



E-BOOK

Secure the modern workplace with visitor management



Contents

An introduction to visitor management	3
1. Create a secure workplace as visitor traffic increases	4
2. Ensure data protection and compliance	8
3. Rise in hybrid work requires a seamless visitor experience	13
4. Adapt yesterday's infrastructure to today's flexible workplace	18
Why Eptura for your visitor management solution	21

An introduction to visitor management

How many visitors were in your office yesterday? What about last April? More so, who is currently in your office right now? And who is expected to arrive tomorrow?

A visitor management system (VMS) can answer these questions quickly and efficiently. Organizations can now streamline and automate their visitor management process using advanced technology. VMS represents all the processes and activities your organization puts in place to track and manage visitors in your building from start to finish – from employees, customers, delivery persons, consultants, and contractors to the CEO's third cousin who's just visiting. As a result, companies can take control of their people flows while giving them a positive impression of their business.

The pandemic changed the workplace. Visitor management went from a convenient nice-to-have technology (a nice upgrade to the classic paper and pen method) to a vital need. Security is paramount for most businesses, especially as people return to the office – whether full-time or hybrid. Visitor management helps mitigate potential risks while saving time and optimizing resources.

The modern workplace puts a premium on welcoming visitors into your building without compromising security, compliance, or productivity.

Enter the modern workplace seamlessly and securely.

1.

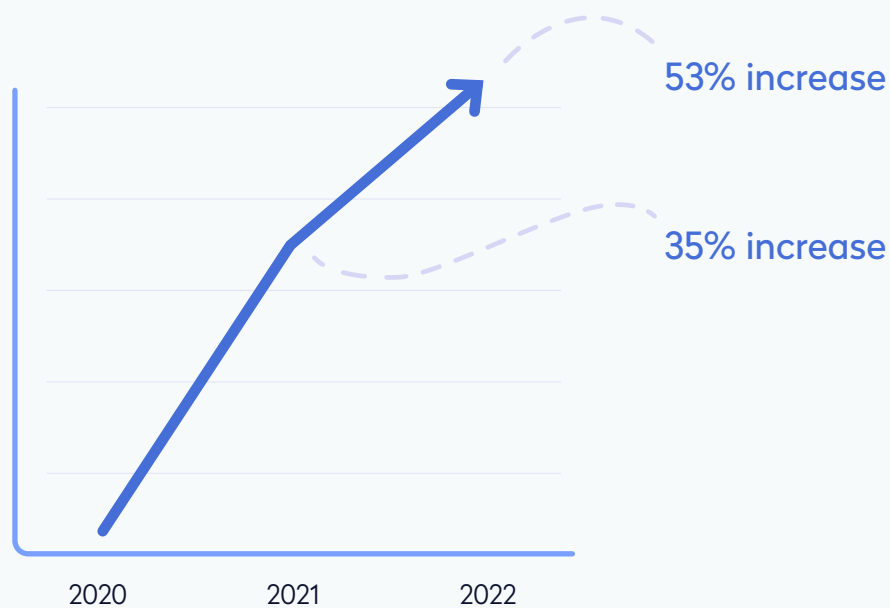


Create a [secure workplace](#) as visitor traffic increases

Visitor traffic has changed drastically over the last few years. Businesses reimaged their workplaces and corporate real estate portfolios. While some thought remote work was here to stay, the lack of human connection negatively affected people. Today, with social distancing no longer as high of a priority, people are eagerly returning to the office.

Foot traffic has increased significantly since the pandemic lockdowns. In fact, each year there has been an uptick. Proxyclick by Eptura reports an estimated 13% increase in check-ins from 2020 to 2021 and a 35% increase from 2021 to 2022. In total, check-ins increased by 53% from 2020 to 2022. The numbers don't lie; visitor traffic is on the rise, and so is the need for a more secure workplace.

Visitor check-ins



As organizations are more security-conscious, they look to VMS to protect their people and secure their buildings. With VMS, you can guarantee that only authorized visitors are allowed on your premises, reducing the risk of theft, vandalism, and other security threats.

With extra layers of security, you can know who's coming, who's there, and whether they're a threat right from the start.



Visitor pre-approval

The more you know about people, the safer you feel about letting them in your building. VMS allows visitors to register their names and contact information, complete a questionnaire and sign mandatory legal documents in advance. Visitors also receive important arrival information. And if needed, companies can instantly update their customized check-in process.

Visitors who successfully complete your check-in process are pre-approved. Pre-approval enables you to provide your visitors a hassle-free entry. Only properly screened individuals are allowed entry access. Additionally, you can restrict visitors from specific places in the building if the area is irrelevant to their visit. Thus, people have confidence that everyone in the building is accounted for and safe.



Identity verification

Identity verification is an extra step that ensures your visitors are who they say they are. VMS technology compares visitors' photo IDs – a form of government-issued documentation such as a driver's license – to their faces. Each visitor is assigned a confidence percentage based on similarities or differences. This percentage represents how confident your VMS is regarding the legitimacy of the ID. The last thing you want is a security risk walking around your building.



Internal and external watchlists

Are there specific individuals banned from your premises? VMS allows you to set up an internal watchlist to contain records of unwanted visitors or restricted parties. This list will help you avoid disgruntled visitors from entering your offices.

External watchlists are just as beneficial to averting threats. While companies manage internal watchlists, outside specialized providers create external watchlists. Some examples of external watchlists include terrorists and no-fly lists, sex offenders, and individuals convicted of export trade violations. When a visitor matches a record on one of your pre-selected external lists, you are immediately and discreetly notified.



Emergency lists

Emergencies can happen at the most random times. If one occurred today, could you ensure all visitors can exit safely? A quick and efficient evacuation process can save lives. VMS provides a real-time view of everyone in the building, synchronized across multiple devices. This feature lets you generate a list of everyone on-site and notify them of the emergency. Additionally, you can use this list to complete a roll call, informing you who has successfully left the building and anyone still unaccounted for.



Real-time visitor tracking

Visitor tracking means improved security and more control over managing specific locations. VMS lets you know who's entering and exiting your offices and in which particular buildings. Visitor visibility is especially helpful when locating someone or retracing their steps. Ultimately, real-time tracking prevents delays in investigating a security or safety risk by allowing you to respond quickly.

No matter the type of organization or industry you are in, more foot traffic requires more security. VMS should be a staple of your workplace security set-up. After all, your VMS is a necessary barrier to protect your people, facilities, and business. And better security leads to greater trust and loyalty between your employees and the organization. VMS is a must as it meets the type of flexibility today's workplace demands. It is a win-win for everyone.

2.



Ensure data protection and compliance

Can your visitors trust you with their privacy? Nowadays, people are more aware and concerned about how and why their data is collected. It's your job to provide reassurance that their data is protected. After all, the best defense starts with a solid and secure offense. VMS ensures that any gathered information complies with data protection laws while simplifying the process.

Nevertheless, people must give clear and explicit consent for you to collect their information. VMS easily builds consent into your visitor journey. Visitors should feel comfortable sharing their personal information with you, including their name, email address, car registration numbers, health information, or pictures. To show them your commitment to data security, mention all data protection laws and standards you abide by in your security policies.

“ We ensure total data security to our visitors who trust us with their personal information — that was one of our main objectives. ”

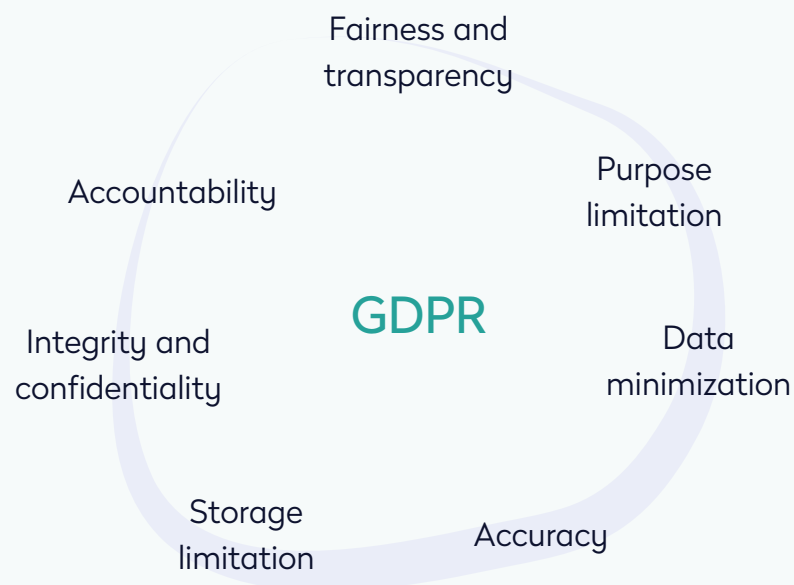
Pierre Dumont, Managing Director, Eptura Workplace customer



Keep in mind, regulations may vary depending on the location of your business. VMS helps manage your specific compliance objectives. Below are key global data privacy regulations you should know:

General Data Protection Regulation (GDPR)

GDPR requires transparency when collecting and using personal data, including visitor data. Ultimately, it gives individuals more control over their information and its processing. GDPR sets out seven core principles to be respected when processing visitor data. These include fairness and transparency, purpose limitation, data minimization, accuracy, storage limitation, integrity and confidentiality, and accountability. GDPR applies to companies based in the European Union (EU) or those that gather personal data from European citizens. If your business falls into either of these categories, your VMS must comply with GDPR.



California Consumer Protection Act (CCPA)

CCPA is another regulation focused on data transparency that gives citizens in California certain privacy rights. Visitors in California have the right to know the information your company has saved about them, can order the deletion of that data, and opt out of allowing you to share that information. CCPA has four main goals for visitors; to have them own, control, and secure their data and hold businesses accountable. While CCPA and GDPR are not interchangeable, organizations whose VMS is already GDPR-compliant will have an easier time being CCPA-compliant.

CCPA'S main goals

- ① Own
- ② Control
- ③ Secure
- ④ Accountability

Health Insurance Portability and Accountability Act (HIPAA)

HIPAA protects the flow and maintenance of healthcare information, specifically the Personally Identifiable Information (PII) of individuals seeking healthcare and healthcare insurance. HIPAA applies to companies handling U.S. citizens' Protected Health Information (PHI). "Covered entities" are the organizations that must follow HIPAA regulations. These include health plans, healthcare clearinghouses, and healthcare providers electronically transmitting health information.

The Secretary of the U.S. Department of Health and Human Services (HHS) developed regulations protecting the privacy and security of certain health information. To help fulfill this requirement, HHS published what are commonly known as the HIPAA Privacy Rule and the HIPAA Security Rule.

How do these relate to VMS?

The HIPAA Privacy Rule protects the PHI that you hold or transmit in any form. You can track patient, visitor, and contractor data digitally with VMS. Thus, it allows you to see what information has been gathered, who has viewed it, and remain in compliance with additional regulations related to data protection.



Data and privacy around data is a human right and has to be protected. You have to be transparent about it.



Satya Nadella, Microsoft CEO

VMS also supports the HIPAA Security Rule. There are three parts to the safeguards that covered entities must put in place to protect PHI – technical, administrative, and physical. VMS helps ensure that certain areas of the facility are regulated and kept off-limits to visitors, thus, supporting the physical safeguard.

Payment Card Industry Data Security Standard (PCI DSS)

PCI DSS enhances cardholder data security by providing global standards that guarantee all organizations adopt consistent data security measures with credit card information. PCI DSS is mandatory for all companies that accept, transmit, or store cardholder data and sensitive authentication data. A cloud-based VMS can help you manage your visitors following PCI DSS standards. For example, you can grant your visitors the right level of access and track their access points.

Regulations aim to give people back control over their personal information by ensuring data security. With VMS, you can protect sensitive data and maintain regulatory compliance measures – also including International Traffic in Arms Regulations (ITAR), Export Administration Regulations (EAR), and Customs Trade Partnership Against Terrorism (C-TPAT).

VMS allows you to be proactive in your data privacy policies and comply more readily with privacy laws. You can securely capture visitors' data and consent without worrying about losing their information. The more you take data security seriously, the more your visitors can trust you, equating to a more secure workplace for everyone.

3.



Rise in **hybrid work** requires a seamless **visitor experience**

The pandemic caused businesses to conduct one of the biggest experiments in the history of work. Companies began to rethink how and where work could get done, with the hybrid workplace gaining momentum. Gartner predicts that by the end of 2023, 39% of global knowledge workers will work hybrid, up from 37% in 2022.

By the end of 2023, **39%** of global knowledge workers will work hybrid.

Source: Gartner.

The hybrid model has redesigned the workplace. As a result, employees are becoming visitors in their own offices. With some no longer having a permanent office location and others assigned to a new office building altogether, today, the visitor experience also applies to employees.



of people formerly assigned to an office building will make their way to work at a new one.

Source: Harvard Business Review.

Hybrid work creates inconsistency in who enters and exits your buildings, making it challenging to manage the modern workplace. VMS – with the help of access control integration – accommodates a more diverse workforce providing a seamless visitor experience while cutting costs and improving security.



Welcome experience

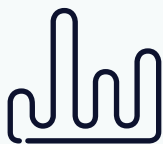
VMS gives your employees and visitors the best first impression. The software frees up your front desk staff to focus more on the welcome experience than tedious logistics. Your receptionist team can easily view upcoming visitors, ensuring everyone who enters is greeted properly.



of professionals crave to be seen as a person by organizations, not just as another employee.

Source: Gartner.

For many hybrid workers, it's been years since they've regularly worked in the office. Don't underestimate the difference a friendly interaction and an efficient check-in experience can make. After being isolated for so long, most crave social connections. VMS helps ensure everyone who walks through your door is treated as a person, not a number.



Return on investment (ROI)

Time is currency, and VMS provides an accelerated check-in experience. Registering visitors into your office no longer has to be a time-consuming task. As a result, you can reduce administrative costs – cutting down on front desk employees by better prioritizing their time – while improving operational efficiencies.

For example, VMS can eliminate the need for manual registration, which can often be drawn out and costly. Your front desk team can spend less time on check-ins and more time on business-critical activities. Additionally, you can save money on printing visitor badges as VMS can generate them electronically with badge printer integrations.



Access control systems

While VMS keeps track of visitors, the access control component layers over it by using access codes and QR Codes to provide an efficient solution for visitor and employee sign-in. VMS with access control integration allows you to leverage your existing doors by syncing visitor and employee details with your access control system. You can save time and cut costs by automating the end-to-end visitor process, from adding profiles to managing access permission and deleting data.

Access control is a must in the hybrid workplace, as it allows you to streamline your visitor check-in process without compromising security. Think of access control as your fourth utility. Just as you need water, HVAC, and electricity, you need access control. When we think about the hybrid work environment, there may no longer be someone sitting at the front desk watching everybody coming in and out every day. Access control is critical in how you manage your offices remotely, and it's essential that the platform you use to do so can be fully integrated with your visitor management system.



Mobile-first security

Notably, there is a high demand for mobile-first experiences. People use their phones for everything. So why shouldn't visitors and employees use their phones as a credential to access the building? And why shouldn't you and other leadership be able to manage building access from your phones?

Visitors and employees can gain access to buildings with their mobile devices, providing them with a smooth check-in process powered by QR codes. And you can easily switch access, giving people entry to a facility without needing to provide them with another access card. Additionally, you can restrict access quickly, producing an extra layer of security.



Data and reporting

With visitor management integration, you can customize access levels and document who has visited, when, and whom they met. In a hybrid work environment, you should be especially interested in tracking the comings and goings of your employees. For example, some teams have requirements for the number of days they must be in the office every week. If you're considering whether or not to maintain a physical office space or redesign the desks in that space, having access to accurate data and reporting proves valuable.

On top of tracking entry and exit information, access control can identify anomalies in visitor activity that may pose a security concern. You can provide your security teams with daily reports of recent anomalies. For instance, was an employee who is usually in the office working from home today? Or was someone's QR code used more times than usual? These issues may require further investigation and attention.

Data integrity is essential, including that of your visitors. As such, it's important for your visitor management system to be the control for visitor data. While it integrates seamlessly with access control platforms and shares condition-based access for specific users, you want to ensure there is rigorous protection of visitor data as you do for other types of sensitive workplace data. Not only does this help to ensure the integrity of user profiles, it also provides your business with insights that lead to efficiencies, a better understanding of user behavior, and to track trends.



Over 60% of companies believe access control systems are essential for creating a successful hybrid work model.

Source: Brivo.

The visitor experience should be as welcoming as it is secure. Making a great first impression is imperative. So is maintaining a streamlined and pleasant check-in experience. Integrating access control with your VMS enables a flexible, safe, and efficient workplace, as it's the driving force behind seamless check-ins for visitors and employees.

4.



Adapt yesterday's infrastructure to today's flexible workplace

QR codes are an excellent way to provide building access, but sometimes they aren't suitable. This may be due to internal policies, the hardware you already use, or personal preference. A VMS with access card manager (ACM) integrates your current access control system with key cards or fobs – providing access conveniently and securely.

This feature links physical credentials with specific visitors in your VMS platform. How exactly? Visitors are assigned a card token number. Then, access control integration associates the given token number from the card with the profile created for the visitor. If you don't have radio frequency identification (RFID) card readers, the card token number can be manually entered into the system. From there, visitors can gain building access with their card or fob with your current infrastructure.

ACM makes managing physical credentials as simple as possible while offering significant benefits:



Guaranteed security

The same logic for QR code visitor passes applies when using cards or fobs with access card manager (ACM). For starters, you can restrict visitor access to a particular time. If the visitor has a scheduled meeting, you can ensure they only gain access near that time. Additionally, ACM permits selective restriction of access, determining which buildings visitors can and cannot enter.

Like with QR codes, security is a priority from check-in to check-out. Upon visitors checking out, their card becomes automatically deactivated as an additional security measure. If visitors fail to check out properly on departure, access control authorizations deny them entry moving forward.

ACM provides a seamless end-to-end journey while maintaining security. Visitors given cards for access have a consistent experience as those using QR codes.



Cost savings

Many companies already have RFID card readers in place. If that's you, ACM integrates with your existing infrastructure, so you don't need to purchase and install new hardware. Card details can also be manually entered into your VMS if you don't currently have scanners. As a result, companies can manage visitor traffic without the upfront investment of installing QR code readers in every location.



Complete flexibility

The ability to leverage QR codes and cards simultaneously offers complete flexibility. Utilizing both access methods allows for tailoring, accommodating your company's individual needs.

If you already have RFID card readers installed, you can continue using them and still implement QR code readers in other areas. Previous visitor data and reporting can help determine which access method to use and where. QR code access may be convenient in the car park and office lobby, while physical RFID cards may be more appropriate for doors within the facility. Once visitors are checked-in, they can switch to RFID cards to gain access around the building.



Get total flexibility to create the right system that works for you. Integrate with your existing RFID card infrastructure or newer methodologies of building access like QR codes.



Kev Jones, Eptura VP Product Management

Businesses can incorporate new technology into their current framework. No matter your reasons – whether for security, convenience, or cost savings – ACM provides an efficient and safe solution for today's flexible workplace. VMS with ACM offers a safe and effective visitor sign-in solution that saves time and money. Not only is it easy to deploy and use, but it provides a visitor experience that fits the modern workplace.

Why Eptura for your visitor management solution

Securing the workplace and granting access to the right people are essential. As visitor traffic increases with the rise in hybrid work, companies must consider multiple factors when choosing a VMS.

While remaining compliant, can you ensure safety, accurate reporting, and data protection? Without compromising security, can you properly vet visitors and provide a seamless check-in and check-out experience?

Eptura's visitor management system, powered by Proxyclick, is hosted on the Microsoft Azure cloud. In addition to our data security, Microsoft Azure data centers use the latest physical security controls and inhabit more global regions than any other cloud provider.

We guarantee a secure and compliant workplace for your visitors, employees, and contractors. Eptura Workplace offers extra layers of security – including access control integration and access control manager – that help prevent threats and offer flexibility when successfully tracking and managing people flows.

Eptura makes significant strides in workplace infrastructure and security as visitor traffic increases 35% year on year.

Source: Proxyclick by Eptura.

Ready to check in?

Eptura's visitor management system has served more than 8,500 locations. To learn more about how we can help you secure the modern workplace, speak to our specialists or book a demo at www.eptura.com.



work your world™

Eptura is a global worktech company that provides software solutions for people, workplaces and assets to enable everyone to reach their full potential. Our scale and expertise helps organizations to engineer a thriving work environment, by giving them the understanding they need to enhance their employee experience, workspaces, and asset value.