



Solving Challenges for
Biometric Software Integrators
in Emerging Markets

IB360°

Challenges Facing Emerging Market Biometric Software Integrators

Emerging technology market biometric software integrators provide a variety of identity solutions to their customers. There is no “one size fits all” solution for them, since their demands vary according to the following four parameters:

- **Complexity.** A solution could be a simple on-premises system. Or it could be a complex cloud or hybrid system. Sometimes the solution must accept data from hundreds of edge devices and synchronize its central system with multiple regional systems.
- **Industry.** A biometric software integrator pursues customers in one or more markets, such as education and testing, healthcare, hospitality, law enforcement, licensing, or payment authorization. The market affects the solution; a law enforcement solution which “books” suspected criminals differs dramatically from a healthcare solution which collects patient data.
- **Environment.** Often an emerging market solution must work in challenging environments, such as remote sites with limited or no internet connectivity, or places with excessive heat or humidity that adversely affect biometric capture.
- **Technology.** A biometric software integrator must identify the hardware and software that best supports their customer needs.



Ideally, integrators do not want to build too many distinct products for their customers. They want to add software to their value chain without maintaining burdensome investments in engineering and support. And they want to deliver solutions quickly.

How have biometric software integrators provided solutions that address the needs of their emerging market customers in the past?

Traditional Choices

When emerging technology market biometric software integrators offer solutions, they traditionally face two alternatives:

- **Design a custom solution for each customer.**

Biometric software integrators can address each individual customer's needs by assembling a solution for those needs, using disparate technologies from multiple sources.

- This requires vast engineering *expertise* on the integrator's part.
- Development of a custom solution *takes time*.
- Customization results in *expensive* systems.
- And the *risk* in such solutions threatens to derail the project completely.



- **Adapt a commercial off-the-shelf solution for each customer.**

The integrator could simply adapt an existing vendor system.

- But this requires a transfer of expertise from the local customer and integrator to the distant vendor.
- Adaptation of the standard solution takes time and cost.
- And with multiple players the risk of implementation failure increases.

What if integrators had a third choice: a toolset of proven components—collection, matcher, storage, synchronization—to build a complete biometric solution? A toolset that delivers systems quickly? IB360 from Integrated Biometrics provides this toolset.

How Can a **Software Integrator** Use IB360 to Support a Customer?

This example illustrates how an integrator can support a customer with a particular need.

The Original Custom Solution

- A regional entrepreneur in an emerging market began offering services to administer and monitor driver education on-line testing and on-the-road testing. These services were offered to remote driver license applicant.
- A local government awarded a contract to the entrepreneur.
- The entrepreneur retooled and automated portions of its system to offer services to new regions, testing centers, and testing workstations.
- To accomplish this, the in-house development team developed a software application to automate workflows, interface to the local government, and incorporated off-the-shelf fingerprint sensors and pilot fingerprint software to create a biometric enrollment and identification system.
- The entrepreneur's custom system positively identified students, maintained system integrity, and provided a comprehensive audit trail.

With Success Comes Challenges

- The company decided to focus its business on identity management.
- The entrepreneur targeted other industries such as transportation (rider enrollment, trip verification, loyalty).
- The entrepreneur moved its system from on-premise to the cloud.
- Unfortunately, the original system did not scale well, required more computing power and hardware, was burdensome to support, and experienced constant breakdowns.

“

I need to manufacture easy-to-use software platforms that address multiple use cases.

I do not want to build too many different products.

”

How an Integrator Can Help

- An emerging technology market biometric software integrator can use IB360 as a toolset to build a more robust system for the entrepreneur.
- The IB360 toolset can handle all data collection, matching, data storage, and synchronization, freeing the integrator and customer to concentrate on other parts of the solution.
- The customer can receive a prototype in 2 days, a proof of concept in 2 weeks, and a production system in 2 months.

How does IB360 Benefit Software Integrators?

IB360 addresses the major challenges integrators face in identity solution development, including:

- Time-consuming processes
- Resource-intensive requirements
- The need for deep biometric software expertise
- The need to develop custom solutions that are difficult to get right the first time
- The need to provide Tier 2 support
- Scalability challenges

IB360 builds on Integrated Biometrics' strengths:

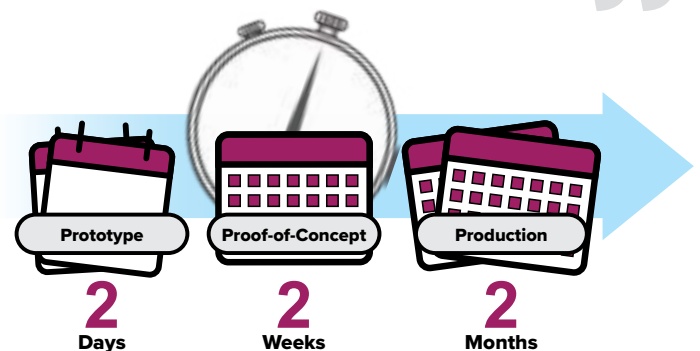
- IB's global fingerprint industry expertise in challenging environments
- In-house software development skills
- IB's experience with large-scale identity projects worldwide

Finally, IB360 provides integrators “a seat at the table” to serve as valued partners to their customers, addressing all their customers' software and hardware needs from their own geographic region and ensuring recurring revenue streams.

“

Biometric identity systems often involve time-intensive and complicated development and testing cycles especially when integrating the front-end systems with the back-end systems.

”



How does IB360 Benefit Software Customers?

Customers benefit by partnering with a single local biometric software integrator who can supply both hardware and software, and who understands their environment, needs, and challenges.

The local biometric software integrator can use IB360 to quickly address emerging customer requirements.



About Integrated Biometrics

Integrated Biometrics (IB), a pioneer in biometric fingerprint technology, designs and manufactures advanced software, contactless and FBI-certified contact identity solutions. IB's lightweight scanners, supported by our patented light-emitting sensor (LES) technology, outperform traditional fingerprint devices in size, power consumption, portability, and reliability. Global organizations rely on IB's products to enroll and verify identities quickly and accurately, even in remote locations under extreme conditions. Commercial enterprises, government and financial services organizations depend on IB to build innovative, secure applications to establish identity in accordance with national and international standards. For more information, visit: <https://www.integratedbiometrics.com>.

“

IB360 offers a significantly lower cost structure, integrates seamlessly with other solutions, and reduces hardware requirements to a quarter of existing options, effectively halving costs... it allows clients to visualize concepts before making substantial investments.

”