TRACTION
guest

The Evolution of Visitor Management

2018

The Evolution of Visitor Management is an annual report on how organizations host people at their facilities.

Traction Guest surveyed professionals from various industries around the world with an interest in operations, facilities, security and IT to uncover trends and opportunities in the visitor management space. The report assesses how the introduction and development of visitor management technology is impacting organizational security, efficiency, data richness and brand perception. It also highlights some emerging trends that suggest how visitor management is likely to change and grow in the near future.

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Executive Summary

In the early days of visitor management systems (VMS), we found ourselves, along with a few other providers, forging a new category. As we established and built this category, the technology was still catching up to the efficient, secure and integrated visitor experience we envisioned. A lot has changed in a few short years.

In 2017, the inaugural edition of this report showed that, already, the VMS category was solidifying. More providers were jumping into the space and more organizations were recognizing the significant opportunity it presented. Last year, 78% of our survey respondents saw visitor management as "very important." This year that figure jumped to 84%.

Increasingly, buyers see VMS not as a novelty but as an operational necessity. This shift will spark off a race. The category is moving beyond simply digitizing the old processes—like paper log books, manual data entry and security services—because many VMS providers already do that.

Based on the generous feedback of our survey respondents, along with our own experience talking to clients and colleagues, some broad tendencies are emerging. For example, during the first few years of VMS, we noticed that two of the most important functions of visitor management—a great visitor experience and airtight security procedures—were often at odds with each other. Our response? To seek balance between those two objectives.

However, as the technology has advanced, we've realized that instead of weighing visitor experience against site security, we can create processes that establish a positive feedback loop between security and visitor experience. The result is that boosting security also makes for a better experience and vice versa. Rather than putting various aspects of VMS on opposite sides of a scale, where we limit one to increase another, we can mix those elements in a test tube and get something that is greater than the sum of its parts.

It's about choosing alchemy over tug of war. The next stage in the development of VMS will see providers vying with each other to seamlessly integrate all the various aspects of visitor management into a single experience that covers every interaction between a person and a physical site. Two words have been running through my head whenever I think about the future of VMS: everyone, everywhere.

I want to thank everyone who participated in the survey. We value your time and intend to provide you with valuable insight in return.

Sincerely,

Keith Metcalfe,
CEO, Traction Guest

Beyond the Lobby and onto the Cloud

With greater flexibility, scalability and affordability, cloud solutions are here to stay and are only growing in popularity. It is very difficult to compete against them. By allowing users to adapt the sign-in experience to each type of visitor, they offer a combination of features that include customizable questions, automated notifications, photo capture, instant badge printing and screening against watchlists. Consolidating visitor data in one platform means authorized personnel can access information from any location. Deployment is quick and cost-effective.

With 44% of survey respondents already using cloud-based visitor management, the trend is clear: Software as a Service (SaaS) is taking over the visitor management space, just as it has taken over other categories that were dominated by traditional software firms until recently.

The entire realm of business-to-business software solutions is now cloud-driven, and VMS is no exception.

25%
of respondents are still using on-premise visitor management solutions

Based on the growing popularity of, and satisfaction with, cloud-based visitor management solutions, we can only assume the user base will keep growing. The expanding functionality and integration of the systems will likely accelerate this trend.

Key Insights

Change is happening.

More and more, people are recognizing the value of cloud-based VMS. While 25% of survey respondents still use a paper log book, 32% used one a year ago. Things are changing.

The first big shift is around integration and scalability. We've noticed that with more, and better, integrations with various business and security software providers comes greater scalability. It's getting easier for enterprise organizations to consolidate and standardize their VMS procedures around the world.

Secondly, more VMS customers are asking about compliance. With the introduction of regulatory bodies like ITAR and GDPR, organizations are looking for ways to meet their requirements. VMS platforms that offer integrations with those agencies can make companies audit-ready in real time.

The third new development is that the days of enterprise organizations using VMS to manage visitors only, and not other people who spend time at a site, are numbered. What about contractors, consultants, outside vendors and others? As the various functions of VMS become more integrated, every person who enters a given facility could be considered a logical part of the visitor management system (even if we might not consider them typical visitors).

Of course, such a change would be foundational in nature, since "visitor" is built into visitor management system. Perhaps it will eventually be replaced with another more inclusive word.

Change is working.

As more organizations move to cloud-based VMS, the numbers show that the shift is worth it. We've seen a 6% jump in respondents who see VMS as "important" and over 41% of respondents have increased their visitor management budgets, up 9% from last year. As organizations recognize the value of VMS, they are starting to earmark more resources for it.

At the same time, users are increasingly confident of the benefits of VMS. 78% of people said VMS gives them more visitor information, which is up from 71%. When it comes to convenience, 91% of respondents (a 6% jump) say VMS makes hosting visitors easier.

89% of people agree VMS makes their environment safer and that it provides valuable data. Both these figures are significantly higher than last year. The biggest leap forward is the number of respondents who say VMS increased efficiency: 93%, which far surpasses last year's 82%.

These statistics signal that organizations everywhere are finding VMS improves operational efficiency, safety, data-richness and the visitor/host experience as a whole.

Change is ...er... *changing.*

Last year, we noticed that cloud-technology was disrupting the marketplace because SaaS visitor management systems were more flexible and accessible than previous options.

This year, while so many indicators are still going up—those about VMS delivering efficiency, data and safety—a few have, tellingly, gone down. For instance, this year only 31% of respondents said visitor management had a significant impact on brand perception, which is down from 52% last year.

We believe this is an indication the visitor management space is maturing. People are getting accustomed to using iPads to sign in at front desks, which, by definition, makes it a less powerful indicator of an organization's progressivity than it was a year ago.

This does not mean organizations do not still find a lot of value in using customized e-mails, badges and iPad themes to help communicate and develop brand awareness. It simply means the presence of an iPad sign-in process, in and of itself, communicates less now than in the recent past.

As VMS becomes an expectation instead of a novelty, every actor in the space must read the writing on the wall and strive to find the next level of service that will impress users. The new differentiator is not the presence of an iPad in the lobby, but the overall host-visitor experience the entire VMS provides. This means that the leading VMS platforms will include all facility guests (not just visitors) and seamlessly integrate security, notifications, data management and more.

The Background

Hosting visitors has always been an important part of conducting business. For generations, the only way to record information about visitors was a simple lobby book. While the rest of the business world went digital, the process for welcoming and managing visitors did not.

25%
of respondents still use a paper lobby book or other manual visitor management process

There were many reasons for this lack of change. Overlap between operations, facility management and IT often made it unclear who was responsible for visitor management. This was exacerbated by different processes and requirements across multiple company locations. Perhaps, because of all the confusion, many companies did not prioritize the visitor experience and did not invest in improving their arcane procedures.

When cloud-based VMS broke onto the market, organizations could no longer ignore the efficiencies, data enrichment and security advantages it delivered.

73%
of respondents say VMS improved feedback from hosts and administrators

A Shift in Perspective

This year's survey reveals little statistical distinction between the major reasons organizations switch to VMS. These reasons include security, efficiency, data enrichment and (to a diminishing extent) brand image. This statistical equality points to the next evolutionary stage in VMS.

Up until now, most VMS providers have struggled to strike a balance between providing airtight security and a welcoming sign-in experience for visitors. The category is moving beyond this simple binary to embrace a new reality. These objectives are not actually separate but instead reinforce and build upon each other.

This may sound like semantics but the repercussions of this outlook are massive. As we get better at each individual task under the umbrella of "visitor management," we see that soon VMS will involve managing and guiding not only visitors but every person who walks through an organization's facility.

Consider:

91% of users say VMS makes or would make hosting visitors easier

say VMS creates or would create a safer environment **89%**

89%

of users say VMS provides or would provide valuable data and insight

The figures above amount to an impressive trifecta that points to the future of VMS: holistically managing people within places—shepherding everyone on-site—using a fluid, seamless and fully-integrated experience to make guests feel welcomed, remembered, valued and safe, all while using their data to enrich analytics.
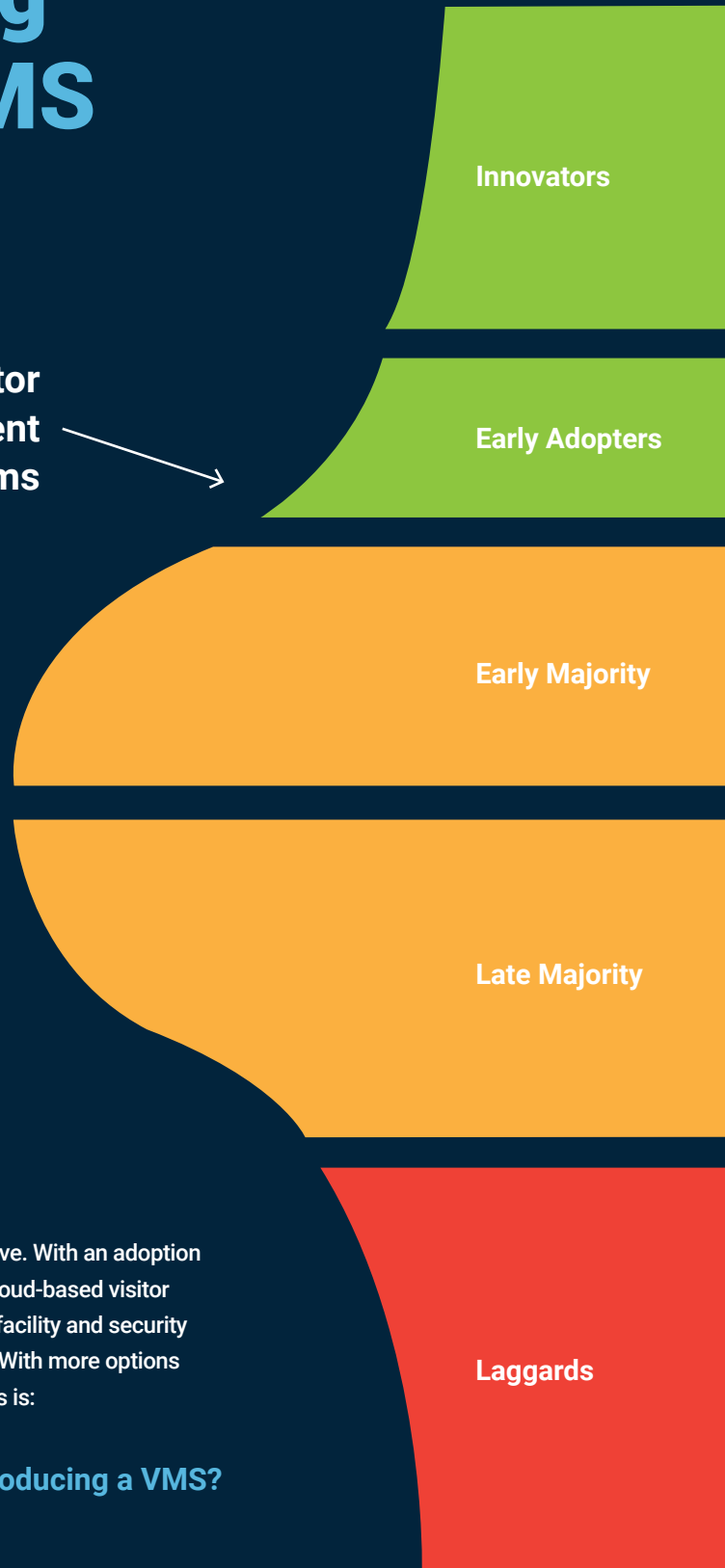
Taken together, these changes point to a new focus. Instead of deploying VMS to meet various competing objectives, the next frontier of VMS is about meeting those objectives through an experience that is efficient and clear for visitors, and intuitive, holistic and customizable for hosts.

This also has implications for the people who will ultimately purchase VMS. At this point, VMS buyers tend to have one specific area of focus. They are usually facilities managers, security officials, IT managers or operations officers. While these people will always have an interest in VMS, the increasingly holistic and integrated nature of VMS means that the people who oversee all of those different areas will start to take responsibility for purchasing VMS. This is because they understand how VMS can simultaneously improve many different aspects of their organizations.

It's a shift in perspective. Try to imagine what it would look like if a single system ushered guests through every point of interaction between themselves and a facility. It's a completely different level of service with a wider sphere of influence. It may, in the end, be a different kind of service altogether.

The Changing Impact of VMS

Visitor Management Systems →

Innovators

Early Adopters

Early Majority
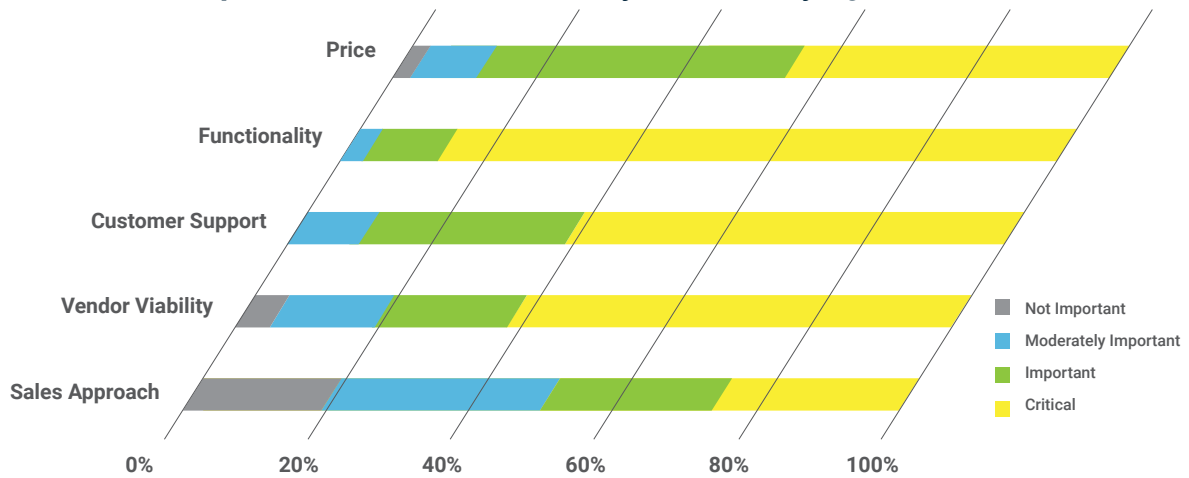
Late Majority

Laggards

VMS is still rolling along the technology adoption curve. With an adoption rate of 44%, it's clear. Rather than being a curiosity, cloud-based visitor management is quickly becoming a requirement for facility and security managers and an expectation for visitors and hosts. With more options hitting the market all the time, the question for buyers is:

What is the measurable impact of introducing a VMS?

Q: How important are these factors to you when buying software?

Chart categories (top to bottom): Price, Functionality, Customer Support, Vendor Viability, Sales Approach

Legend:
- Not Important (grey)
- Moderately Important (blue)
- Important (green)
- Critical (yellow)

X-axis: 0% 20% 40% 60% 80% 100%

According to our survey, companies choosing a vendor place the most emphasis on functionality, vendor viability, customer support and price.

Visitor management software provides benefits for many stakeholders. It simplifies the administrator's job while supplying detailed visitor data, assisting security personnel, reducing stress for hosts and providing visitors with an experience that makes them feel valued and remembered.

To calculate the value of switching to a cloud-based VMS, management teams should consider the tangible and intangible impacts such a change will likely have on their organizations.

Results from both the 2017 and 2018 surveys highlight four key areas of impact:

1 | Security
2 | Efficiency
3 | Data Enrichment
4 | Brand Image

And taken together, they suggest a fifth:

5 | Overall Experience

The trends for these areas have held steady for the past two years with one interesting exception.

1 | Delivering Security

For most organizations, nothing is more important than keeping its people, facilities and data safe. With several high-profile data breaches making the news in the past few months, the need for enterprises and other organizations to stay on the cutting edge of data protection is clear.

Administrators are eager to know who is on-site at any given time, and VMS provides that information with increasing levels of sophistication. While this helps security teams neutralize threats, the ability to look up a visitor's real-time check-in history also allows administrators to contact and guide them in the event of an emergency.

89%

of respondents believe VMS creates a safer environment

This means that for people on the ground, there is no longer any doubt VMS is an effective security tool.

At the same time, the survey reveals room for growth. For instance, while 26% percent of respondents currently screen visitors against watchlists, 27% still don't but want to. Perhaps this means that organizations aren't aware some VMS platforms offer robust and flexible watchlist screening features.

Prior to digital solutions, there was no viable way to conduct real-time background checks, making it impossible to identify and categorize guests. Manual watchlists were tedious and constantly out of date, limiting their effectiveness. However, advanced VMS platforms integrate with third-party watchlists and also allow users to build their own custom watchlists. This empowers organizations to instantly identify risks and notify security personnel.

Visitor badges continue to play an important role in VMS security. Accurate labels help staff and security make sure visitors only enter areas for which they have clearance. Cloud-based VMS allow companies to automate this process with instant photo capture and badge printing.

To protect themselves against data breaches or **meet compliance standards,** organizations often require visitors to sign non-disclosure agreements (NDAs) or other legal documents. By integrating this process into the custom sign-in experience, administrators can ensure copies are securely stored and signatures are renewed on time.

For the first time, a select few VMS providers have achieved a **SOC 2 attestation**. This means they follow a set of operational controls that maintain an extremely high data security and service standard. VMS providers must devote substantial resources to earn a SOC 2 attestation, which is further evidence the VMS space is maturing. As more large, transnational enterprises use VMS, the data security standards will continue to rise.

Besides protecting against security risks, organizations also need to ensure the physical safety of everyone on-site in the face of other emergencies. Most businesses train their employees on evacuation procedures but their response plans often neglect visitors. Because communication with contractors and guests is irregular, it is notoriously difficult to include them in emergency response plans.

VMS can fix this problem by incorporating safety videos, waivers and other briefs into the check-in process, as well as including an emergency map in guest notifications. In the event of a drill or emergency, administrators, thanks to integrations with employee management systems, have instant access to a real-time roll call view and can send alerts and instructions to visitors.

60%

of respondents have visitors sign documents at check-in

2 | Building Efficiency

Checking in can be a time-consuming task. Depending on an organization's requirements, the sign-in process likely entails capturing personal details, conducting safety briefings, signing various legal documents, printing badges and notifying hosts of the guest's arrival. This often adds up to several minutes per person, preventing staff from doing other work, or from more meaningfully engaging with visitors—an intangible benefit many find important.

91%
of respondents say a self check-in system has made their job easier **and 35% have seen a reduction in check-in time of more than 40%**

As many organizations now have large global footprints, cloud-based visitor management systems are the only way to gather and disseminate secure information across multiple sites.

93%
say VMS increases efficiency

Visitor management systems are clearly approaching an efficiency plateau, at least in terms of what organizations currently use them for. This means that VMS, as a category, is poised to expand its reach to find efficiencies in new areas.

Large enterprises face many complexities in managing multiple facilities in various locations. However, a cloud-based platform, accessible anytime from anywhere, makes things simple. Administrators can design and tailor the visitor experience to site-specific requirements without physically touching the kiosks.

From here, the next logical step is to scale the scope of features to move beyond the lobby and include things like parking, airport-grade ID verification and pre-registration invites. The platforms are only limited by what organizations want to do with them.

Customizability is still the most valued VMS feature

One way VMS empowers employees to host visitors more efficiently is by putting more control into their hands. Some systems allow administrators to make an unlimited number of sign-in protocols tailored to any category of visitor. This lets them ask visitors different questions, screen them against different watchlists, have them sign different documents, notify different hosts of their arrival and print badges that indicate various security clearances. The freedom to customize the sign-in experience is almost limitless because the structure is built to scale along with the administrator's requirements.

15% of people say compliance requirements were their main reason for purchasing a VMS

The ability to customize the visitor experience is becoming even more important as organizations find ways to ensure compliance with regulatory bodies like General Data Protection Regulation (GDPR), International Traffic in Arms Regulations (ITAR) and others. With the introduction of the the EU's GDPR, companies are under pressure to be very specific about the personal data they collect, to let customers know what data they are collecting and, in some cases, to delete that data in a timely manner. A customized set of sign-in questions is an excellent way to meet those requirements.

At the same time, to comply with ITAR, organizations must be able to know and record the citizenship of every visitor and display it on their security badge. Once again, a customizable visitor experience makes compliance relatively simple.

> **[Traction Guest] collects all the required documentation and then stores it electronically for audits.**
>
> — Carson H., facilities manager

When dealing with the GDPR, ITAR or any other set of regulations, organizations can use VMS to collect data that makes them more transparent and reduces the time they spend creating accurate reports, essentially making them audit-ready at any moment.

3 | Increasing Data + Analytics

As the fourth industrial revolution takes hold and organizations make use of technology to improve the way they do business, the human touch is more important than ever. VMS helps maintain and optimize customer relationships in two ways. First, it improves face-to-face meetings by making sure each visitor is respected and remembered (no one wants to waste time filling in paperwork, especially if they did the same paperwork last week). Second, VMS technology gives companies more detailed and meaningful information about their guests.

This means data, and all the visitor information in the VMS's digital log book provides a living, breathing record of every person who enters a facility. Through customized sign-in procedures, visitors enter whatever information administrators ask them to. At that point, the VMS can integrate with virtually any business software, allowing organizations to complete much more thorough and sophisticated data analyses.

78%

Up from 71% in 2017

of survey respondents believe that VMS has increased the level of information they have about their guests

Why the 7% jump in just one year? It likely has to do with organizations taking advantage of the way a VMS integrates with CRMs like Salesforce to help them know their visitors better. Instantly mapping data from a visitor's sign-in to an organization's CRM provides valuable insights to sales, marketing and service teams.

An integration between a VMS and a CRM lets administrators automatically create sales leads (or update existing ones) for every visitor who signs in. This information is also incredibly useful for establishing marketing campaigns and identifying the purchasing behavior of different categories of visitors.
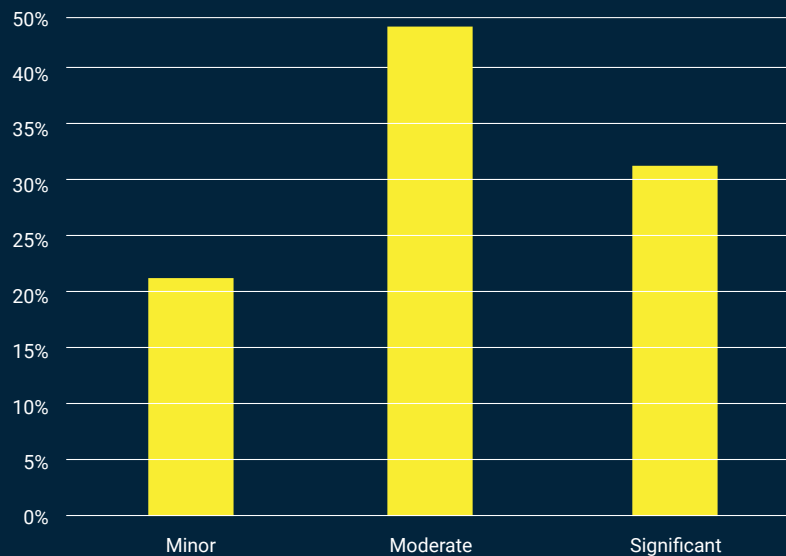
89%

of respondents say VMS gives them valuable data

4 | Evolving a Brand

Welcoming visitors onto your site is a vital part of building relationships with customers, clients and others. For years, organizations have invested in designing office lobbies; increasingly, those efforts include the visitor experience. At the onset of cloud-based visitor management, the very presence of iPads in the lobby made an excellent first impression, signaling the company as progressive and modern.

However, while this is still true, this year's survey showed that respondents saw VMS as having a slightly smaller impact on brand perception.

Q: What impact did a VMS have on your brand perception?

We have heard no evidence (from the survey or our customers) that this down-tick means that the sign-in experience VMS delivers has deteriorated or that the customizable iPad themes are no longer an effective way to develop their brand identity. Instead, we believe this change indicates the visitor management system category has matured to the point where many people see VMS as a given.

A year ago, comments like this were common: "With new technology in our lobby we are seen as a progressive company." This year, customer feedback is more focused on how the tailor-made iPad themes are a fun and engaging way to expand brand message. It's like the old jazz tune: "It ain't what you do; it's the way that you do it." Simply having an iPad is no longer much of a statement.

At this moment, the presence of VMS is something all stakeholders are growing accustomed to, and more and more, it will only indicate "business as usual." VMS is becoming another "standard" SaaS solution that users take for granted, like the cloud-based CRM Salesforce or Adobe's Creative Cloud service.
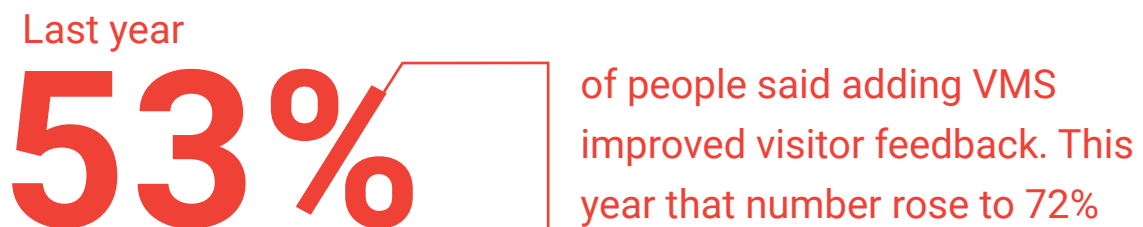
5 | Enhancing Experience

The remaining question is, if VMS becomes an expectation and not a mark of progressive organizations, where is the frontier now?

Enhancing Experience is the final impact of VMS. It is the culmination of the other four and it points to the future. The survey responses and the technology both suggest that very soon VMS platforms will tie the interactions between people and places more closely together while offering a greater degree of customization.

72%
of respondents say employee feedback improved since introducing VMS

Most VMS aren't set up to allow administrators to customize the check-in experience by visitor type, which results in a mediocre experience for both hosts and guests. To effectively pull together all the aspects of security, compliance, efficiency and data collection, administrators require a level of sophistication that goes beyond logging in each visitor by their first name, last name and e-mail address.

With a holistic experience that fully integrates every major interaction between people and facilities, the next stage of VMS will not only be technologically impressive, it will be fundamentally different.

Last year
53%
of people said adding VMS improved visitor feedback. This year that number rose to 72%

This stage will have many different components, but its success will be measured by the overall experience of the people who use VMS. That means the administrators, guests and hosts. A successful VMS will seamlessly combine security, data enrichment, notifications and all the other objectives into one unified, intuitive experience.

From System to Platform

The visitor management space is maturing quickly. Performance indicators are rising fast—approaching the 100% mark in some cases—while the perception of VMS as a futuristic novelty is waning. For a growing number of organizations VMS is not only a given but an extremely effective one.

At the same time, as VMS functionality improves and broadens in scope, new possibilities are materializing. The next stage of VMS evolution is about the nature of the software itself—both what it does and how it is designed. A system, or application, is a specific product with a limited scope. Visitor management started off as a digital app that could replace the lobby book. This is why the category is known as the Visitor Management System.

Now, as VMS is starting to outstrip this simple task, expanding into other intersections between people and business locations, the idea that VMS is still "just a system" is questionable.

We believe the VMS category is set to expand into a **Platform.**

In the world of software, platforms are larger than systems. They are designed to be built upon, and are therefore flexible enough to adjust and change as the needs of users evolve. Platforms integrate with other systems, which makes their growth and development complex, agile and even unpredictable.

As some providers deliver a VMS that ties together tasks ranging from ID verification to parking to watchlist screening to asset booking, the category is headed for a fork in the road. Some providers will offer Visitor Management *Systems,* and their products will focus on the discreet activities involved in maintaining a digital visitor log book.

Other providers will push into the realm of Visitor Management *Platforms,* and those platforms will involve more integrations with other business software, cover more aspects of the visitor experience within a business facility and create a more unified experience.

With that in mind, consider:

26%

of respondents are responsible for parking and 34% scan ID at a security gate

This suggests that perhaps a quarter of organizations would do better to initiate their visitor management process at the exterior security gate and not the front desk.

A visitor management platform is much more than an iPad sitting in a lobby. **Very soon, visitor management platforms will seamlessly guide the human element through every aspect of an organization's facilities.** It will welcome, screen and guide all people—not just visitors—through every physical element of a site.

VMS is becoming broader in scope, more multi-faceted and more tightly integrated with other business software. As this trend continues, VMS will cease to be a system and become a **platform**.

Investing in Guests

When assessing a change initiative, organizations must evaluate the costs in relation to the expected return. The benefits of VMS include reduced administration costs, greater operational efficiency, mitigation of risk, access to more data and improved brand development. Unlike on-premise options, Software as a Service (SaaS) solutions free the buyer from the costs and workload associated with server management, IT backups, upgrades, infrastructure, and data security and residency.

To calculate the expected costs of a cloud-based visitor management system, businesses need to consider the following:

License fees

Saas platforms charge a monthly fee, usually with a one-year minimum term. Pricing models vary, as there is still no industry standard. Vendors may charge based on number of employees, locations or devices. Buyers should pay close attention to the different tiers of service VMS providers may offer. Fees may exclude the cost of SMS text and email notifications as well as other add-ons. To make an informed decision when comparing different solutions, organizations need to take careful note of what is included.

Hardware costs

Depending on the size and nature of the business, organizations will need several devices (iPads and/or ID scanners), stands and badge printers for the visitor sign-in process. While this is an upfront investment, the maintenance cost is low. Some software vendors offer to provide hardware to clients, which could be more convenient. However, buyers may prefer to purchase their own hardware so they can get exactly what they need, minimize data security risks by installing software in-house and take advantage of CAPEX business tax deductions.
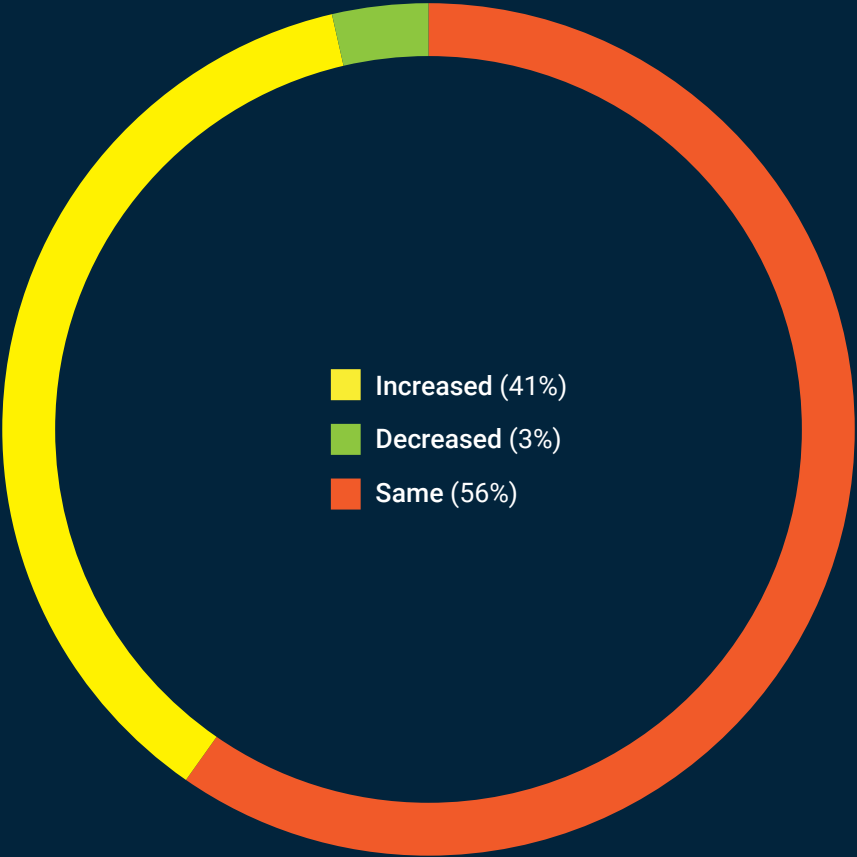
Customer support

Companies need to consider the degree of assistance they require. Some vendors limit support based on the pricing plan. For more complex requirements, continuous access to phone, chat and email support is essential. Buyers should make sure it is included in the monthly fee or budget accordingly.

Implementation costs

Introducing new technology requires navigating an internal change management process. While advanced software vendors provide dedicated on-boarding and self-help material to support with training, organizations need to consider the time required to implement and educate employees about new procedures and tools.
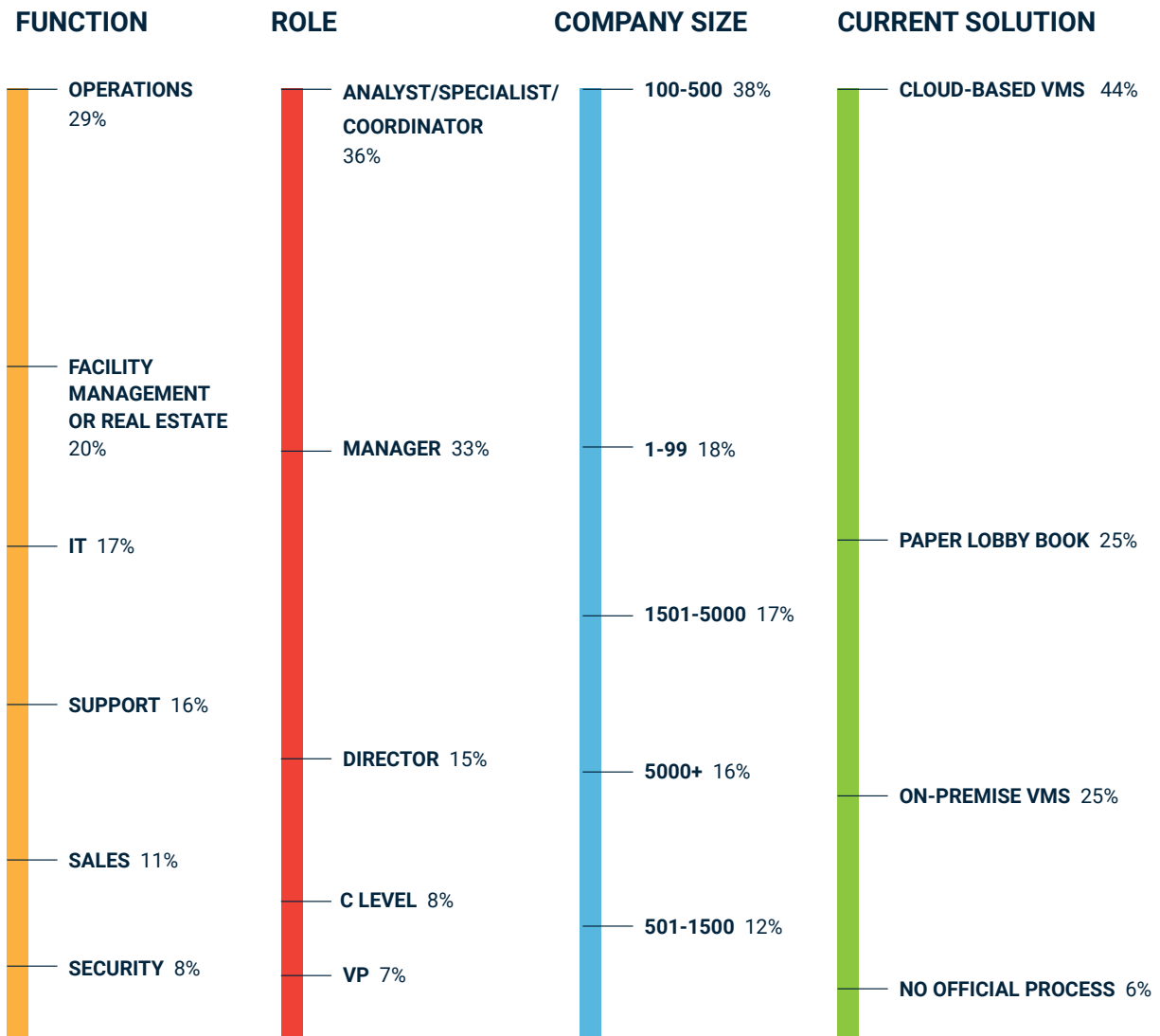
Budgets for Visitor Management

Organizations are increasingly recognizing the importance of visitor management. This year 41% of respondents reported a budget increase, which is up from 32% last year.

- **Increased** (41%)
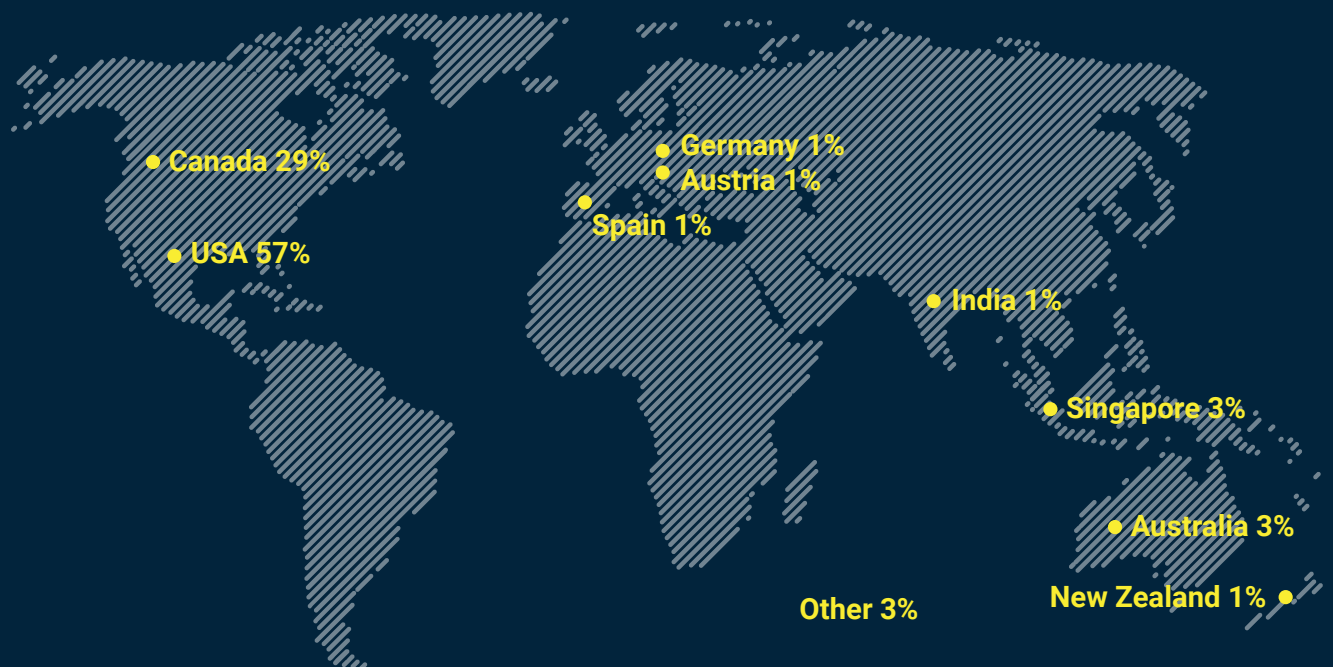- **Decreased** (3%)
- **Same** (56%)

By the Numbers

This is the second year of a survey Traction Guest launched in 2017 to better understand the field of visitor management. Professionals with an interest in operations, security and IT, working across all industries, organization sizes and geographic locations, provided valuable insight into the current state of visitor management. The objective of this research is to identify industry trends and evaluate the impact of new technology on organizations.

FUNCTION

- OPERATIONS 29%
- FACILITY MANAGEMENT OR REAL ESTATE 20%
- IT 17%
- SUPPORT 16%
- SALES 11%
- SECURITY 8%

ROLE

- ANALYST/SPECIALIST/COORDINATOR 36%
- MANAGER 33%
- DIRECTOR 15%
- C LEVEL 8%
- VP 7%

COMPANY SIZE

- 100-500 38%
- 1-99 18%
- 1501-5000 17%
- 5000+ 16%
- 501-1500 12%

CURRENT SOLUTION

- CLOUD-BASED VMS 44%
- PAPER LOBBY BOOK 25%
- ON-PREMISE VMS 25%
- NO OFFICIAL PROCESS 6%

By Industry

Manufacturing	18%
Technology	17%
Entertainment	11%
Financial Services	8%
Nonprofit	7%
Distribution	6%
Education	5%

Healthcare	5%
Biotechnology	4%
Construction	4%
Utilities	4%
Consulting	3%
Food + Beverage	3%
Other	4%

By Country

Canada 29%

USA 57%

Germany 1%

Austria 1%

Spain 1%

India 1%

Singapore 3%

Australia 3%

Other 3%

New Zealand 1%

Organizations Advancing Visitor Management

We like to recognize those who have advanced visitor management by using new and innovative ways that reflect their core values and goals. These inspiring organizations are pushing the boundaries of the VMS category.
Read more on **www.tractionguest.com/blog**

JCC Pittsburgh – Valuing Individuals

The Jewish Community Center of Greater Pittsburgh is a nonprofit that delivers programs to more than 3,000 people every day. While members used access cards, visitors used to sign in on paper, making it impossible for the JCC to remember them. They now use Traction Guest to keep better records, streamline and digitize their intake forms, gauge interest in various programs and connect with people who come to events. Behind it all is the desire to make each visitor feel welcome, remembered and valued.

Thermo Fisher – Managing Complexity

Thermo Fisher works in the biotechnology and medical industries, which means they are concerned with health and safety regulations, IP security and compliance standards. They started using the guestSign feature to prompt visitors to sign NDAs and waivers, watch safety videos, and read facility rules and evacuation procedures as part of the sign-in process. Now, with the guestWatch feature, Thermo Fisher screens each guest against third-party watch lists, making them ready for compliance audits. Traction Guest gives Thermo Fisher the customization it needs to manage their immense operational complexity.

Netflix – Sharing Space and Visitors

As the world's dominant streaming service, Netflix is constantly building partnerships, which means sharing space and logistics with top production companies. Even as separate entities, their proximity and overlapping guest lists make it important to standardize their approach to VMS. That's why Netflix is integrating and connecting their Traction Guest account to the accounts of the production companies they partner with. This allows them to offer the same level of security and efficiency to the creative teams and talent who visit these locations, while streamlining their accounting and governance procedures.

Salesforce Ventures – Building Relationships

As a venture capital firm, Salesforce Ventures is in the business of forging authentic, long-term relationships. That begins the second they meet a prospective partner, which means their events must instantly establish those values. Using Traction Guest to sign in nearly 500 portfolio companies at their Dreamforce Executive Lounge was a perfect example. Pre-registration let guests know they were expected, host notifications ensured that a welcoming face met each visitor, and the custom iPad branding showcased their personality. Traction Guest empowered Salesforce Ventures to create a high-end event that helped them build genuine connections.

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Traction Guest is the developer of a leading cloud-based visitor management system that uses an intuitive visitor sign-in experience to deliver unparalleled security, efficiency and data enrichment. As a proud Salesforce Ventures portfolio company and a perennial G2Crowd Category Leader, Traction Guest is the VMS of choice for enterprise organizations. Traction Guest's customers include Netflix, Thermo Fisher and Vice Media.

For feedback or queries, please email info@tractionguest.com.

Thank you.