee the scene and 32.2% are never apprehended. In these scenarios, having the most recent geolocation and photographs of the shooter could have prevented the perpetrator from escaping.



Source: Reidman, David (2022): K-12 Shooting Database

Knowing the shooter's most recent location also helps first responders effectively triage and go to the most probable locations where victims need immediate medical assistance. Actionable intelligence helps prevent loss of life.

Enhance Your Current Security Layers With Proactive Gun Detection

ZeroEyes' gun detection technology adds a proactive layer of security while also enhancing your current tools and protocols.

Your security cameras begin working in real-time instead of passively. Your SROs have actionable intel, like shooter location, photograph, and firearm identification, to take action faster and more effectively.

Across the board, your security tools benefit from proactive, early detection and actionable, real-time intelligence.

Protect Your Schools With Proactive Gun Detection Technology

63% of K12 teachers say their school is unprepared for a mass shooter event, even though 71% reported their school conducts training drills for students and staff. This illustrates how critical active shooter prevention technologies are for schools today.

ZeroEyes' A.I. gun detection is one of the most proactive ways you can prevent gun-related violence in your schools. Discover how ZeroEyes can enhance security at your school by scheduling a free demo below.

GET A DEMO

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