



# Haymarket Media Group

## Customer case study

### TECHNOLOGY/PRODUCTS

- 2500 personalised iCLASS® cards
- 200 iCLASS® R10 and R30 readers

### TOP REASONS WHY HAYMARKET MEDIA GROUP CHOSE HID GLOBAL SOLUTIONS:

- Trust in the HID Brand and genuine HID products
- Quality of products ensuring reliability
- Single card solution for multiple applications
- Seamless Prox to iCLASS migration

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Group Facilities director,  
Andy Erskine

## Making good things that work for our audiences with HID Global

### Independent, Expert and Dynamic

Haymarket is a globally active publishing house operating in countries including the UK, China, the USA, India, Australia and Germany. Haymarket serves a broad spread of markets, from sport to medicine, from technology to town planning and find themselves in a dynamic environment, where predicting the shape of the business in three, five or ten years is almost impossible.

Since the company's founding, half a century ago, Haymarket has always prided itself on being a highly creative business, with an unrelenting focus on quality of products and people. "Here at Haymarket we have the processes and attitude that ensure quality and consistency", comments Andy Erskine, Group Facilities director and responsible for the security at Haymarket in the UK.

### A Strong Commitment to Staff and Cost

It is part of Haymarket's culture to "try making good things that work for our audiences", and we are all constantly looking for ways to serve them better. "The staff at Haymarket is my audience and this is why I continue to review and refine our security solutions", adds Erskine.

"We have been using HID products for the last eight years", explains Erskine and we are satisfied with the quality and performance. We wanted to move with the times and started considering the implementation of smart cards instead of proximity cards about five years ago. The objectives for upgrading our security solution were to enable staff with multi-functional smart cards that would increase the convenience and security factor while helping Haymarket to reduce costs."

"When looking at smart cards we never seriously considered a different supplier other than HID. HID is the brand leader and we have had very good experience with genuine HID products in the past. Although we could have chosen cheaper products from other suppliers, it is not only about the money that matters here, it's the security that you are getting!"

However, before a firm decision was made about which technology to choose, Erskine and his team contacted other HID iCLASS® users to get a better understanding of how the technology worked for them. Once satisfied that iCLASS was the right choice, Haymarket defined the applications and functionalities for which smart cards would be used.

One of the key aims of using smart cards was that we wanted to integrate them with our existing security capabilities meaning a seamless system that would allow us to integrate smart cards with electromechanical locks, allow us to set / unset alarms, enable remote locking, etc.

"iCLASS smart cards have seamlessly integrated within our security environment and we are currently using our smart cards for: Access Control, Parking, Remote Monitoring, Follow-me Printing and as ID cards", explains Erskine.

We have tiered access levels which restricts staff and visitors dependent on their access rights. iCLASS is a key part of our access control solution, which integrates with the access control system and enables us to identify lone workers in the building. We often have people working 24/7 and it is important to understand people's behaviour and movement pattern which in turn helps to improve health and safety.





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The implementation and upgrade to iCLASS smart cards has meant an increased automation of processes. Haymarket is now able to remotely monitor all of its premises and properties with less need of manned intrusion methods, which has produced cost savings of about £300k per year.

"Being able to extend the use of iCLASS cards to Follow-me Printing was simple and straight forward to implement and meant no additional cost to us as we had the cards already. This type of application has also generated considerable cost saving. And by having to present the card before a print job is released, means we are improving security and increasing efficiency."

The long read-range of iCLASS was also a key deciding factor for Haymarket as cards are used not only to enter the building but also the parking lot on a daily basis. "We wanted to make access control and secure parking easier for our staff and the longer the read-range the more convenient it is, especially when you are in a car or motorbike," comments Erskine.

"HID products have really lived up to our expectations and we are pleased with especially the product quality. Haymarket has an extremely low failure rate of less than 1%, which is incredible considering that most of our staff are very young and have been spotted using iCLASS cards in unconventional ways," adds Erskine smiling.

### **Vision for the Future**

"Security at Haymarket is an ongoing process and we are looking to expand and build upon our existing set-up in the future. For example, we are currently investigating together with IT the possibilities of single-sign on, which would allow our staff to use the cards for logical access too!"

"It is our goal at Haymarket to continue to automate our security systems and applications and to remove the possibility of human error as much as possible. We want to continue to follow defined rules and ultimately protect our property and people."

"Using solutions from HID has enabled us to successfully secure our staff and premises and make those security elements invisible to the people working here. The complexity and analytics that are running in the background are part of my job and not a concern for our staff. Our achievement is huge cost savings while ever improving the security and providing a safe environment for our staff."

"Ensuring the security and safety of our staff successfully makes my work and every day rewarding," says Erskine.

### **About HID Global**

HID Global is the trusted source for secure identity solutions for millions of customers around the world. HID Global's secure identity solutions include contactless identification technology and identity and access management. HID Global is an ASSA ABLOY Group brand. For more information, please visit [www.hidglobal.com](http://www.hidglobal.com)

