

↑ Flock Safety

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**NEW PRODUCT
INNOVATOR**

*Pioneering New Features and Functionality to
Exceed Customer Expectations*

*RECOGNIZED FOR BEST PRACTICES IN THE
NORTH AMERICAN TRANSFORMATION OF THE
MOBILE SECURITY INDUSTRY*

F R O S T & S U L L I V A N

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Flock Safety excels in many of the criteria in the mobile surveillance space.

RECOGNITION CRITERIA	
New Product Attributes	Customer Impact
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

The Transformation of the Mobile Surveillance Industry

Customer-Guided Innovation Rooted in Real-World Experience

The mobile surveillance industry is undergoing significant transformation, with customers expecting more

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**- Tobias Folatelli,
Research Analyst- Security**

than basic video feeds; they demand integrated platforms that combine mobility, intelligence, and ease of use. Reliability, cost efficiency, and responsiveness are no longer optional but essential requirements. Within this context, new entrants must not only match but exceed user expectations to gain lasting traction. As safety becomes more intertwined with data intelligence, providers that successfully marry innovative design with practical, customer-focused execution stand out. Flock Safety is one such provider. With its rapid rise, Flock Safety is redefining what mobile surveillance can achieve.

Its solutions are not only technologically sophisticated but are developed through a deep understanding of customer pain points and real-world operational needs.

Founded in 2017 in Atlanta, Georgia by Garrett Langley and his team, Flock Safety emerged from a personal encounter with property crime and a lack of actionable evidence. What began as a mission to provide affordable, effective license plate recognition systems for homeowner associations has evolved into a leading public safety technology company. Today, Flock Safety serves thousands of law enforcement agencies and businesses and has expanded its portfolio to include a comprehensive range of solutions.

Flock Safety's most recent breakthrough, the mobile security trailer, exemplifies the company's ability to

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translate complex needs into practical solutions. Launched in 2024, the mobile unit has quickly become one of the company's fastest-growing product lines, reflecting strong market demand for intelligent, rapidly deployable security infrastructure. Designed from the ground up to serve law enforcement and asset protection professionals in dynamic environments such as large public events, business parks, retail and shopping centers, as well as construction zones, the unit delivers unmatched operational value. It features three high-performance cameras including pan-tilt-zoom (PTZ) and panoramic lenses, 360-degree visual

coverage, audio deterrents, flashing lights, and seamless integration with the company's broader software ecosystem.

Flock Safety's approach to product development is deeply rooted in its established relationships with law enforcement agencies and asset protection teams, which serve as both customers and collaborators. Rather than building in isolation, the company actively engages with officers, businesses, and command staff to understand their evolving operational challenges and unmet needs. The idea for a mobile surveillance solution was born directly from these conversations, where prospective users expressed the urgent need for a flexible, rapidly deployable platform that could extend their visibility during large-scale events, monitor unprotected sites, and serve as a deterrent in high-risk zones. Every feature of the mobile unit—from its autonomous Guardian Mode and edge-based AI analytics to its integrated deterrents and modular design—was developed based on real-world use cases and frontline feedback. The product is not only shaped by asset protection and law enforcement priorities; it is built from the ground up with those priorities at its core. This co-development model ensures that Flock Safety's solutions are not only technologically advanced but functionally aligned with the day-to-day realities of modern security.

Autonomous, Intelligent, and Proactive: The Future of Mobile Security

At the core of Flock Safety's success lies a commitment to intelligent design that enhances both user experience and operational effectiveness. The mobile trailer is more than a camera platform; it is a fully integrated surveillance and deterrence system designed to generate actionable insights in real time. One of its most advanced features is Guardian Mode, an AI-driven function that autonomously monitors and tracks human movement within predefined zones. When unusual activity is detected—such as a person entering a restricted area in the middle of the night, the system initiates intelligent PTZ tracking, following the subject across its field of view and triggering real-time alerts to law enforcement or security personnel.

But what truly makes Flock's solutions stand out is that this capability is complemented by an automatic active deterrence layer built directly into the trailer's hardware. Once suspicious behavior is confirmed, the system can activate flashing blue lights and a talk-down speaker to deliver live or pre-recorded audio warnings, alerting the individual that they are being monitored. These visual and audio cues serve not only to disrupt potentially criminal behavior but also to reassure the surrounding community that proactive security measures are in place. Together, these elements transform the trailer from a passive recording device into a dynamic safety asset that helps prevent incidents before they escalate.

All of this is powered by edge-based AI models trained to recognize human presence, vehicle attributes, and behavioral patterns without relying on facial recognition or personally identifiable data. By processing video on the edge, the system eliminates latency and maintains high performance even in low-connectivity environments while preserving data privacy. Flock Safety's AI goes further by enabling contextual video search through natural language prompts, allowing users to rapidly isolate incidents by describing elements. This combination of autonomous monitoring, active deterrence, behavior detection, and intuitive search makes the company's mobile surveillance solution a powerful tool that enhances situational awareness while reducing the cognitive and operational burden on asset protection and law enforcement teams.

Delivering Value Through a Frictionless Service Model

Flock Safety's subscription-based business model plays a central role in its ability to deliver a seamless, high-value customer experience. By offering its mobile surveillance solution as a fully managed service, the company removes many of the barriers traditionally associated with security technology procurement. Through an annual licensing model, customers receive an end-to-end service that includes installation, software updates, proactive maintenance, data hosting, and 24/7 customer support with their national network of technicians. This eliminates the need for customers to manage multiple vendors or budget separately for upkeep and upgrades.

Ownership of the hardware remains with Flock Safety, allowing customers to focus on outcomes rather than infrastructure. This approach simplifies deployment, shortens procurement cycles, and ensures that customers always operate with the latest software and AI capabilities. As surveillance needs evolve, whether due to emerging threats, or high-visibility events, customers can scale their coverage footprint quickly, without capital expenditure or long-term lock-in.

By aligning solution pricing with performance and bundling essential services into a single, transparent offering, Flock Safety ensures a frictionless ownership journey that aligns with operational and budgetary realities in the public sector. This model not only improves return on investment but also reinforces trust in the long-term value of the partnership.

Conclusion

Flock Safety stands out for its commitment to solving real-world public safety challenges through thoughtfully engineered AI-powered mobile surveillance solutions. The company's close collaboration with asset protection teams and law enforcement agencies has guided the development of a highly effective and user-centric mobile security trailer, equipped with autonomous monitoring, active deterrence, and seamless software integration. Its subscription-based model removes barriers to adoption, enabling rapid deployment and long-term scalability without the burden of hardware ownership. By combining intelligent technology, flexible delivery, and a strong customer focus, Flock Safety has created a solution that delivers tangible impact and lasting value.

For its strong overall performance, Flock Safety is presented with Frost & Sullivan's 2025 North American New Product Innovation recognition in the transformation of the mobile security industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the New Product Innovation Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customers' needs directly influence and inspire the product portfolio's design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborate closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

