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Creators of the proactive security methodology 'Predictive Profiling' visit the Netherlands where it is considered the security industry gold standard.

WOODLAND HILLS, CA, August 5, 2016 - Amotz Brandes, Managing Partner at Chameleon Associates and the company's European Director Allon Knetemann visited D&B The Facility Group in Amsterdam last week to discuss how to further advance collaboration between their companies.



Chameleon Associates, based in the U.S., is the creator of the security methodology known as Predictive Profiling. After the 9/11 terrorist attacks and the explosive growth of terrorist activities around the world, The Chameleon Group decided to expand its operations into the field of counterterrorism, consultancy and training. Nowadays Chameleon Associates operates globally and has built an outstanding reputation in the field of security consultancy and training. D&B The Facility Group has been working closely with Chameleon Associates since 2014.

In an interview at D&B The Facility Group, Amotz Brandes succinctly explained the Predictive Profiling methodology and examined the responsibilities of security professionals in today's world. He also discussed the operational intersection of Hospitality and Predictive Profiling.



[VIDEO LINK](#)

The current jihadist threat was also discussed. It is currently one of the most important terrorist threats in Europe. The possibility of a terrorist attack in the Netherlands is obvious, and this reality demands a new approach to safety and security. The security industry has, for decades now, been focusing primarily on the security of buildings and property. In the case of an incident, however unpleasant that may be, one can fall back on an insurance policy. But the protection of human life demands a totally different approach.

On this topic there's a lot to learn from a country like Israel, which deploys tools and methods to protect against terrorism. And it is successful in doing so. Ben Gurion International Airport in Tel Aviv, one of the most sensitive places in the world, in a geographical area where terrorist attacks were taking place frequently over the years, has suffered zero attacks since the 1972. Israel is applying threat assessment to its security protocol, in essence - Predictive Profiling.

About D&B Security and Predictive Profiling

D&B Security first came in contact with Predictive Profiling in 2010. This proactive methodology showed D&B new angles for interacting with guests, employees and suppliers. The Board of Directors saw this methodology as an addition to the then guest-oriented approach of the security professionals at D&B Security. As Predictive Profiling focuses on proactive and targeted interaction with people, it greatly aids in creating a safer environment. This simultaneously leads to a pleasant experience for employees, guests and visitors in their contact with the security professionals. D&B had at the time in-house training experts with extensive knowledge of this progressive security methodology. D&B began training its security personnel in the Predictive Profiling methodology as early as 2011.

About D&B The Facility Group

D&B The Facility Group is a provider of integrated facility management. D&B's offerings include reception services, object security, cleaning services, facility management and catering services for corporate offices and high-end properties.