



**SECURITY IS  
AN ILLUSION**

**PHYSICAL AND TECHNICAL SECURITY  
ARE MERELY DETERRENTS**

**THE STATE-CENTRIC SECURITY  
CONCEPT IS OUTDATED**

## CONTEMPORARY SECURITY THREATS

- Include communities, activist groups, criminal organizations, and terrorist networks
- Emanate from within societies, do not recognize “state” boundaries
- Leverage communications technologies to stoke social tensions and fear

## TRADITIONAL SECURITY SOLUTIONS

- Use force (gates, guards, and guns) to protect assets / personnel
- Build physical and psychological barriers with stakeholders
- Fail to understand the impacts on a population's identity, and ethnic / religious beliefs





**ENODO**  
GLOBAL

**ENODO breaks the cycle of insecurity through a soft-power solution that:**

- 1** Attacks the root cause of insecurity: identity conflict
- 2** Erodes support and eliminates safe havens for criminals / terrorists
- 3** Creates local pockets of stability and enduring security environments

## COMPETITIVE ADVANTAGES

- Minimize dependency on national, local, and private security
- Reduce expenditures on expensive physical and technical security practices
- Establish an additional layer of security and intelligence
- Shape local population's perceptions to protect employees, physical assets, and reputation
- Create enduring stakeholder relations with individuals and communities
- Re-define risk portfolio / mitigate systemic risk

