

# STid opens brand new office in Dubai



French specialist in secure contactless identification solutions STid recently announced that the company has opened a brand new office in Dubai. In addition STid has expanded the team in the Middle East with dedicated commercial staff. We spoke to Bastien Castets (left) and Vishal Khullar (right), both active as Regional Sales Managers for the Middle East & North African regions, about the ambitions of STid



## **Bastien, can you explain why STid considers the Emirates and the Middle East of strategic importance to the company?**

"Of course. STid is active all over the world and has achieved a revenue growth in 2021 which is much higher than the average performance of competitors. An important growth driver for STid is our "global player, local presence" strategy. We believe that a local team must be available in strategic regions to provide the best commercial and technical support possible to existing and new clients in that region. In the Middle East the local STid team has shown tremendous progress. Our turnover has multiplied by five in five years, a CAGR of 40% since 2017. Last year the region even showed a +160% growth in revenue. Impressive numbers. STid senior management believes this growth can be continued in upcoming years, hence the investment that is made. And STid is planning to further expand the professional capacity in the upcoming years, including engineering and support staff."

## **Bastien, can you elaborate on the plans of STid for the Middle East region?**

"STid understands that clients need to be able to unconditionally rely on the products and the technology of a company, but also on the company behind the products. Service and support, field presence, local training, responsiveness, a pro-active attitude in commercial and technical matters: these are things that our partners greatly value. We have built many great partnerships in the region in previous years. Earning the loyalty and

trust of our customers is of the utmost importance to us. That is why we are opening the new office, which will include the Regional Customer Service Center (RCSC). Educational and certification programs will be further developed by the RCSC, which will ensure that our partners have all the skills and knowledge needed to successfully implement STid solutions. Even during the COVID-pandemic we have made sure to remain in close contact with our partners, by frequently reaching out personally, but also by using our partner portal. The overwhelming enthusiasm that our partners have shown us during the latest edition of Intersec is proof to us that we are on the right track."

## **Vishal, what are current global trends in our industry that will have significant impact on the Middle East?**

"STid focusses on various vertical markets such as smart buildings, oil and gas, healthcare, finance and retail. In all these verticals we see a lot of innovation and progress. We consider the Middle East as one of the most innovative regions in the world, so these trends definitely affect business in the region. COVID has led to an increased need for touchless access control. There are various solutions for touchless access control available in the STid portfolio. An important one is STid Mobile ID that is turning your smartphone into a wallet for virtual access cards that can be read remotely in very user-friendly way. The need for integral support of business process is another trend that we are seeing. That is why we have invested



much effort in the expansion of the STid Mobile ID ecosystem. Secure printing, time management, driver identification: these are now all supported with STid Mobile ID. This is enabled by secure and seamless integration with key players like Nedap, UZ and soon Genetec. This also explains the growing customer need for "open technology". Clients should be able to compose their own security solution, consisting of the best products that are available in the market. Something that we will always support."

## **Any closing remarks Vishal?**

"We are excited about the commitment that STid is showing to the region. It is a sign of respect towards our loyal partners in the region. We have always tried to carefully adapt to their needs and the requirements of their clients throughout the region. We are proud of the projects that were installed with our equipment and we are looking forward to support many more prestigious projects. Having a strong local hub for both commercial and technical services will definitely be great asset, both to STid and our clients."

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## ARTICLE

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