Case Study

EXECUTIVE SUMMARY

The HydroLife Center sought an identification system that would make member check-in and visitor entry easy and efficient, and would not require them to carry RFID chips or other forms of physical identification. FST Biometrics' IMID Access was installed at the Center and successfully integrated into the existing member database, allowing for fast and accurate entry for the over 2,000 daily members and visitors.

CHALLENGE

The HydroLife Center in Shaar HaNegev is a large health and wellness center in southern Israel, with more than 2,000 visitors per day. The center has a diverse client-base that includes local college students, youth, the elderly, individuals with disabilities and others. As such, in addition to the 1,500 registered members, several hundred parents, support staff, chaperones, non-member visitors, and non-member individuals who have paid for specific services enter the facility daily, making member identification a challenge.

Until recently, the Center used standard RFID chips to help manage access to the facility. However, loss of RFID chips was frustrating to members and staff, and often inconvenient for chaperones and aides assisting the elderly or individuals with disabilities. Furthermore, anyone who was not a registered member would have to be individually checked in by staff.

To facilitate member check-in and visitor entry, and to save staff time, FST Biometrics was brought in to implement the company's visual identification solution. A key advantage of FST's system is its ability to integrate with the Center's cloud-based membership database system.

SOLUTION

FST's In Motion Identification (IMID) Access system, which uses visual identification technology for fast and accurate identification, was installed at the entrance to the Center and incorporated into the existing turnstiles to facilitate member check-in and frequent visitors' entry. IMID Access was integrated with the facility's member database software to maximize the efficiency of the day-to-day operations.

FST's IMID Access works seamlessly with The HydroLife Center's membership management software. Upon entry, a member's/visitor's biometric profile is matched with his/her user profile, whereupon s/he is admitted or denied entry based on the information in the database. Additionally, the front desk attendant can see each user's profile as s/he enters the facility, enabling the attendant to stop a user if the need arises.

Given the tight integration between IMID Access and the membership database, the Center did not have to create a new database to gain the benefits of a secure visual identification system, nor did members of management alter the way they collect, store and use visitor information to improve customer service.

RESULTS

The IMID Access system was successfully installed in one day and handles all 2,000 daily entrances smoothly and seamlessly. Enrollment in the system takes less than one minute, and members/visitors are identified and granted access in less than two seconds, allowing them to enter without breaking stride.

"The new system makes everything much smoother, whether it's registering new members and visitors or the daily flow of traffic in and out of the facility," said Vered Libstein, CEO of the HydoLife Center. "Our staff can focus on the needs of our members instead of checking them in, and everyone feels safe and secure knowing that only individuals with authorization can access the facility."

For more information, please visit www.fstbm.com.