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STid: French market leader is revolutionising digital identification

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STid: French market leader is revolutionising digital identification

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

You are trailblazers in the field of instinctive security.

We were the first to rethink the way organizations can protect their people, assets and data using intuitive RFID access control systems. 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 1 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.

You also design traceability solutions for industry.

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. 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%?

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.

Achieving certification has also sent a strong signal...

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.

Has user-friendliness been a key for the success of your solutions?

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.



SPECTRE: winner of Innovation Award at Expoprotection 2018

The SPECTRE UHF identification reader system is packed with innovation for secure and seamless access to parking lots, with automatic vehicle identification at ranges up to 13m and capacity to check 4 lanes simultaneously. Its outstanding performance makes it the fastest reader on the vehicle identification market.

"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.

STid Mobile ID 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.

What trends do you see in the market?

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

■ stid.com