

SPECIAL FEATURE

Accelerating the Fusion of People and Technologies to Create New Value

With social imperatives becoming increasingly complex and technologies evolving rapidly, how is SECOM further advancing its fusion of people and technologies to realize a new level of safety and peace of mind? Three individuals in new service development, open innovation and DX in security services discuss the next stage in SECOM's evolution.



From left:

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Head of SECOM Open Innovation

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Embracing social change and leveraging a tradition of refusing to be content with the status quo to create safety and peace of mind for the future

Hazekawa: I was involved in the formulation of the new SECOM Group's Vision for 2040. At that time, the level of uncertainty in society felt considerably greater than it did when we devised the vision for 2030, in 2017. While technologies such as AI benefit society, they also complicate decision-making processes, and there is always a risk of unintended consequences. With the movement of people and goods expanding and values becoming increasingly diverse, we expect to see an increase in events that are difficult to foresee using conventional methods. We must continuously ask ourselves what it is that constitutes enduring peace of mind in an ever-changing society.

Yokoo: My work is in the development of new services and the deployment of AI. In addition to accelerating technological advances, we now see cyberspace-physical space data exchange, that is, the transfer of information across boundaries between cyberspace and the real world. While AI creates value, it also causes data itself to become a risk, which in turn gives rise to new threats and crimes. It is thus crucial that we are able to accurately grasp and leverage technological advances, and to prepare appropriately to counter risks. At the same time, we need to consider how to best utilize robots and AI on the ground in providing security services to support human judgment and responses. As an engineer, these are themes I deal with on a daily basis.

Hasegawa: My area is the application of labor-saving measures and technologies to security services, which at SECOM we call "Securitech." Securitech focuses particularly on the incorporation of technologies into static guard services, which have traditionally relied on human capabilities, with the aim of creating services that will be sustainable even with a shrinking labor force. For example, the realization of systems that use AI cameras to detect situations requiring action, and notify security staff and that facilitate the sharing of information among staff, means people can concentrate on making appropriate assessments and responding to irregularities. We also work to bolster the quality of security while reducing the burden on security guards by developing systems that assist with patrols and other guard duties, including the SECOM Drone XX and the cocobo autonomous security robot, as well as an AI-powered system featuring virtual characters that perform various security guard functions.

Yokoo: Society has become increasingly digitalized in the years since the COVID-19 pandemic. This, together with the increasingly interconnected nature of devices and services, continues to broaden the security needs of customers. We are witnessing growing demand for enhanced security that combines on-line security systems with surveillance cameras and access control systems, and that can be used together with equipment provided by third parties. In addition to the integration of robots, elevators and gates, expectations are high for offerings that not only improve security but also support risk management and efforts to ensure business continuity. The important question for us is how SECOM services will address such needs going forward.

Hasegawa: Labor shortages and escalating labor costs are also changing people's attitudes toward the use of technology. We have been working to address key social imperatives by, for example, obtaining approval for cocobo to be used on public roads and expanding applications for drones. In some cases, though, existing legal frameworks may not anticipate some new technologies and services.



In November 2025, a pilot test of the cocobo autonomous security robot was conducted at Kyoto's Chion-in temple, the headquarters of Jodo-shu, a major Japanese Buddhist sect. (Hasegawa)

While ensuring safety is our principal objective, we also have an important duty to engage in dialog with relevant parties and help create an environment that is conducive to the successful launch of new services and systems.

Hazekawa: I agree. One thing we have done is to formulate the groundbreaking SECOM AI Ethics Principles, which establishes guidelines for the proper use of AI. Since its founding, SECOM has refused to be content with the status quo, striving always to create pioneering services. Our commitment to driving innovation, thereby ensuring our ability to continue delivering safety and peace of mind, remains unchanged. In an era of rapid change and with it becoming increasingly difficult to make accurate future predictions, our efforts to conceive new offerings must begin not with finding ways to leverage existing technologies but with a firm grasp of changes in society and lifestyles and an understanding of what is needed. One way we are doing this is by making use of open innovation. We are collaborating with a variety of companies, from big tech firms to startups, to explore and deploy a steady stream of new ideas.

Promoting the evolution of security by advancing the fusion of people and technologies

Hasegawa: People play a key role in the management of security in many places, including airports, commercial facilities and multipurpose complexes. In such places, introducing new security equipment or systems necessarily entails a comprehensive approach that encompasses business processes, onsite implementation and communications environments. AI-driven data processing has advanced dramatically, but technological progress in the

physical space continues to lag behind that in cyberspace. In the area of static guard services, in particular, which involves dealing with highly complex situations, I think there will be a need for the sort of judgment and responsiveness that only people can provide even as far ahead as 2040. We will continue to monitor the latest technological trends and work to create new services that reflect continuously evolving needs.

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Hazekawa: SECOM has long maintained an emergency response system whereby dedicated personnel rush to the scene when needed, which is one of its key competitive advantages. Currently, we are working to broaden the scope of our services beyond our traditional focus on identifying and responding to issues that have occurred to include the extension of proactive services that emphasize detecting early signs of issues and taking preemptive steps to prevent them from arising or from escalating further. This will enable us to deliver peace of mind to an even greater number of customers and at the same time reduce the burden on individual personnel. Risks in daily life cannot clearly be labeled either normal or irregular but rather change gradually and continuously. The proactive creation of value begins with rendering these small changes visible early on.

Capitalizing on points of contact with customers and front-line expertise to deliver peace of mind into the future

Hasegawa: Regardless of how advanced our technologies become, ultimately it is people to whom we deliver services that feel safety and peace of mind. Rather than unilaterally thrusting technology on customers, our proactive approach involves taking the needs and perceptions of users into account and proposing value that is one step ahead. The ability of our security guards to spot subtle inconsistencies is the result of insights gained from experience over many

Yokoo: Making use of AI will further enhance both the services we provide to customers and our own operations. For example, it can be used to analyze changes—for example, whether the same events are repeating or circumstances differ from the previous day—and leverage findings, together with our accumulated knowledge and front-line expertise, to more accurately assess situations. AI can also be used to support security staff in responding to inquiries, as well as to provide guidance on the timing and procedures for equipment maintenance. If certain maintenance tasks can be performed remotely, this will reduce the need for emergency response personnel to conduct such tasks on-site, thereby helping improve both service quality and productivity. While there are still things we need to do, including enhancing our communications infrastructure, the technological potential for the effective deployment of AI is expanding.

years on the job. If such expertise can be collected and applied through robots and AI as front-line data, it can be used in the development of new services. The broad customer base we have built through the provision of commercial and home security services, as well as the continuous human connection we maintain through multiple points of contact with customers, are unique competitive advantages for SECOM.

Yokoo: Our efforts alone are not enough to transform our traditional ability to deliver safety and peace of mind into something proactive. In addition to collaboration with other companies and open innovation, discussions regarding systems-related considerations crucial to effective deployment are also needed. Moreover, particularly because our priority has always been to ensure safety and reliability, we must ensure the quality and dependability of the new technologies we are rapidly introducing. Our home security system, for example, has been used by subscribers for more than four decades and, thanks to ongoing improvements based on customer feedback, has grown into a key service infrastructure. SECOM’s management maintains a long-term perspective on investment, and persistence is deeply ingrained. Through such challenges, employees gain experience that plays an important role in fostering new generations of talent.

Hazekawa: The points of contact with society and front-line expertise that SECOM has cultivated through its businesses are of significant value to partners seeking to bring new technologies to market. While we conduct development in-house when doing so is appropriate, we otherwise actively collaborate with other companies that have superior technologies. SECOM is a provider of services, and we place

considerable emphasis on creating service experiences that deliver peace of mind to our customers. Looking ahead, we will work to create new experiences by providing proactive services, as well as by extending the timeline for contact with customers back to before provision, thereby encouraging confidence that trusting in SECOM will reduce the risk of something untoward happening.

SECOM’s vision for Peace of Mind through Anticipation

Hasegawa: In Japan, it has long been recognized that technology-based support will eventually become a necessity, owing to the country’s shrinking labor force. We have continuously promoted the development of technologies in such areas as robotics. Interest in the use of robots has expanded in recent years, as has their ability to help address social imperatives. SECOM has honed technologies that are currently being used not only in its own services but also by security services companies with which it has partnered. Going forward, we hope to leverage these technologies more extensively to resolve challenges across the security services industry.

Yokoo: Methods for achieving peace of mind evolve with the times. AI technologies are among the technologies crucial to the provision of proactive safety and peace of mind, as set forth in the SECOM Group’s Vision for 2040. As AI becomes as much a part of the social infrastructure as electricity and water, it will no doubt give rise to new crimes and threats. In light of changes like these, it is important to revisit our understanding of what constitutes safety and what gives people peace of mind, and to extend services that anticipate the evolving needs of society.

Hazekawa: Under the SECOM Acceleration Program 2026, inaugurated in late 2025, we solicited ideas from partners interested in working together on the creation of proactive products and services, in response to which a variety of proposals were submitted. Beginning with this program, we are working to translate our new concept of “Peace of Mind through Anticipation” into tangible value. We will continue to leverage sensing technologies across the SECOM Group to

proactively extend peace of mind, broadening our focus beyond security services to include, for example, the early detection of health risks in medical services and of national land and natural disaster risks in geospatial information services. We will also continue to advance and further strengthen our fusion of people and technologies across the Group’s diverse businesses to proactively create new value by providing Peace of Mind through Anticipation. Through these and other efforts, we will strive to ensure that the entire Group embodies the idea of a constantly evolving SECOM that delivers enduring peace of mind in an ever-changing society.



The Business Design Department’s base in HARAJUKU 3rd Place in Tokyo promotes creative approaches to deploying cutting-edge technologies. (Yokoo)



Executives and managers from different sections served as judges at the final screening of proposals submitted under the SECOM Acceleration Program 2026. (Hazekawa)