

Article

Completely flawless security

The United Kingdom Security Market



SECURITY WORLDMARKET- May 2021



Stid is one of the world's largest manufacturers of non-contact readers for access control and the first to have component certification by an EU government organisation (ANSSI).

Robert Jansson, sales director in the Nordic region and in Eastern Europe, explains why Stid have earned such a strong position on the global market in this interview.

The access control market is a tough one for manufacturers aiming for international success. In comparison with the video surveillance market there are much more local manufacturers with strong market shares to compete with. A good example is Sweden, where Robert Jansson is located. It is not just the country where Assa Abloy's headquarters are located, there are several other manufacturers here as well. But Robert Jansson believes there is plenty of space for Stid to develop good and growing business in this market, just like they do in other countries with strong presence of local manufacturers. He thinks the time has come for open GDPR compliant technology.

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So what are Stid's keys to success in the access control market?

Stid's success is based on our ability to combine two contradictory needs: the requirement for flawless security from security departments and the necessity for a seamless user experience by removing identification restraints.

So how does Stid respond to these requirements?

With Stid, access control becomes instinctive and guarantees data protection. Our access control solutions are futureproofed and can easily adapt to evolution in customer needs.

Why is open technology so important?

Because organisations will be independent and have autonomous management of their security. This freedom is vital for us and for our customers. They should not be locked into a solution or tied down by proprietary technologies. This bold positioning entices and retains our customer-base.

You are also claiming Stid's capacity to offer uniformed end-to-end security as an important strength. What do you mean by that?

We ensure impeccable end-to-end security between the card and the reader – with Mifare Desfire and EV2/EV3 technologies – and between the reader and the controller/LPU with systems capable of supporting OSDP and SSCP protocols.

In short, what are your customers' expectations in terms of access control?

Completely faultless security.

And how do you approach them?

The Architect Reader with capacitive vandal-proof keypad is a perfect example. With combined reader and keypad, this unit offers dual identification by combining card and or PIN code identification in perfect harmony with all market access control systems. A good example of how to ensure that the user is the card holder and it effortlessly reinforces access control security.

What else can you say about Stid's Architect reader?

Well, to add a new security mechanism requires having a well designed keypad. Stid's capacitive keypad is sealed and protected from accumulation of dirt. It also prevents the premature mechanical wear of individual keys, a common fault found in the majority of conventional keypads available within this market.

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What about the resistance against tough weather conditions and other environmental challenges?

The reader's IK08 certified vandal-proof structure has been optimised to resist heavy knocks and malicious acts. It is designed to withstand harsh environments (IP65 level excluding connectivity): dust, heavy rain, frost, etc.

Any other specific design features that you think make a difference?

Yes, our reader with capacitive vandal-proof keypad has a curved body design which means keys cannot easily be pressed by accident. Unlike traditional capacitive keyboards, a visually impaired person can gently navigate our keypad using their fingertips without actually falsely activating keys. Stid delivers the best of capacitive without any heavy mechanics. Add to this our lifetime warranty on most of our readers.

You have worked for Stid for two years now. How is business developing in the market you operate in?

Stid's growth continues. Recently, we partnered with Elektroskandia, a leading distributor of electrical technology based in Sweden. Our customers can access all Stid's products and services directly through this robust distribution network.



Another among our customers is Aras, a security specialist operating within the Nordic Countries. We share the same requirements on flawless security and uncompromising quality. The synergy between our two entities is natural.

Finally, how do you look on the future and Stid's role on the market?

We shall continue to develop and design products and solutions that grow with ever-changing security needs. The current health crisis is a typical illustration of the importance of modularity.

And what is the next step for Stid?

To advance identification processes to be even more instinctive, smarter, and, innovating and strengthening the levels of trust and powerful relationships with our partners and customers.