



# How the biometrics range from Innovative Technology can benefit SMEs

Biometrics for small to medium-sized enterprises

# What can biometric technology do for your SME?

Only ten years ago, the term 'biometrics' evoked visions of secret labs with retina scans to gain access to high-tech areas. Within years, however, it's become commonplace to unlock our phones with our faces, use fingerprint recognition to sign into laptops and verify identity at border control using cameras.

Although biometrics are a fast-growing technology, their potential in streamlining the everyday operations of small to medium-sized businesses has largely been untapped. But that doesn't mean there isn't demand.

## The global biometric system market



Statista, 2022. [↗](#)

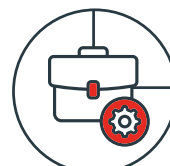
Biometrics are set to elevate just about every industry, for both large and small businesses - and clever use of the technology could help to drive a competitive edge. For SMEs, biometric technology offers a wealth of benefits.



Improving  
physical security



Improving  
safety and hygiene



Improving  
business operations

It's important to remember that the world of biometric technology is relatively new, and the legislation surrounding the topic is still in its infancy. Considerations around data protection should be taken into account when dealing with biometrics, but working with experts who understand the legal requirements can help you transition to biometric solutions with confidence.

In this guide, you'll find out how SMEs can integrate the biometrics range from Innovative Technology into their businesses in a way that benefits owners, employees and customers alike. Discover the three main solutions biometrics can offer your SME, along with the considerations you need to account for in order to implement biometric solutions with ease.

To find out more, visit [www.intelligent-identification.com](https://www.intelligent-identification.com) [↗](#)

# How do consumers respond to biometrics?

It's understandable that SMEs might worry about investing in biometric solutions - it is still an emerging technology, and you might think that commercial acceptance rates could harm your business.

## Did you know?

Roughly **4 in 10** use biometrics at least once daily through their phone.



What's more, this figure jumps to **75%** for 18-34 year olds.



Cyberlink, 2022. [↗](#)

We might not think of it as 'biometrics', but the introduction of Face ID on Apple's iPhones brought biometric verification to the forefront of mainstream culture, increasing worldwide uptake of the technology. One of the reasons we were quick to accept this form of facial analysis was the ease of use - it significantly cut down on time taken to unlock our phones, and the convenience led to acceptance of Face ID for payments, app logins and much more. It makes sense, then, that convenience is one of the top reasons consumers are happy to use biometric technology.

Two of the ways biometrics can streamline the consumer experience are through access control and age estimation, helping

to support your SME's physical security and safety as well as streamlining your day-to-day operations and meeting social responsibility requirements. And with clear interest from consumers - and low-cost options available - why not give biometric solutions a try?



**45% of consumers** would consider using biometric technology for speed and convenience

Cyberlink, 2022. [↗](#)

## Understanding the law

Many SMEs are also concerned about navigating the legal parameters of biometrics, especially as much of the legislation is still in its infancy. Government organisations in the UK have taken a proactive approach to understanding the privacy and regulatory implications of the emerging biometric technology. It's important to ensure that you are aware of the regulations in any region your business operates, as they are not necessarily consistent on a global scale. However, the age verification range from

Innovative Technology provides solutions with absolutely no images stored on the device, removing the concern over data protection. Plus, the range was the first of its kind to achieve GDPR (General Data Protection Regulation) certification from the Age Check Certification Scheme (ACCS), so you can integrate biometric solutions with confidence.

The expert team at Innovative Technology is available to help you understand the regulatory parameters for your region - get in touch at [www.intelligent-identification.com](http://www.intelligent-identification.com) [↗](#) to learn more.

# Improving physical security with biometrics

Most of us are familiar with the use of biometric technology for digital security - using facial recognition instead of a password to unlock a phone, for example. But there's also a lot of potential for biometrics to streamline physical security, by automating access control and adding an additional layer of security. In the same way that your biometric profile can unlock your phone, it can also be used to allow access into offices, restricted areas or even specific machines which require authorisation to operate.

## What are the benefits of using biometrics for access control?



Quicker  
authorisation



No manual  
checks required



Accurate  
facial analysis



Inbuilt  
fraud protection

Biometric access control can also replace the need for keypads or passwords to gain access, meaning that your employees have fewer codes to remember and reducing the likelihood of the right person being locked out.

It can be difficult for businesses to accurately track metrics like employee time and attendance. Especially for SMEs with temporary staff and shift-based working patterns, sign-in sheets for clocking in and out can be misleading. But using a biometric-based access control system can monitor who enters and leaves your premises, helping you to accurately identify work patterns and monitor attendance.

As well as supporting entry for your employees, biometric technology improves physical security by ensuring that unauthorised personnel don't gain access to secure parts of the business. This could mean anything from customers in a retail store accessing the staff room, to the public walking into your office storage.

Biometric access control solutions work with a predefined database of authorised individuals, so you can be sure that nothing falls into the wrong hands. Plus, spoof or presentation attack detection is a vital layer of security to ensure authorised entry cannot be tricked with images or videos.

If you're interested in improving the physical security of your SME, Innovative Technology's access control solution, ICU Pro, can help. For more information, [see page 7 of this guide](#). [↗](#)



# Improving safety with biometrics

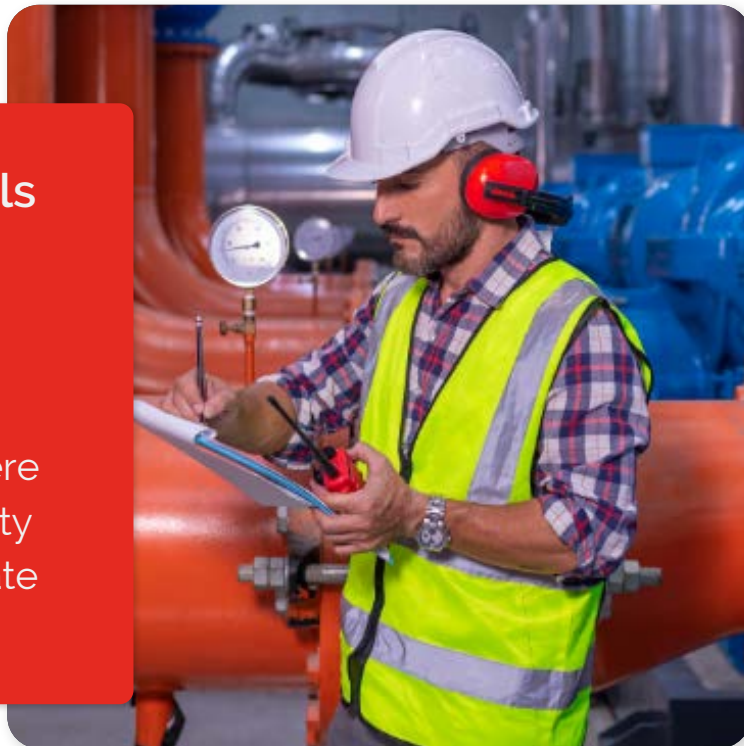
## Workplace hygiene

It's no secret that the way businesses operate has changed drastically over the past years, with many of these changes being driven by the COVID-19 pandemic. On a global scale, more attention is being paid to how we interact in public spaces, including the workplace. Door handles are well-known carriers of germs, but did you know that entry code pads and even stainless steel push pads can carry just as many? Hands-free biometric solutions for access, like ICU Pro, can be an effective way to limit the spread of bacteria in your workplace and keep your employees - and customers - safe.

The possibility of improved safety is also a persuasive benefit for people who are reluctant to use biometric technology.

**42% of individuals** who are concerned about biometrics would consider it if it meant improving safety, and **20%** were interested in its ability to reduce or eliminate human contact

Cyberlink, 2022. 







# Improving safety with biometrics

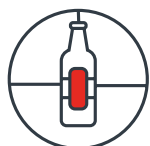
## Protecting young customers

Especially in industries like retail, gaming and entertainment, the safety of young people is a key consideration for businesses. Age restrictions are in place across a range of products and sectors, and failure to identify an underage customer can have serious consequences - for both the business and the individual.

The pressure of enforcing the legal age limits on goods such as alcohol and tobacco can often fall to cashiers, and the risk of a confrontation when asking a customer for their ID is always present.

The use of biometrics to prove age is an emerging trend, and organisations are calling for more opportunities to offer this. For example, the Proof of Age Standards Scheme (PASS) is calling for the development of new technologies which would allow customers to prove their age in the UK. Completely anonymous age estimation technology at checkouts has also been trialled at various locations across the country, such as ICU Lite from Innovative Technology.

## Age estimation can keep young customers from:



Buying goods  
like alcohol  
and tobacco



Using age-restricted  
arcade games



Gambling  
or betting



Viewing age-  
restricted films

To find out more about our range of biometric solutions for age estimation,  
**go to page 8 of this guide.** [↗](#)

# Explore the biometrics range

The biometrics range from Innovative Technology has been designed with businesses in mind, helping to bring effective solutions to SMEs like yours. Whether you're looking to enhance security, safety or streamline your day-to-day operations, discover how our biometric technology can help.

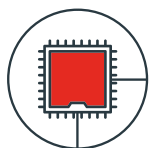
## Access control

Improving your access control can bring a wealth of benefits to SMEs - perhaps more than you think. It doesn't just restrict access for unauthorised personnel, but it can also help with attendance tracking, automating shift patterns and much more. Plus, controlling access to potentially dangerous areas such as warehouses with heavy machinery can reduce the risk of workplace accidents. For the answer to your access control requirements, look no further than ICU Pro.



The ICU Pro is a small device that integrates with USB cameras to offer seamless access control solutions for buildings, safes, machinery and more, using non-intrusive facial analysis. Requiring only an internet connection to get started, ICU Pro is a straightforward solution without compromise, **with up to 99.88% accuracy<sup>1</sup>**. Plus, hands-free access allows for improved hygiene in the workplace.

<sup>1</sup>Labeled Faces in the Wild.



Local processing  
for fast results



Market  
leading accuracy



Simple to  
set up and use



Inbuilt  
fraud detection

# Explore the biometrics range

## Age Estimation

If you work with age-restricted goods and services, you know the importance of accurate age verification for your sales. Not only is it bad for your SME's reputation to overlook age, it can often lead to legal action and licence removal. This can add significant pressure for your employees, as well as creating the possibility of confrontation with frustrated customers who don't have their ID to hand.

With biometric age estimation technology, you can streamline the process with quick and accurate facial analysis. Our age estimation portfolio, including MyCheckr and ICU Lite, is the perfect solution for SMEs looking to enhance their checkout experience.

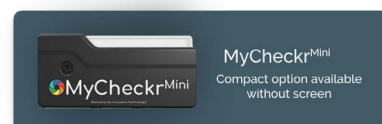
### MyCheckr

Biometrics by Innovative Technology®

If you're looking for an all-in-one age estimation solution that you can start using straight away, MyCheckr is the product for you. This ready-to-use device offers a simple, low-cost solution that helps your employees verify customer ages with more accuracy. Through an integrated camera, MyCheckr identifies whether manual checking of a customer's ID is required - significantly streamlining the checkout process and minimising the risk of confrontation.



- ✓ No integration required
- ✓ Local processing for fast results
- ✓ GDPR certified
- ✓ No data stored on device
- ✓ Non-intrusive spoof detection
- ✓ One-off costing - no recurring age check fees



### ICU Lite

Biometrics by Innovative Technology®

Offering plug-in age estimation for any machine, ICU Lite is the compact age estimation solution you need - compatible with any USB camera. It integrates seamlessly with existing self checkouts, slot machines and much more, providing elevated age estimation without the need to invest in new machinery. Plus, with impressive underestimation on average of just 0.19 years, you can sell age-restricted goods and services with confidence.



- ✓ Compact, plug-in design
- ✓ Marketing leading accuracy
- ✓ GDPR certified
- ✓ No data stored on device
- ✓ Non-intrusive spoof detection
- ✓ One-off costing - no recurring age check fees





## We are Innovative Technology.

At Innovative Technology, we pride ourselves on being at the forefront of innovation in transaction automation for more than thirty years. Established as a leading provider of cash handling equipment, our drive for innovation led to the development of our AI-powered biometric solutions.

Our mission is to develop excellent biometric products that are cost-efficient, reliable and responsive to the changing needs of our customers and their industries. As a global, innovation-led technology company, we research and develop a broad range of products that reduce operations costs and maximise efficiency for a variety of sectors, including the retail, kiosk, gaming amusement and vending markets.

The biometric solutions we develop span a range of uses, offering recognition and estimation systems that integrate with your existing software to bring you the next generation of customer identification and security.

From starting out in 1992 in Oldham, England, we have grown into an international presence. With commercial operations across the globe, the Innovative Technology brand includes two global manufacturing sites, a rapidly expanding R&D centre and a network of more than 20 trading partners worldwide.

We have a reputation for excellence, continuously developing biometric products that improve the customer experience in a rapidly changing world.

## We are intelligent, affordable automation.



# Talk to us about biometric solutions to benefit your SME

Innovative Technology is based in the UK, but our sales offices are located across China, Germany, Spain and the USA - as well as regional sales contacts in Brazil, the Czech Republic, France, Italy, Malaysia and Thailand.

Our global presence means we are equipped to deliver solutions that streamline your SME, wherever you're based.

To find out more about our biometrics range and how it can elevate your business, visit [www.intelligent-identification.com](http://www.intelligent-identification.com)  to find your regional sales contact.

You can also contact us on:

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Support Line: **+44 161 507 1818**

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**We are intelligent, affordable automation.  
We are Innovative Technology.**