



Doing Electronic Access Control Business in Europe: Strategies, Trends, and Opportunities

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AGENDA

1. Introduction to the European Electronic Access Control Market
2. Regulatory Landscape, Standards and Technologies
 1. Overview of EU regulations and standards
 2. Navigating country-specific regulations
 3. Technological peculiarities
3. Technological Trends and Innovations
4. Market Entry Strategies
5. Success Rules
6. Interactive Session: Q&A

Who am I?



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**Head of OSS-SO
Certification
initiative**



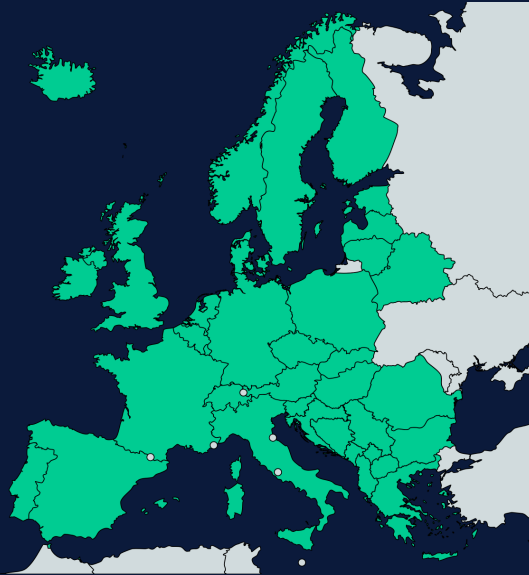
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Access Control
Committee**



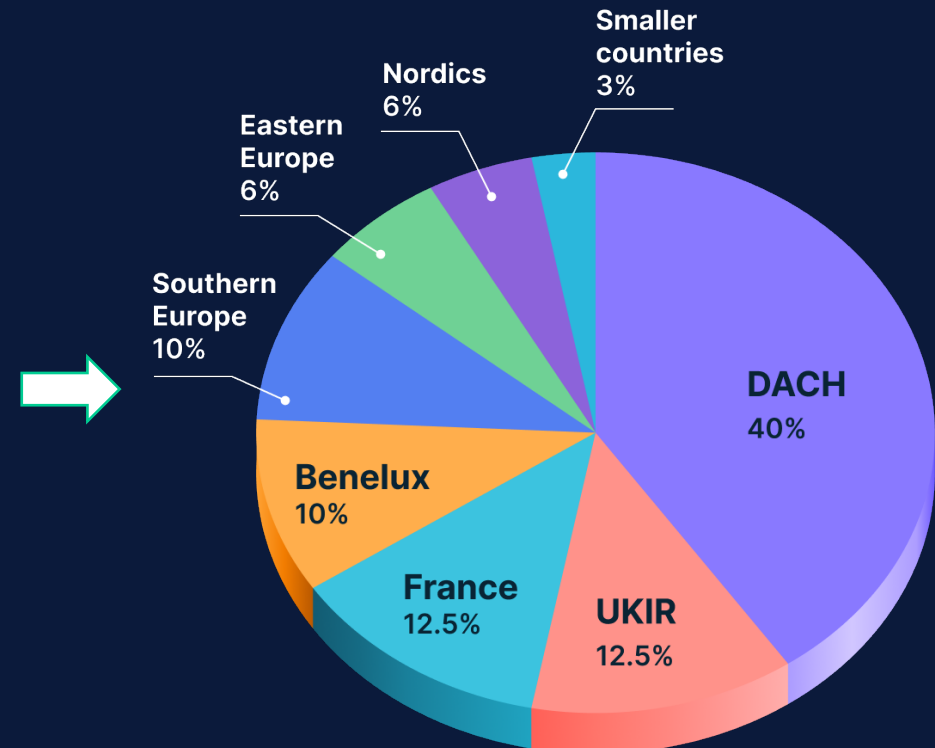
European Market

Total Market Size

1-1.5 bln EUR
(1.1-1.65 bln USD)



Market Share by Region



Regulations & Standards

Regulations / Directives



More to come...



European General Norms / Standards

EN 60839-11-1 (Electronic Access Control Requirements)



OSDP/SSCP/phg_crypt
(Control Panel / Reader)



OSS-SO/OSS-SID (Online
and Offline
Interoperability)

ETSI TS 103 815 – 2022 (Smart Door Locking Devices – IoT)

More to come...

National Market Requirements

- There are also additional to EN - national requirements, checked by different institutes / authorities.
- They refer mainly nowadays to the EN standards by often adding special requirements / tests on security (e.g. other attack methods, other tools, other testing (e.g. human intervention testing))



DACH: VdS as VdS 2358: Access Control
System requirements: Class A, B or C, etc.



BeNeLux: SKG IKOB:
*** / ** / ***, ...**



ANSSI, CNPP:
A2P * / ** / *, ...**



BSI: Specialities: Human intervention
test, AntiSnap, ...

Technologies

Smart Cards



MIFARE® DESFire®, ~~MIFARE® Classic®~~,
LEGIC Advant, LEGIC Neon

Reader interfaces

RS485, IP

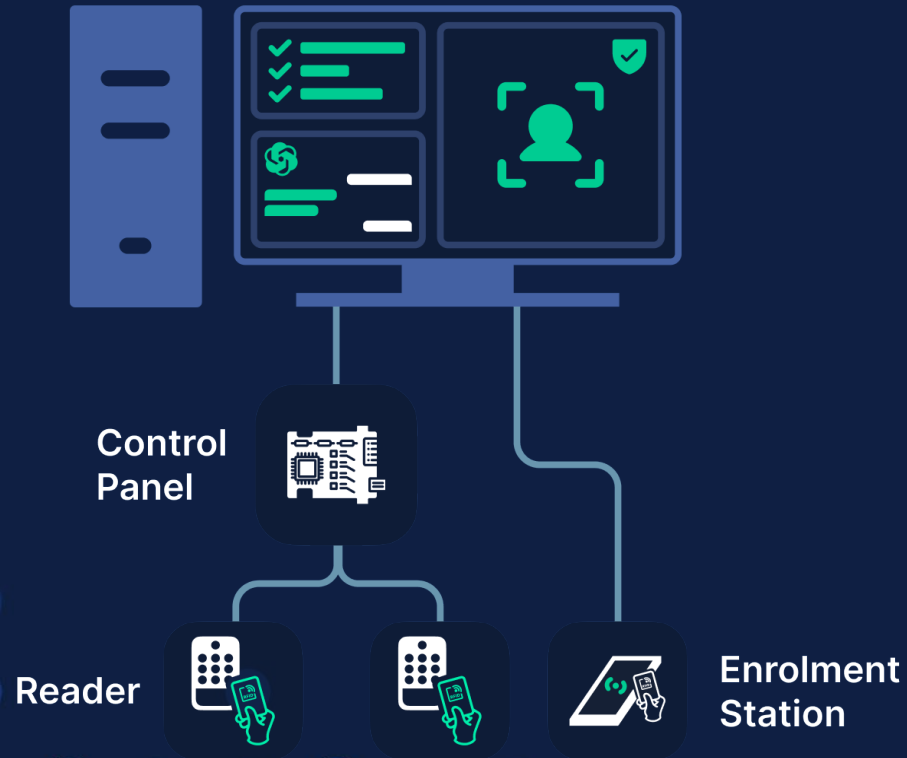
~~Wiegand, ClockData~~

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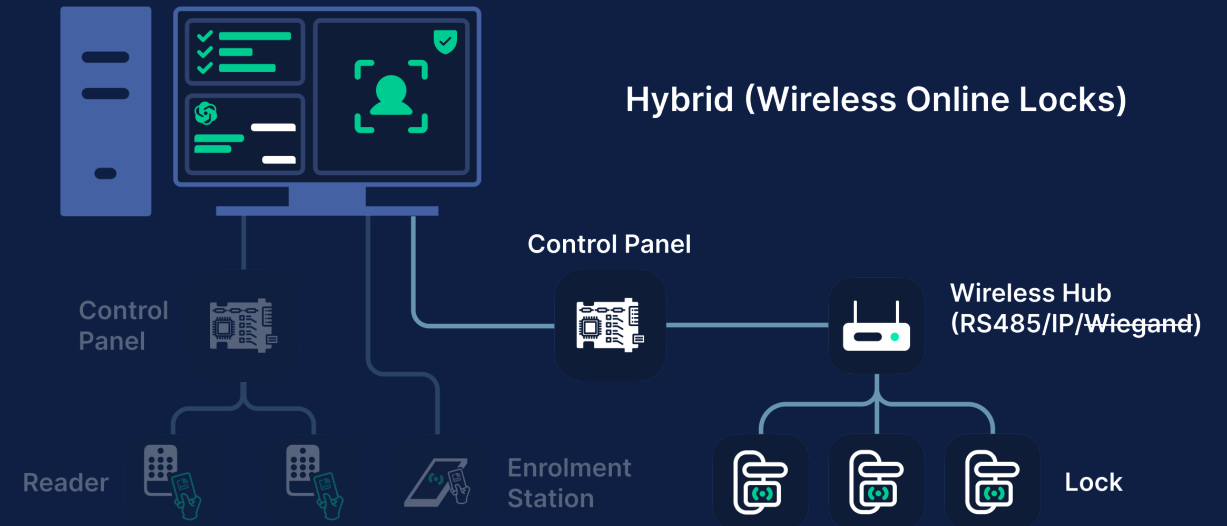
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Topologies

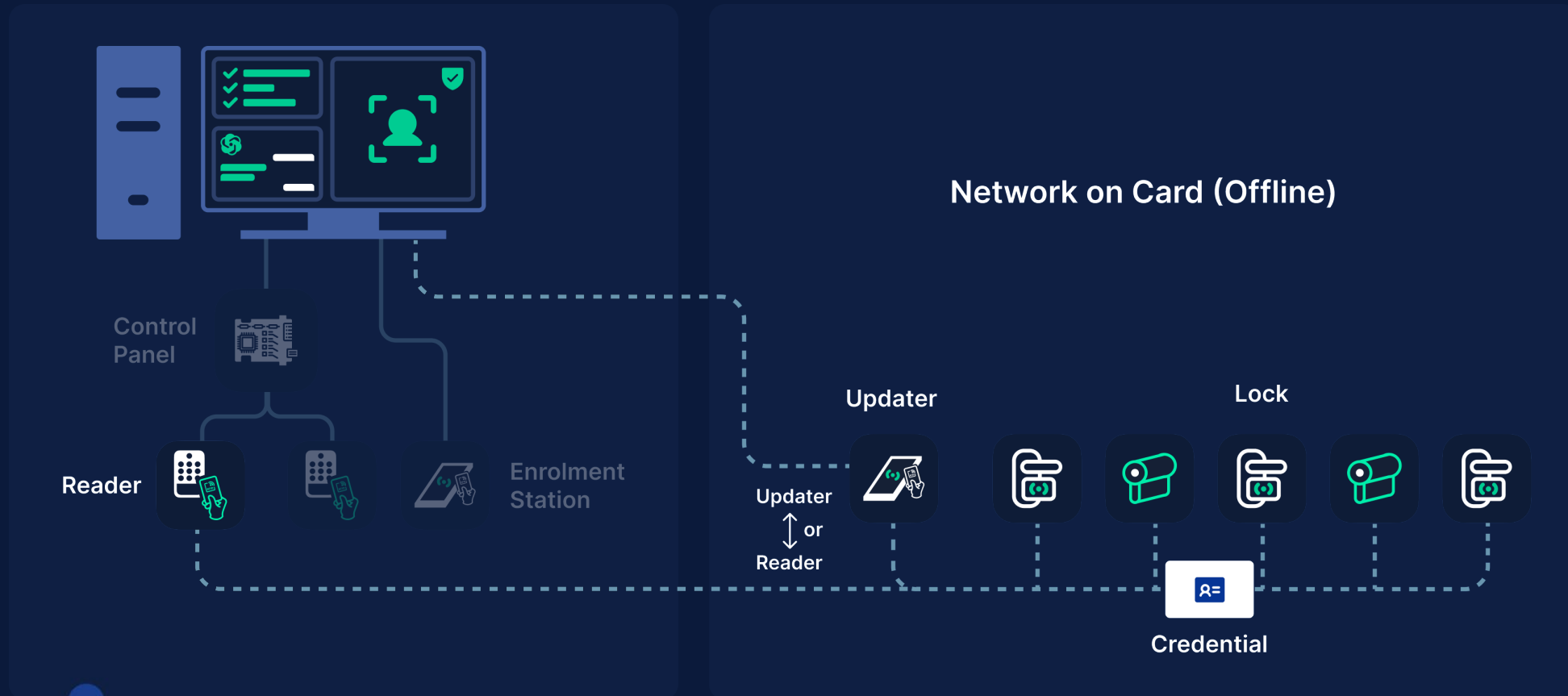
Electronic Access Control (EAC)



Hybrid (Wireless Online Locks)



Topologies



Trends

Hybrid Network
on card systems



Integration of security
Systems into
Smart Buildings



Transition to the cloud
from on-prem



Mobile Access
(however not
as strong as in the US)



Market Entry Strategies

First of all,
accept the rules!!!



Move per country: GB → NL → ...
Always start with teams:
Sales / Sales Engineer / Training & Support



Adopt languages,
local regulations
and features



Channel -> Integrator directly
Without distribution in between



Respect local products
and practices



Aggressive pricing



M&A



Success Rules

✓ Each country is specific, Europe is not as US with its states.

✓ Technologies and way of thinking is different. Get used to it.

✓ High investments. Where most money is (e.g., DACH), the main difficulty lies.

Q&A



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