

Article - STid: The French Rising Star

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SECURITY

ACCESS CONTROL

STid: The French Rising Star

Standing Up to the Market Giants
the Leader on the French Market
Shows Record Growth

Having reached €10 million in sales and a growth rate of 30%, STid can look back at a phenomenal year. The company employs 50 people now, has offices in the UK, Australia, Mexico and the United States and is establishing itself outside France with strategic partnerships and cutting-edge access control solutions that are eliciting unanimous praise.

Key Player
STid is making a name for itself on the international stage by racking up prestigious clients, including the Airbus Group, Thalès Alenia Space, LVMH, Caisse d'Épargne, Algiers Airport, the Ryadh Metro, Umm Lulu refinery, ADECO, and CDBC in Abu Dhabi. "In 2017, we experienced 30% growth on a market that grew by 4.2% according to the 17th edition of the Atlas En Toute Sécurité," says Vincent Dupart, Managing Director of STid. To support this growth, STid is expanding its teams, opening up new support and sales positions to ensure that quality and service levels remain on par with the aspirations of the Managing Director.

User-friendly Innovations
By placing innovation at the heart of its strategy, the French company has worked to respond quickly on its market and to offer the



most user-friendly solutions. The manufacturer is reaping the benefits of its decision to create a department dedicated to innovation a year ago. "Our quick reaction to changes in the sector and the user experience are what make us stand out on the market," explains Vincent Dupart. Organizations may see access control as a necessary evil, but STid wanted to make identification instinctive for users by creating STid Mobile ID. "By eliminating the constraints of traditional access control, our solutions help all employees get on board with the company's security policy. Imagine no longer needing to take your telephone out of your pocket or bag to identify yourself," says Vincent Dupart. This solution where your smartphone becomes your access key is the now the most secure and acclaimed solution out there, garnering 7 awards across the world.

Shifting Away From Proprietary Technologies
One of the challenges for Chief Security Officers is to maintain as much independence as possible in managing their company's security. 72% of the time they are dependent on a third party, which complicates the ability to manage information exchanges within an organization. "Since STid's creation in 1996, it has continued to offer open solutions that enable its clients to shift away from proprietary technologies that technologically and commercially block clients," concludes Vincent Dupart.



Two Questions for Vincent Dupart, Managing Director of STid

GIT SECURITY: How are your new strategic partnerships are opening up the doors to the North American market...

Vincent Dupart: STid is in a great position to penetrate the North American market with strategic partners like Genetec. Clients are looking for secure, open, user-friendly solutions and exactly this three characteristics are the key success factors which make STid solutions stand-out. It is also important to remember that our development isn't limited to the North American market. We're also making a name for ourselves on the French, UK and Australian markets.

CCI France has chosen STid as its Security consultant. What was the reason for their commitment?

Vincent Dupart: With security becoming a major issue, CCI France, France's network of Chambers of Commerce and Industry, has decided to make industrial and business security one of its priorities for 2017 and 2018. Each user and each business has increasingly specific and changing needs. Our secure solutions, the use of open technologies and our user-friendly systems convinced the 126 chambers of commerce in France and 115 abroad to choose STid as their security consultant.