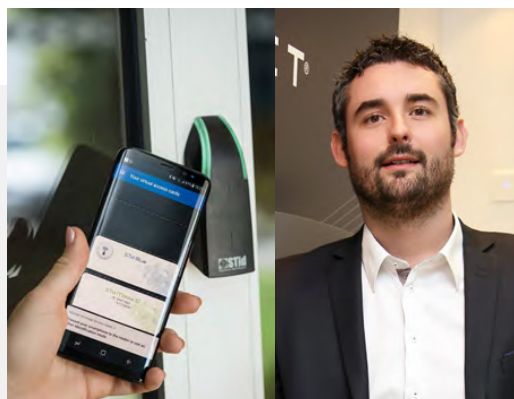


Article

Swipe, Slide or Hands-Free

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SWIPE, SLIDE OR HANDS-FREE



Digital Identification Made Easy

With its innovative solutions, France's leading provider of instinctive contactless technologies is disrupting the market and seeing double-digit growth. We ask CEO Vincent Dupart about the keys to this success, growth plans for the future and what visitors at Intersec in Dubai can expect to see at the STid stand.

It looks like you are trailblazers in the field of instinctive security. Can you give us a short summary how things developed in the last years?

Vincent Dupart: We were the first to rethink the way organizations can protect their people, assets and data using intuitive RFID access control readers. We provide security at some of the most prestigious sites in France and Europe, such as Airbus, the French National Centre for Space Studies, government offices and other bodies critical to national security. We have now one million readers in service and 100 million users around the world and are the leading French solutions provider. We are now targeting the North American market, with the aim of gaining 10% market share within the next three years.

Your activities are not limited to security applications. How do you use your technology for other industry sectors?

Vincent Dupart: We were already pioneers in UHF technologies when we launched our first reader in 2004 and we are always looking ahead to future market trends. Over the last three years, we have significantly increased our level of investment and we design asset tracking solutions for other industry sectors now. We offer security and the ability to monitor industrial flows and processes, by turning assets into smart connected objects, providing our industrial partners with an essential decision-making tool. Our technologies are so advanced that we are listed as a key supplier in the most stringent sectors like the aeronautical or power generation industries.

How do you explain your 25% annual growth, when the market is only growing 5%?

Vincent Dupart: It's about our innovative and user-friendly solutions and the associated services which make it easy to integrate our products into our clients' third-party solutions. Rather than using proprietary technologies that lock the end customer in, we take an open approach to technology.

Is user-friendliness the key for the success of your solutions?

Vincent Dupart: Absolutely. Our innovation strategy focuses on user buy-in to corporate security policies. That's why we develop products that make access control smoother and much easier. Directors of Security and end users all consider our technologies to be the most user-friendly on the market. STid Mobile ID is a great example of this. The mobile solution moves your traditional access card onto your smartphone. With a range of different identification methods, this solution makes access control so much more seamless and instinctive for users. All you have to do is touch your hand on the Architect reader and the doors will open, whether you are talking on your cellphone, or it's just in your pocket. There is a dynamic system for managing access rights, so that authorization can be issued or revoked remotely, which Security Managers love.

How important are certifications in a business where the quality of a system is hard to prove?

Vincent Dupart: Certifications send a strong signal to the market. We were the first access

control reader designer, in 2013, to be awarded Top-Level Security Certification by the French Network and Information Security Agency (ANSSI), and to offer solutions that comply with European GDPR rules. All this is a guarantee of unparalleled expertise. And we are also a registered center for training in contactless technologies.

What trends do you see in the market?

Vincent Dupart: We are seeing biometric solutions coming in, but also combined on- and offline offerings, just like what STid Mobile ID already does.

What can visitors expect when they visit your stand at Intersec 2019 in Dubai?

Vincent Dupart: Our experts will show our STid Mobile ID Online Portal and virtual access control card management solution plus Architect Bluetooth/NFC scalable readers. Our customers will experience our reader customization service with the new "Skin effect" technology, to tailor the reader to your brand image. SPECTRE, our latest long-range identification reader will also be on display to show fast-tracking for your vehicle gates. ■