



The 2020 visitor management report.

Visitor management system trends and insights defined by industry leaders.



The evolution of visitor management is an annual report on how organizations host people at their facilities.

In 2019, Traction Guest surveyed professionals from various industries around the world with backgrounds in facilities, security and IT to uncover insights and opportunities in the visitor management space for 2020. 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 or grow in the future.

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2020.

Executive summary.

As leaders in the enterprise visitor management space, we have had front row seats to the introduction, adoption and growth of this category by companies around the globe. The needs of global organizations have increased in response to the heightened privacy and safety standards and regulations. Visitor management evolved from a point solution centered around reception to a system that encompasses entire visit logistics with a primary focus on security and compliance.

In a few short years, we have seen the demands on the capabilities of visitor management systems (VMS) increase. In parallel, the security and operations needs for companies have become more complex.

This is a long way from the early days of VMS, when the technology was initially seen as a novelty, brand or efficiency gain. In recent years, visitor management has become an investment standard embraced by the largest global corporations. But even as we saw significant growth in the number of companies that implemented it, the technology had still not been fully optimized.

The cohesion between sites was still fragmented and few companies had a standardized approach.

2019 might have been the turning point. No longer is there a need to convince companies that a cloud-based VMS is an efficient check-in tool for visitors. Or that they need thorough and organized digital visitor processes. Or that a VMS provides welcoming and seamless guest experiences. Many already recognize this. In 2019, 86% of our survey respondents saw visitor management as “very important.”

The reason for the current prioritization and standardization of visitor management comes down to necessity. Many companies - particularly enterprises - now view VMS as a strategic tool critical to enhancing security and operations. A tool necessary to protect people, data and infrastructure. A sophisticated single platform that could oversee multiple sites, integrate with systems and provide a level of visitor visibility unseen on sites before.

The statistics from this year’s Visitor Management Report verify this. We’re seeing companies put less of an emphasis on brand experience and perception, while prioritizing compliance, security and data collection. We are seeing the customers getting bigger, the expectations of a VMS getting higher and the requirements becoming more complex. In essence, we are



seeing the demand for a VMS to go way past the lobby, past the site, past international borders. This has become a tool for the enterprise. It's worth mentioning that the definition of 'enterprise' is more connected to the sophistication of the physical footprint and focus on compliance rather than the amount of revenues or employees.

As we enter this new phase of visitor management we are aware that VMS providers will continue to expand the category, and seamlessly integrate all the various aspects of visitor management into a single visitor experience. But at the core, this is still about enabling companies to have visibility and control over their visitors, and in turn, providing safe and seamless experiences for their guests. As leaders in this race, we plan on continuing to push the limits of enterprise visitor management and improve the experience for our customers and their guests.

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,

A handwritten signature in white ink, appearing to read "Keith Metcalfe". The signature is stylized and cursive.

Keith Metcalfe
CEO of Traction Guest

Visitor management 101.

What is visitor management?

Visitor management is critical to an organization's security and operations. Technology has moved beyond simply digitizing old processes - like paper log books and manual security checks - to a heightened focus on security, data integrity and compliance. With the requirement of knowing who is on-site across all your locations, visitor management systems (VMS) have become an operational necessity.

A visitor management system allows organizations to streamline the visitor management process through pre-registration, ID verification, visitor identification with badges, and customizable notifications for hosts and security. Companies can collect accurate data and track visitor information to ensure employee safety, increase facility security and meet compliance requirements for regulated industries.



Key stakeholders in a visitor management initiative in enterprise organizations:

- Director of Security
- Director of Global Facilities & Security
- Director of Health, Safety & Environment
- Director of Compliance
- Director of IT

Most common visitor types:

Visitors interact with VMS during pre-registration and when checking into the facility.



Contractors



Partners



Job applicants



Investors



Customers



Auditors

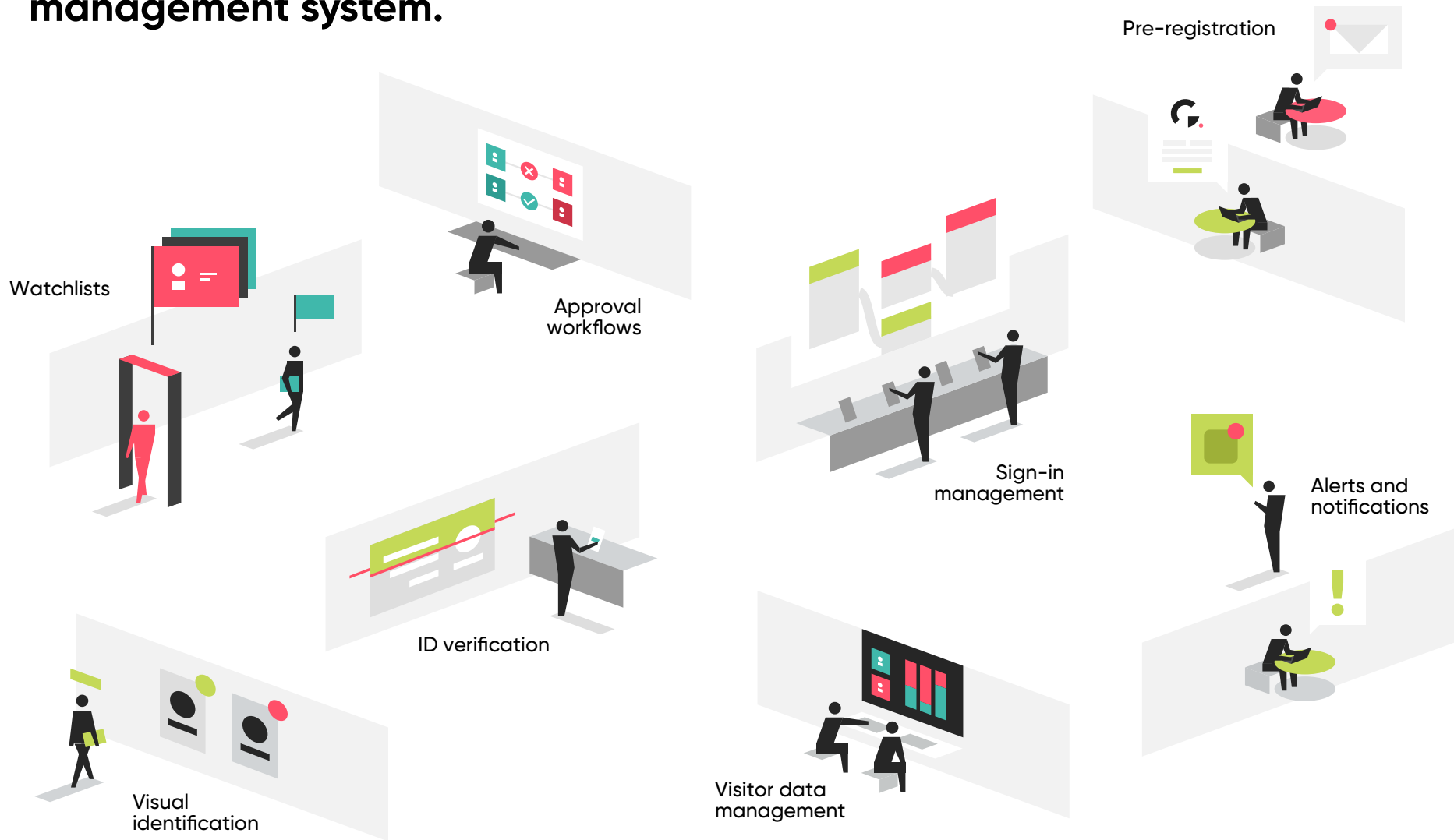


Vendors



Family members

Functional areas of a visitor management system.



Key benefits of a visitor management system.

1. Proactive security
2. Increased efficiency
3. Streamlined compliance
4. Auditable visitor data
5. Centralized location management
6. Brand impact of an organized and efficient visit

Compliance standards addressed with a VMS, include:



ITAR



PCI DSS



FSMA



C-TPAT



GDPR



HIPAA

Key insights and trends.

Faced with rapidly changing compliance regulations, security risks, safety standards and pressure of global expansion, more organizations are investigating visitor management systems (VMS).

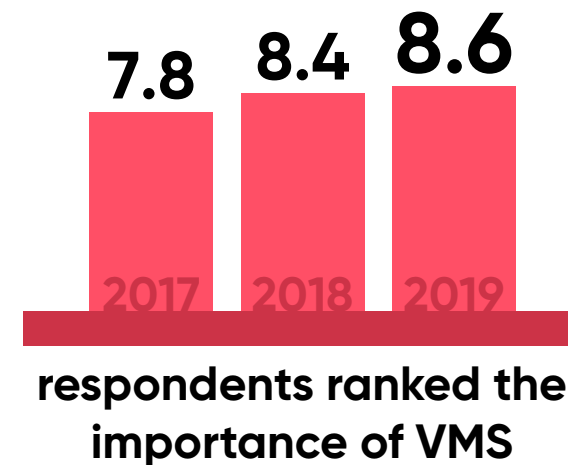
Security, compliance and safety leaders are acknowledging that unknown visitors can pose a severe threat to their employees, facilities and data. To address these challenges, the scope of visitor management has shifted from primarily a lobby check-in point solution to a mission-critical facility security platform, covering the entire cycle of visit operations and visitor data management.

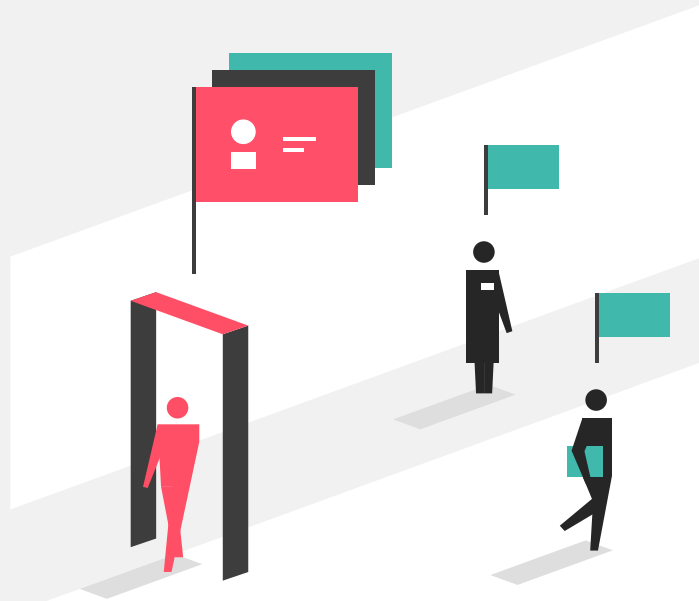
The 2020 Visitor Management Report identified three key insights and trends within the complex visitor landscape that global organizations are currently facing.

Shift to corporate governance.

Just a few years ago, visitor management was considered a novelty. A slick tablet in the lobby that enabled a pleasant user experience, a faster way to check-in and maybe even had a guest sign a waiver form. It was considered a nice-to-have but by no means a business necessity.

Today, global companies are viewing VMS as a mission-critical security and facility operations tool. In our 2019 survey, respondents ranked the importance of a VMS as an **8.6 out of 10**, with compliance and security as significant benefits to an organization. **Over 38%** of respondents stated compliance was the top reason to acquire a VMS, and **92%** said a VMS creates a safer environment.





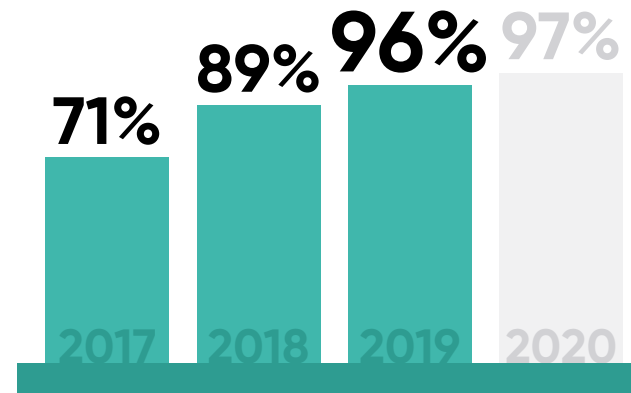
Visitor management projects are more and more often initiated by the compliance and security divisions. Utilizing an integrated visitor management system helps organizations adhere to compliance regulations such as GDPR, ITAR, PCI DSS, FSMA and C-TPAT, among others.

Multiple regulatory standards were created to ensure the safety of employees, data and facilities identify visitor operations as a crucial part of their controls. Many of these controls existed historically but were hard to comply with in the face of different to deploy technology.

High-performing organizations are looking to go above and beyond compliance requirements, creating the

roadmap for seamless access to facilities. They are proactively managing threats before, during and after the visit, leveraging visitor metadata to improve facility operations.

Over 96% of surveyed in 2019 said their VMS provided them with important data. That is a 7% increase from the year before. This approach elevates visitor management from a local site initiative to a corporately-governed solution with overall responsibility shared by Directors of Global Security, Regulatory Compliance and Facility Operations.



said their VMS provided them with important data

Increased complexity and scope.

As visitor management focus shifted towards security and regulatory compliance, the projects, in turn, increased in scope and complexity. For global organizations, the requirements fall along two vectors: scale and customization.

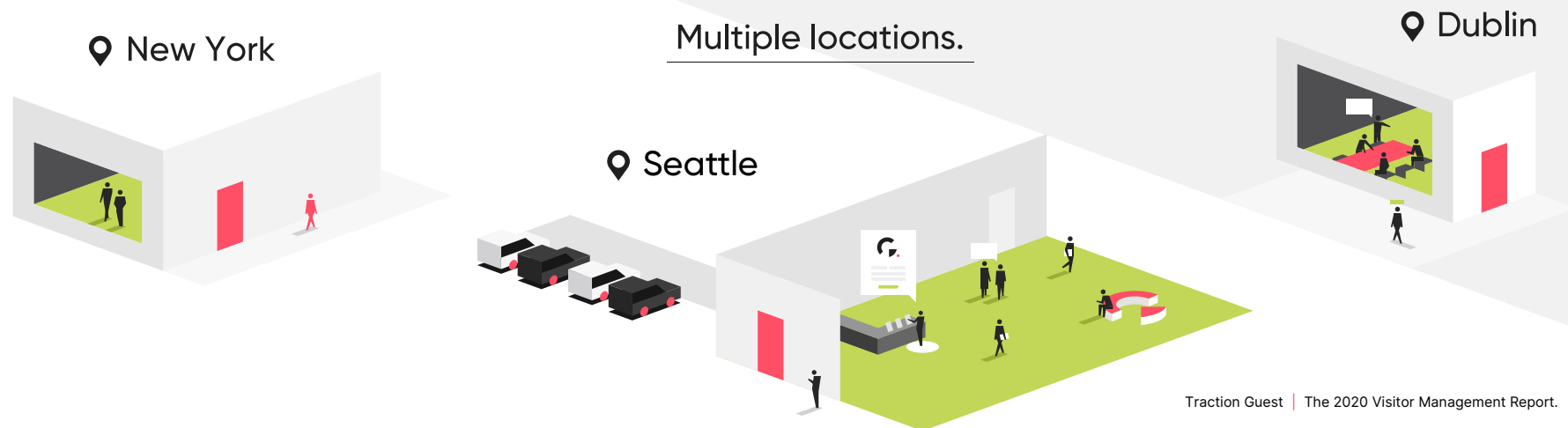
When a visitor management solution is rolled out across different sites within the facility's portfolio, the needs of each location have to be accounted for. High-security research facilities, manufacturing sites, executive briefing centers, campus locations all have different safety regulations, access protocols, and visitor logistics.

The solution that addressed the challenges for one site may not necessarily support the needs of numerous different locations. Multiple languages, unique geographical regulations, different visitor

processes makes expanding the solution scope complicated for large organizations. Scalability considerations include: managing different types of sites – including lobbies, events, security gates, centralized auditing and reporting, and consistency of experience across locations.

In the 2019 research, **48%** of the surveyed selected a VMS based on the ability to deeply customize the platform. The need for customization includes workflows, user types, approvals, permissions, languages, types of captured data, integrations, communication templates, and visual styles.

To achieve success in a complex initiative, the crawl, walk, run approach is often applied. In the 2019 survey, all stages of VMS adoption cycle had incremental increases, with **22%** implementing VMS and **36%** expanding functionality and fully optimizing the solution.

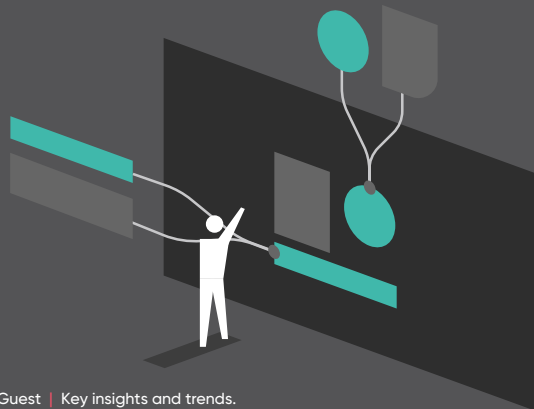


Global scale and standardization.

More organizations are adopting VMS and rolling it out across multiple locations. In the past half-decade, the number of workplaces using a paper logbook has been decreasing with **61%** of those surveyed in 2019 are using some Visitor Management System.

Historically, companies were starting with a single location, often ending up with different systems implemented at various sites. With a proliferation of dispersed visitor solutions across the enterprise, the need for more orchestrated and centralized visitor processes, as well as better data management emerged.

An overwhelming **94%** of VMS users polled in 2019 stated their VMS increased efficiency for hosts and their guests. At the site level, VMS drove office efficiencies.



The rapid developments in visitor management technology coupled with the ability to centralize all visitor data across the globe into a single platform should encourage faster adoption.

Ryan St. Hilaire, VP Product - Traction Guest

While at the corporate level, organizations are faced with more complex, long-term challenges such as managing different systems, support, training, costs and reporting.

Standardizing on a single enterprise-grade system enabled organizations to reduce support and training costs, leverage volume discounts and centralized purchasing for a VMS. What's more, it allowed the organization to leverage centralized visitor metadata on vendors, contractors, job applicants and partners across different locations.

This was key to creating analytics and reporting leading to strategic and tactical plans for continuous improvement initiatives in security, compliance and safety operations.

The impact of VMS.

Every year that we conduct this market research, we analyze the data, looking for the trends and growth areas which will capture a clearer picture of the current state of the visitor management industry. What we learn year after year is that the VMS category is constantly evolving as companies are viewing effective visitor management as mission critical.

Visitor management systems continue to provide a positive impact for stakeholders. For administrators, VMS enable them to do their jobs more effectively, by collecting visitor data, enforcing security protocols and streamlining communication between the guest and the host. For guests and hosts, VMS provide a seamless and complete visit experience.

In the 2020 Visitor Management Report, many of the professionals polled, like security and facilities leaders, reported significant improvements in their company's security and visit efficiency due to a VMS. The results are proving the value of VMS investments.

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It should now be a necessary, part of the brand strategy to build a visitor experience that's effective, efficient, and seamless – from the first invitation they receive from an organization, to their lobby experience, and beyond.

Cameron Wiebe, CTO - Traction Guest

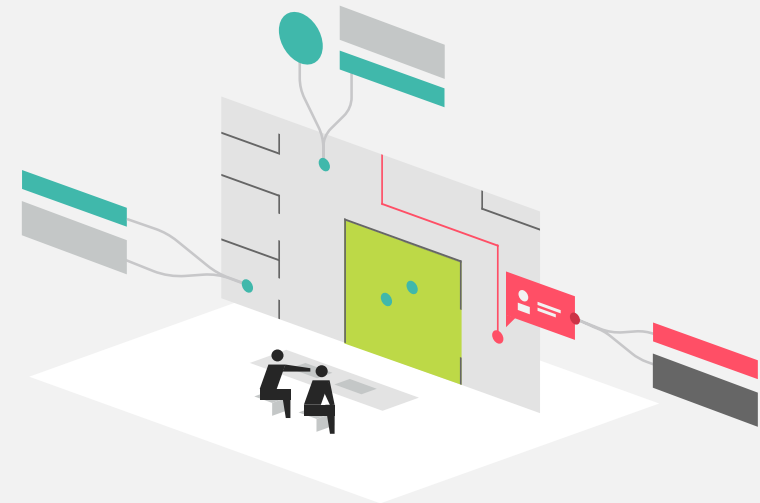
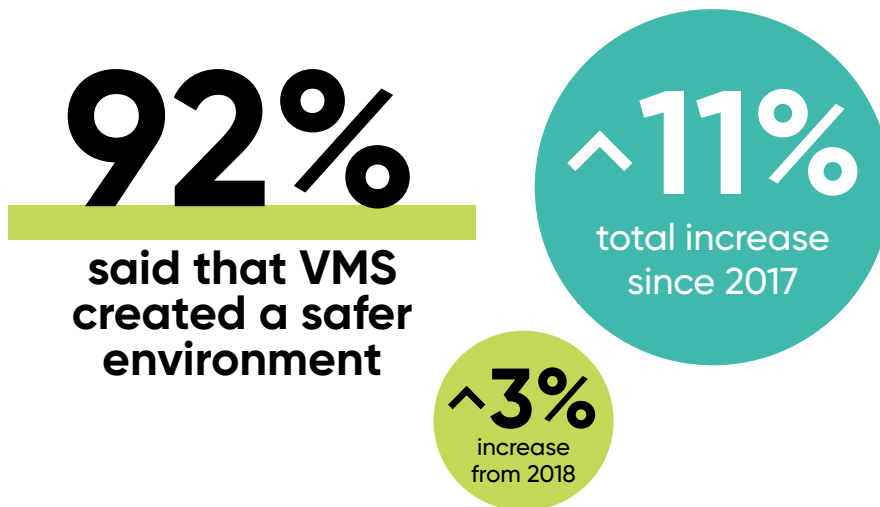
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Enhanced workplace security.

Companies place a high emphasis on safeguarding their people, facilities, IP and data. This can be challenging, especially when managing multiple locations with a high number of visitors.

VMS are viewed as a crucial part of an organization's security strategy. This year, over 92% of respondents said that VMS create a safer environment. That is an 11% increase from 2017. In addition, when it came to ranking the reasons for purchasing a VMS, respondents cited security as a primary reason, next to compliance.

These metrics represent the dependency companies have on VMS to screen visitors and maintain visitor records for each location. With the ability to conduct background checks, place visitors on watchlists, verify IDs, sign documentation electronically, and create custom badges, organizations are gaining a



stronger understanding of who is visiting their sites, why they are visiting and when they visited. Having visibility and control over the visitor process is adding a new layer to workplace security.

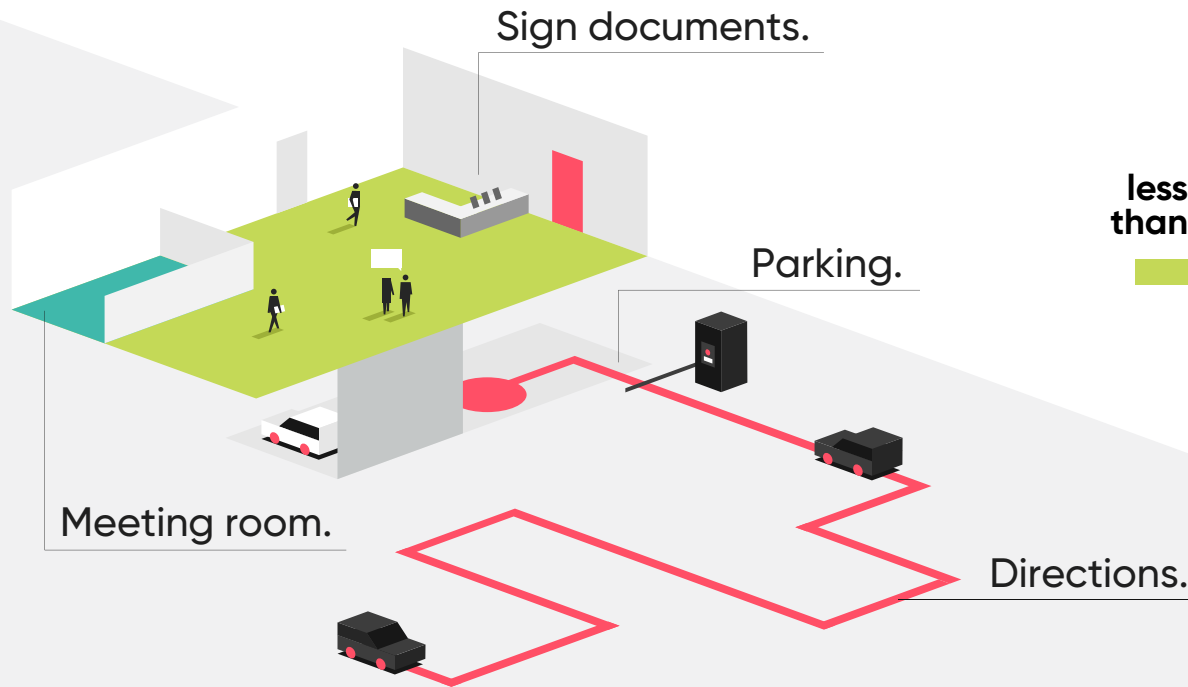
VMS is constantly adding new ways to enhance security for large scale organizations. Companies have noticed, and have bought in.

Optimized visitor efficiency.

The way security and facility professionals are leveraging visitor management technology has become increasingly sophisticated in recent years. Companies are realizing that checking in guests is just part of the visitor journey. In the 2019 survey, 36% of the participants - the majority of those surveyed - stated that they fully optimize their VMS.

The visitor cycle starts before the visitor even steps foot on-site. Inviting guests and providing visitor logistics such as directions, parking designation, collecting necessary documentation, booking meeting rooms and meeting hosts allows for seamless communication, before, during, and after the visit.

Over 94% of the respondents cited VMS increase efficiency. Also, 50% of respondents said that their check-in process was less than 30 seconds per guest. That efficiency opens up more opportunities to make genuine connections. 87% of respondents said that a VMS would help them focus more on the actual interaction with the guest - a 17% jump from last year.



less than **30s**
check-in time per guest

87%
said VMS helps focus on guest interactions

Along with operational efficiency and guest experience, creating proactive security protocols is an integral part of the visitor logistics and can be completed before guests arrive on location. With pre-registration, visitor information can be entered ahead of time, background checks completed and safety videos reviewed.



To have full cycle optimization means having control over all aspects of the visit and host experience. Being able to utilize a VMS during each stage of the visitor cycle has proven to increase productivity for companies.



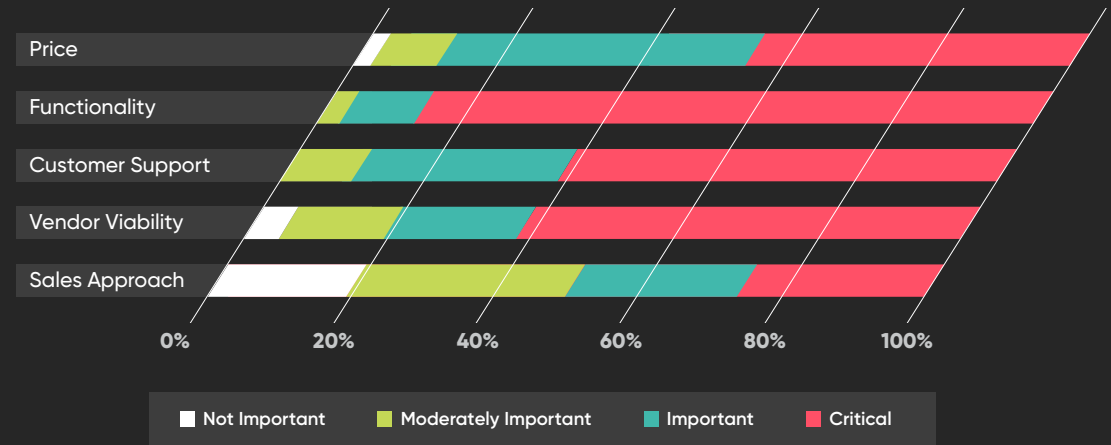
Having a VMS would allow us to be more professional and make sure every visitor is taken care of properly.

Security Manager and respondent to 2020 Visitor Management survey

Increased flexibility.

A VMS is not a one-size-fits-all solution. Every company has its own unique requirements, depending on their business, number of sites, industry or resources. A VMS needs to provide flexibility in order to support different types of locations and the company's growth over time.

The ability to customize workflows, security features and branding allows deployment teams to manage multiple locations, visitor types and compliance requirements. Customization was the primary factor (48%) the people surveyed in 2019 chose their existing VMS. That is 18% higher than any other reason including ease-of-deployment, price, or a referral.



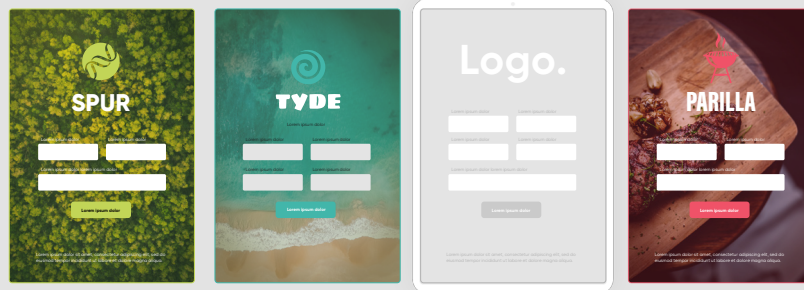
A company's industry can also determine how they customize a visitor's experience. Organizations in high-security environments may use watchlists or ID verification features to protect people, data and assets. Other companies in highly regulated industries may use document signing or mandatory informational videos at check-in to satisfy compliance standards. And, companies that have different business units may use customized access controls depending on the type of visitors, as well as have the option to approve, reject or divert visitors down a different path if they are flagged through a watchlist.

Leveraging customization in visitor management systems is empowering companies to address and conquer their specific security and operational initiatives.

Favorable brand impact.

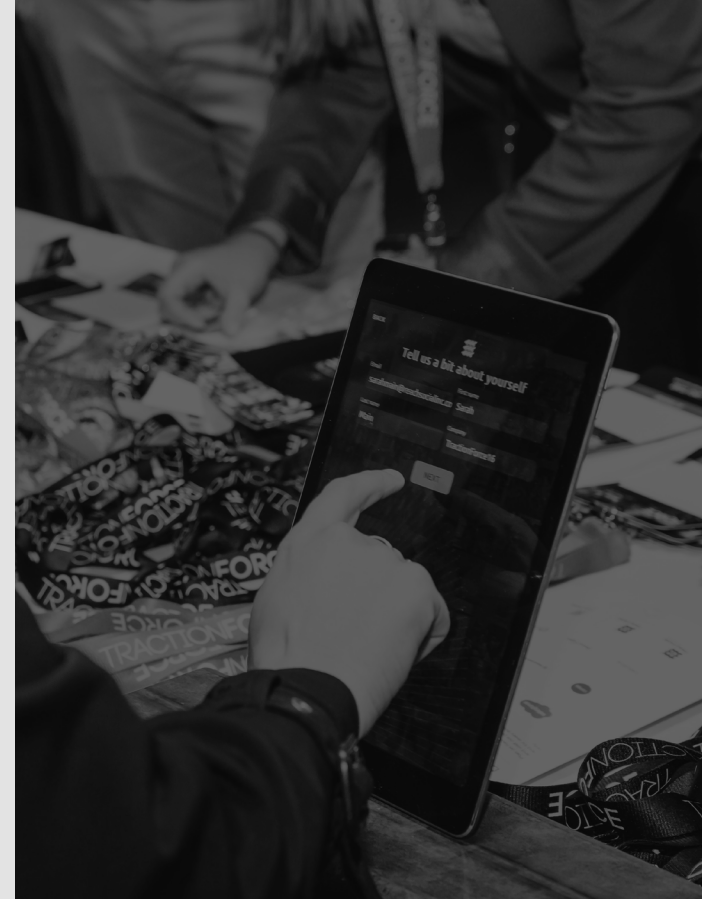
Over the last two years, we are seeing companies put less emphasis on using VMS for brand perception as visitor management is evolving into a mission critical compliance and security solution.

While brand impact - 27% of people surveyed in 2019 said a VMS had a significant impact on brand perception - and work experience are in the top five reasons for choosing VMS, they are becoming complementary to the leading VMS initiatives. Companies still place a high value on how guests perceive their brand. Custom branded invites, notifications and check-in experiences help create a strong first impression. 81% of respondents said that user feedback has improved since implementing VMS.



81%
said that user feedback
has improved with VMS

27%
had a significant
impact on brand
perception

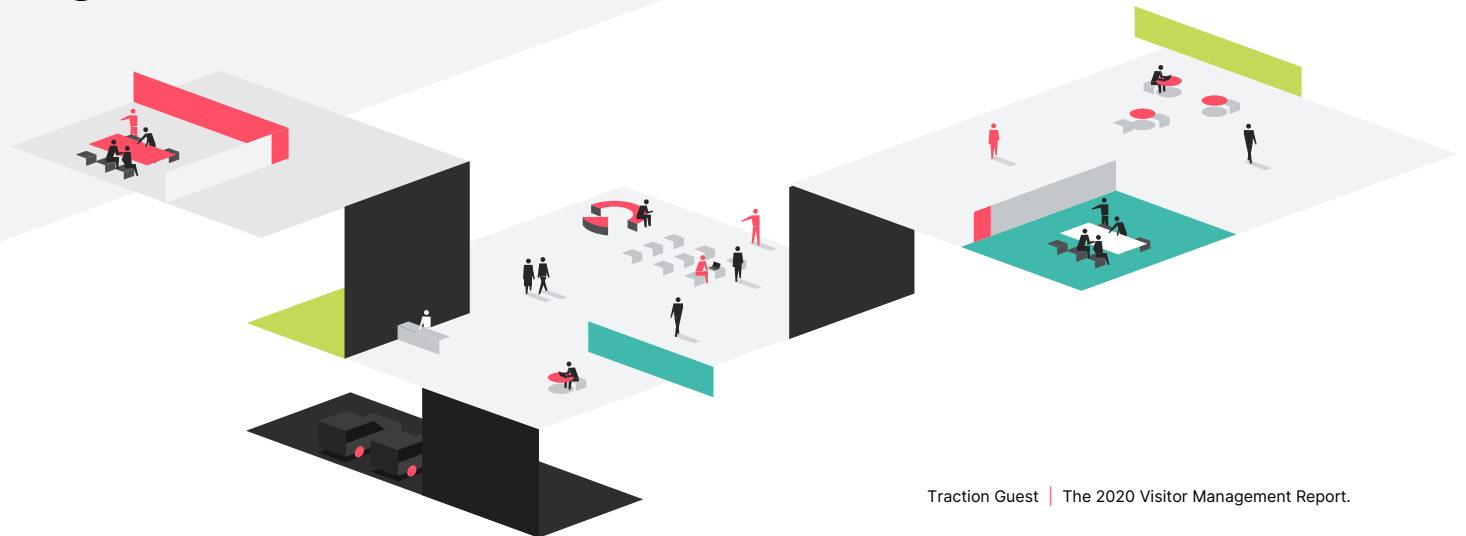


The shift is also reflected by the audience analysis and the titles of the stakeholders championing VMS. Over 53% of respondents work in facility management or security. However, many companies see the relationship between brand impact and an operational tool to be synonymous. Brand is a key influencer and requires a highly flexible solution capable of accommodating on-brand templates and seamless user experiences, while still accomplishing the key goal of ensuring facility safety and upholding compliance standards.

A look into the future.

The reasons for using a VMS significantly changed in 2019. A growing need for workplace security and increasing regulatory compliance are pushing companies to drastically change how they approach visitor management.

2020 and beyond special report.



Here are the three VMS narratives that matter to security and facilities leaders right now and into the next decade.

Compliance.

Adapting to a rapidly changing regulatory environment.

22%

increase in compliance prioritization

Risk mitigation.

Balancing data privacy with security demands.

19%

increase in data risk

Visitor identity.

Understanding your guests: the evolution of visitor identity.

92%

say VMS creates a safer environment

Compliance.

Adapting to a rapidly changing regulatory environment.

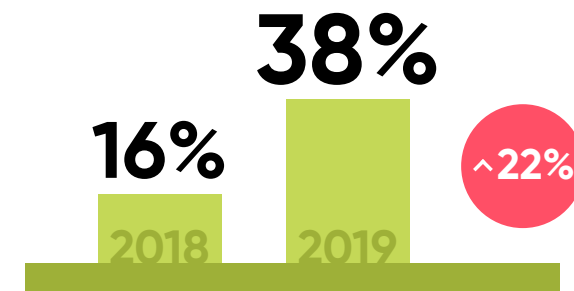
Compliance has become a key driver for visitor management implementation, steadily growing in influence year-over-year.

One of the key roles of the compliance division within organizations is to help anticipate and adapt to changes in the regulatory environment. In recent years, a growing number of high-profile

security incidents, data breaches and privacy violations led to regulations changing along these two dimensions: physical security and data privacy.

Leaders in compliance and security are challenged to build programs and controls to address a wide variety of regulations and risks. They have to balance gathering comprehensive visitor information with addressing rules that control how that information is managed and processed. As visitor management is evolving into a global

2020 and beyond special report.



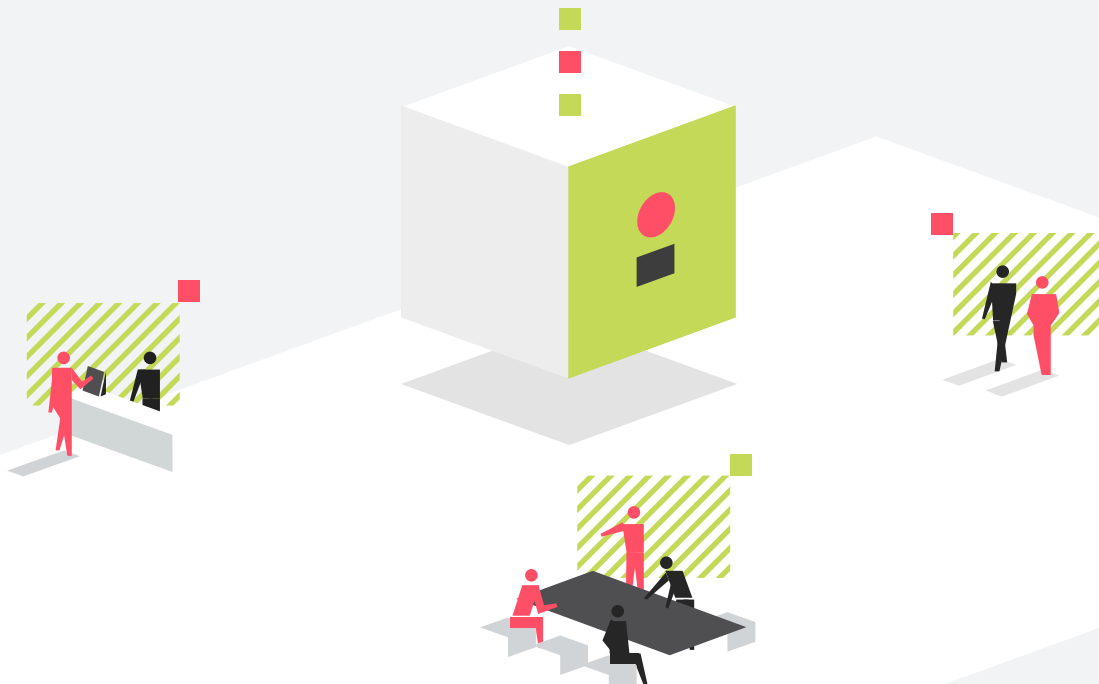
VMS implementation based on compliance

practice with corporate oversight, the visitor management project scope expands to include regulatory strategy, compliance program implementation as well as reporting and auditing capabilities across multiple sites.

Last year, we observed a similar tension between tight security and welcoming sign-in experience for visitors. Top performing companies were not only finding a balance between the two, but reinforcing security through seamless visitor journeys rather than treating it as competing objectives.

Balancing the demands of maintaining compliance and privacy standards pushes VMS maturity to another level of flexibility and scalability. Visitor management systems for enterprises are about addressing compliance objectives immediately and adapting to changing regulations in the future, while respecting the implications of how visitor data is collected and maintained over time.

The shift from a local, site-based solution to a corporately adopted platform is also reflected in how VMS vendors are evaluated. There is an increased focus on a secure, available, and compliant VMS environment with proven standards of data protection. A growing amount of projects are involving stakeholders from IT departments, who need to validate vendor SOC 2 certifications, which are in-depth security evaluations and proof of platform testing.



VMS features that help address compliance regulations:



75%

of surveyed said VMS helped them respond better to audit requests



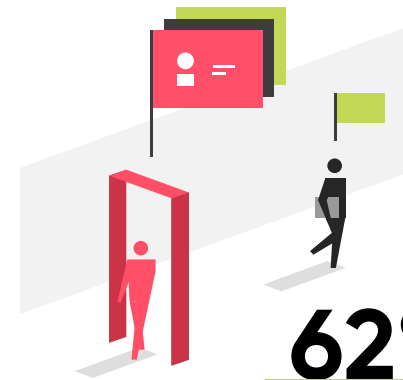
68%

leverage electronic document signatures at check-in



90%

From the group that listed compliance as a top reason to get a VMS, 90% said it helped them respond to an audit



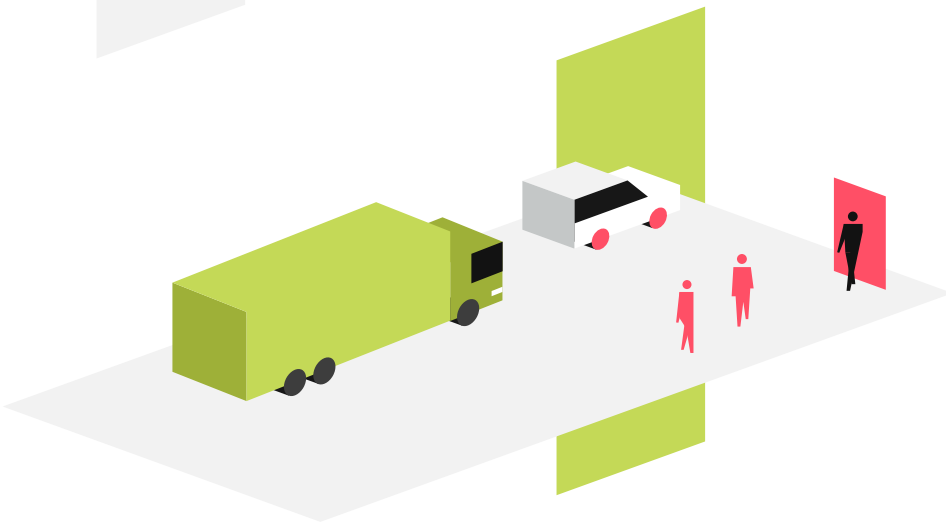
62%

leverage or intend to leverage internal or external watchlists

Expanded influence.

We continue to see the growth of the VMS category, evolving from a check-in point solution to a holistic platform that moves visitors through every point of interaction with the facility, simultaneously improving many different aspects of the organization.

The scope of influence of a VMS continues expansion into different organizational divisions: security, IT, legal, HR, health and safety, operations, procurement, facilities, and corporate events to name a few.



There is a growing trend in high-performing organizations to leverage compliance programs as an opportunity to improve their processes, protect their interests and earn the trust of their partners and customers. This also has implications for organizations that purchase a VMS. While VMS projects are often initiated by compliance requirements, there is an opportunity for closely aligning the VMS use cases to the strategic vision and business goals.

Risk mitigation.

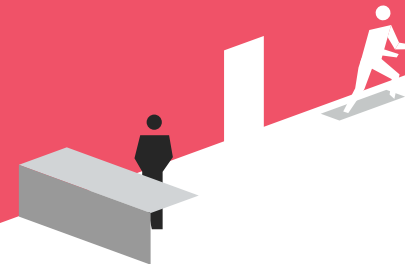
Balancing data privacy with security demands.

Whether it is IP, financial statements, or employee and visitor information, there's a growing need for customers to safeguard their data. Even with all the high-profile data breaches dominating the news, cyber-attacks are not the only situations where a

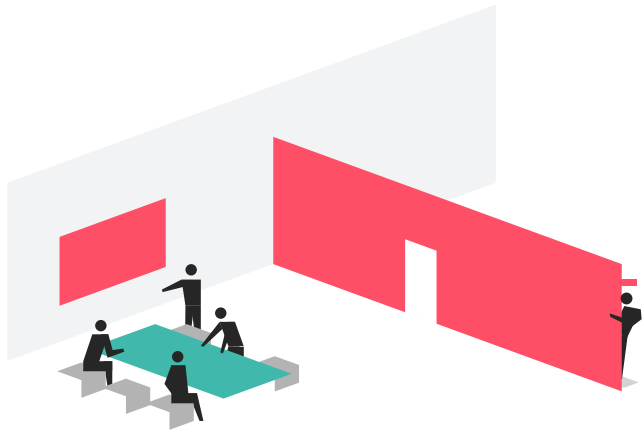
company's information is compromised. On top of that, there is additional damage done to public trust, credibility and business as a result.

Enterprises leverage VMS to mitigate the risk associated with the visitors present at their facilities. What types of risks could potentially be introduced?

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1. Visitors from countries that are prohibited from entering highly regulated sites
2. Visitors overhearing a conversation or seeing/taking photo of sensitive information during their visit



3. Visitors remaining on-site and wandering around after the meeting is completed
4. Disgruntled employees from a different office location entering the site
5. Visitors using a false identity to gain access to the company's executives
6. Unexpected media trying to engage and gather information from employees on site
7. Theft of hardware that has customer or employee data stored on it

Data protection for organizations is a two-way street when it comes to visitors. On the one hand, most companies are fiercely protective of any data or personal information collected from a visitor to their site. On the other hand, organizations recognize that their visitors - just like non-compliant employees - also pose a threat to their data. In the 2019 survey, 63% of the respondents said that visitors posed a risk to their data. This is a 19% increase over our previous survey.

Visitor management systems have evolved to address this demand for tighter security and risk mitigation in the following ways:

Obtaining visitor information ahead of time before the visit is confirmed. Running visitor invitations through review and approval processes, pre-registering guests and running guests through the third-party or internal watchlists before they set foot on site.

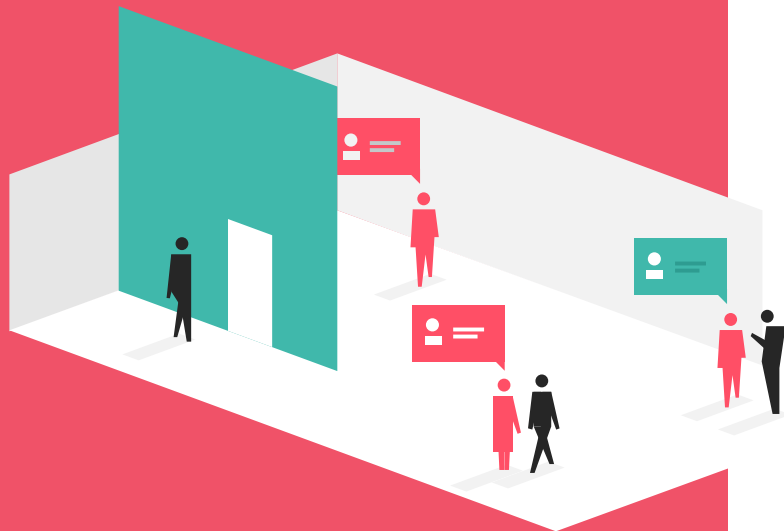
63%

said that visitors posed a risk to their data



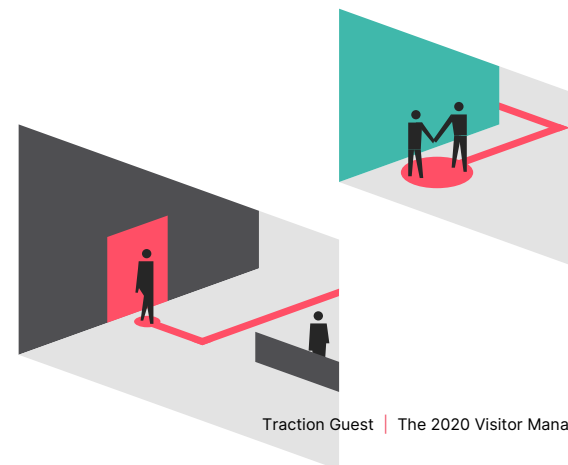
Gathering more information about the visitors, merging contact data with third-party data. Requiring visitors to provide country of origin information, validating contractor credentials, automating health-related questionnaires can be set up in visitor management systems for different types of visitors.

Validating visitor ID and information provided. How accurate and valid is the data provided by the visitor in the check-in system? For many organizations, just capturing data is not enough, and additional layers of security are required. Visitor management systems can scan visitor ID details right into the system rather than permitting manual entries. Additionally, the level of security can be increased to include a security guard checking the validity of the identification documents with the airport-grade scanners.



Connecting visitor management with access control technologies. Enabling access within the facility either with existing access control technologies or with a consolidated single access signal - mobile or biometric is one of the trends will see in the physical security space.

Requiring host-confirmed check-in and check-out of the guests – While self check-in is appropriate for many use cases, in highly regulated areas or SOC 2 compliant organizations, accompanying visitors while on site is a requirement. VMS can enable that with a mobile application that allows hosts to check visitors in and out.

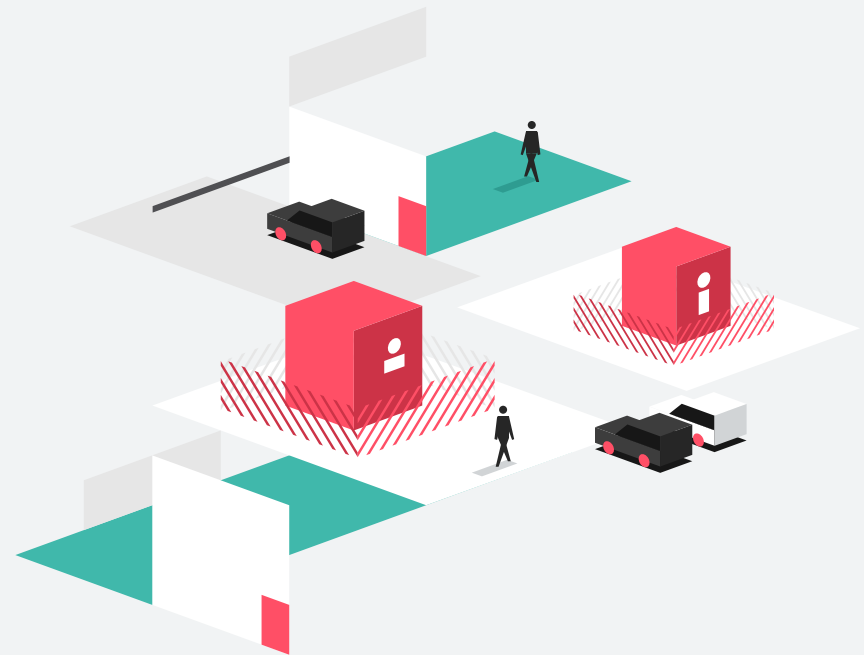


Good cyber security will always rely on a base of good physical security. Capturing required visitor data, visitor badging and visitor escorts instantly translates to a holistic increase to the security posture of an organization.

Anders Nelson, Enterprise Security Architect - Traction Guest

Evolving complexity and breadth of use cases of the visitor management solutions are the signs that the category is maturing. What started as a single-purpose, single-focus application has turned into a platform and will eventually a full suite that covers a wide range of real estate technology and security needs.

We will soon see the merging of digital and physical identities in accordance with associated security protocols. We are already seeing an improvement of the hardware interface for visitor management solutions. And we will continue evolving the roles within an organization that include responsibility for corporate-wide visitor operations moving into the C-suite as risks associated with visitors increases even more over the years.



Visitor identity.

Understanding your guests: the evolution of visitor identity.

It used to be that government ID scanning and pre-screening were reserved for government-grade security checkpoints like borders and airports.

Now, R&D facilities, manufacturing sites, tech corporate offices and educational organizations are introducing proactive security measures. In many cases, there are safety incidents are the

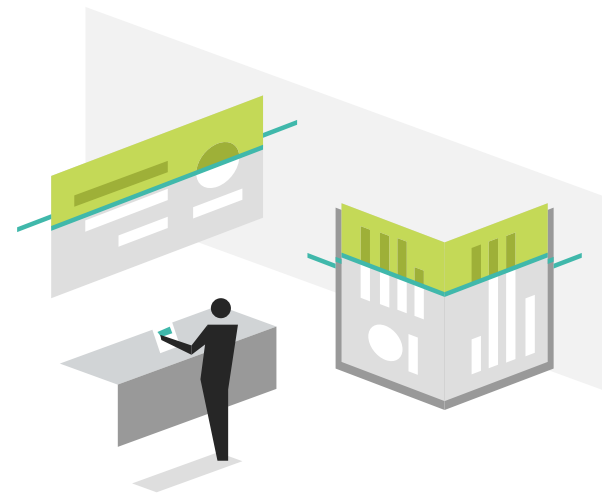
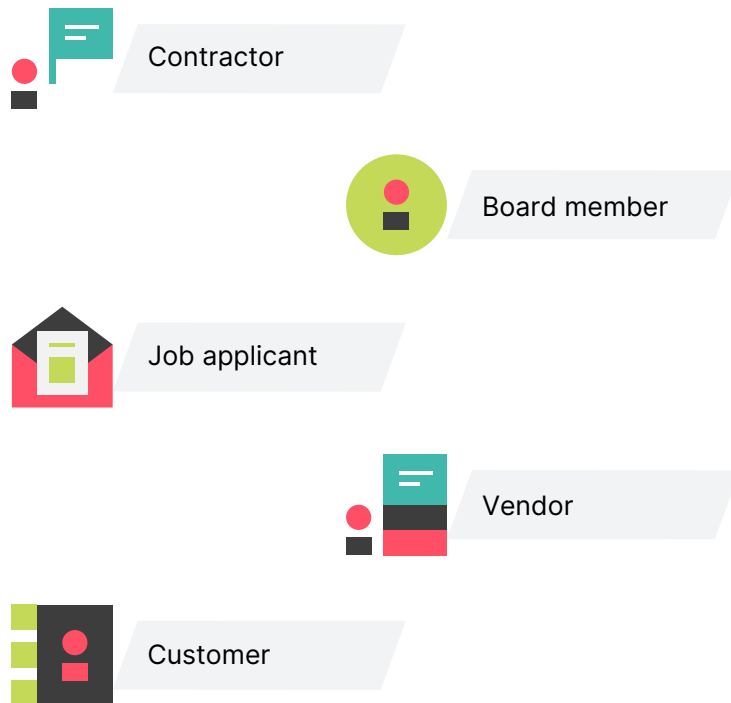
driving force (disgruntled employees, non-compliant contractors, visitors with criminal intentions). More and more, enterprise companies are committing resources to minimizing risk levels for negative incidents and are proactively safeguarding their people, IP and data.

Increased interest in checking visitors against a variety of third-party and internal watchlists has been a trend in 2019. In the age where digital and physical identities

2020 and beyond special report.



are merging, companies need to know who is inside their facility, their risk profile and how they relate to company's operations. A vendor, contractor, job applicant or customer should have their identity validated and visit purpose confirmed.



The education vertical, for example, has been rapidly adopting visitor and access control solutions including leveraging government and third-party watchlists. The trend is also becoming prominent in manufacturing, biotech and technology companies with multiple locations.

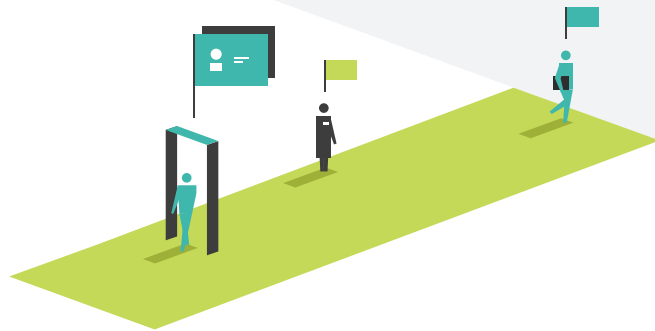
The demand for watchlist features in VMS grew 9% in the past year according to the 2019 survey. Of those who used watchlists, 74% felt visitors present a threat to their data.

Today, there are sophisticated tools designed to quickly and accurately flag high-risk individuals. Organizations that require visitor screening are leveraging VMS to record the guest's name,

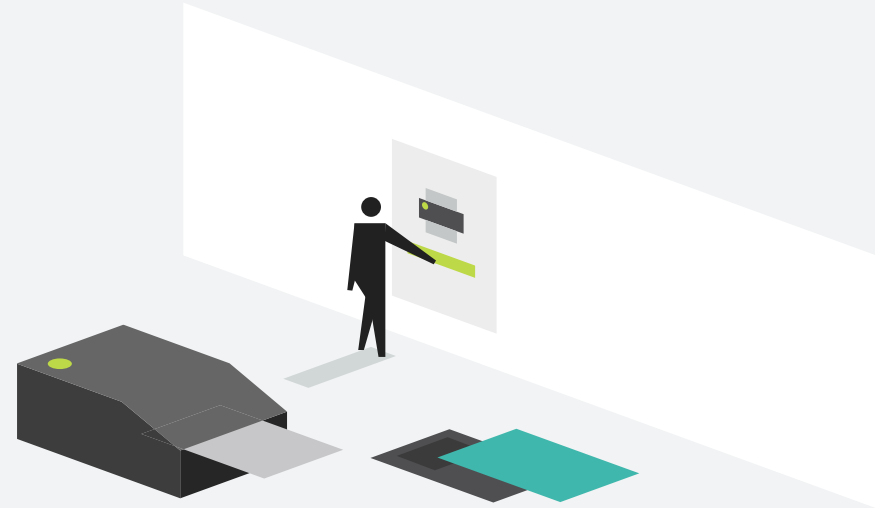
validate their ID, check them against any number of watchlists and then keep visitor records in a compliant and confidential manner. With a traditional paper log book, this is near impossible and leads to non-compliance when audited.

74%

of surveyed who use watchlists feel visitors present a threat to their data



This confidence derives from a VMS ability to run visitors through comprehensive third-party (or internal) watchlists, capture IDs, leverage scanners to validate IDs and passports and notify relevant parties of potential risks.



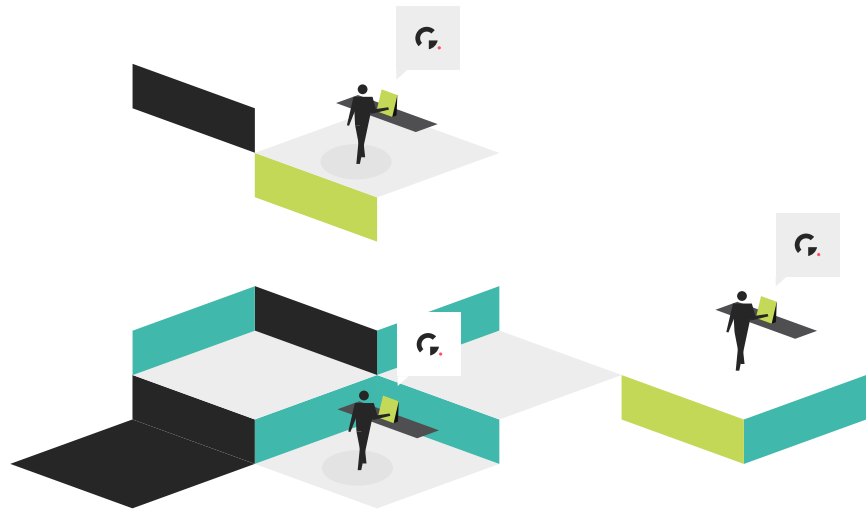
Additionally, badges with photos and access levels allow employees to visually identify an unknown person and understand their visit purpose. Being able to create visitor identities across multiple locations and regions protects companies from potential threats and known offenders. But more importantly, it gives organizations a clear, consolidated view of who is entering their facilities.

92%

of surveyed say a VMS creates a safer environment

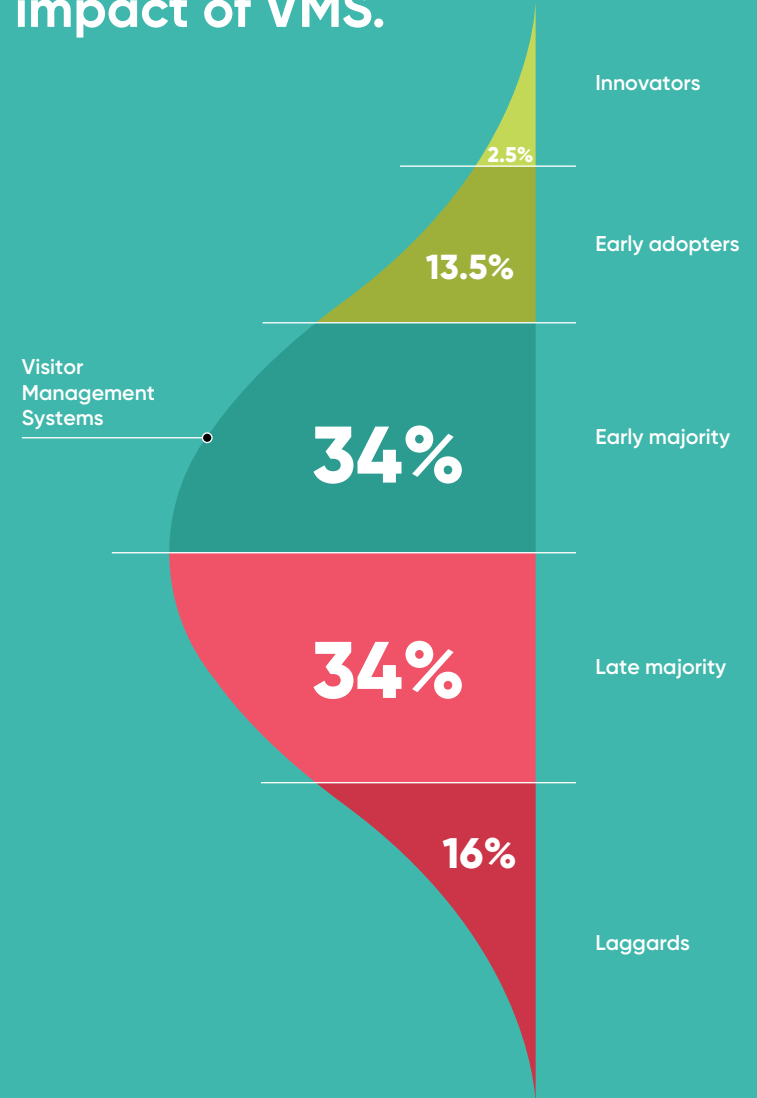
~4%
increase
from 2018

We will continue to see more industries adopt this high level of guest security. Visitor identity is central to visitor management practice and continues to be redefined as different technologies mature. We've seen the evolution from visitor's name in a log book to an iPad check in, to government identification scanning - either through iPad or through an airport grade scanner connected to a security guard desktop interface. This evolution will continue as mobile or biometric sources of identification become more prevalent in the industry.



Each technology implementation will need to find the right balance between providing airtight security, efficiency in handling high volumes of visitors, and maintaining high privacy standards of visitor data.

The changing impact of VMS.



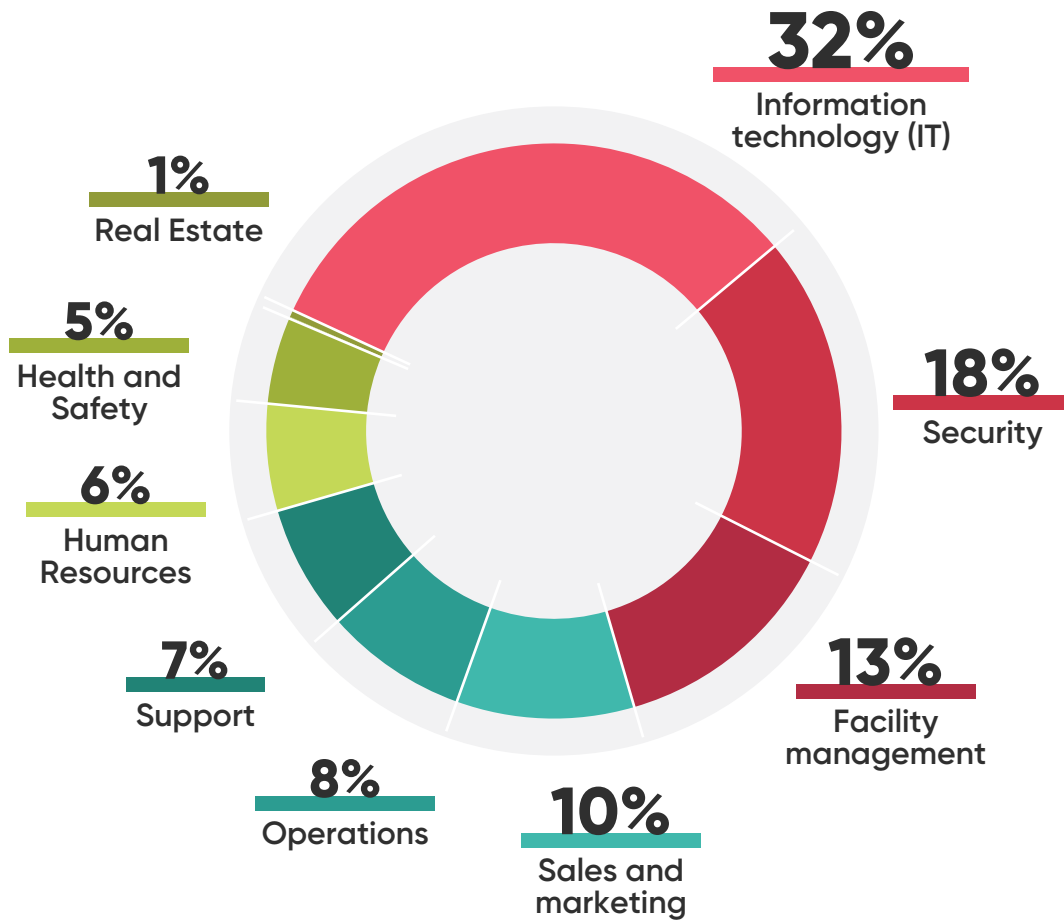
Research methodology.

By the numbers.

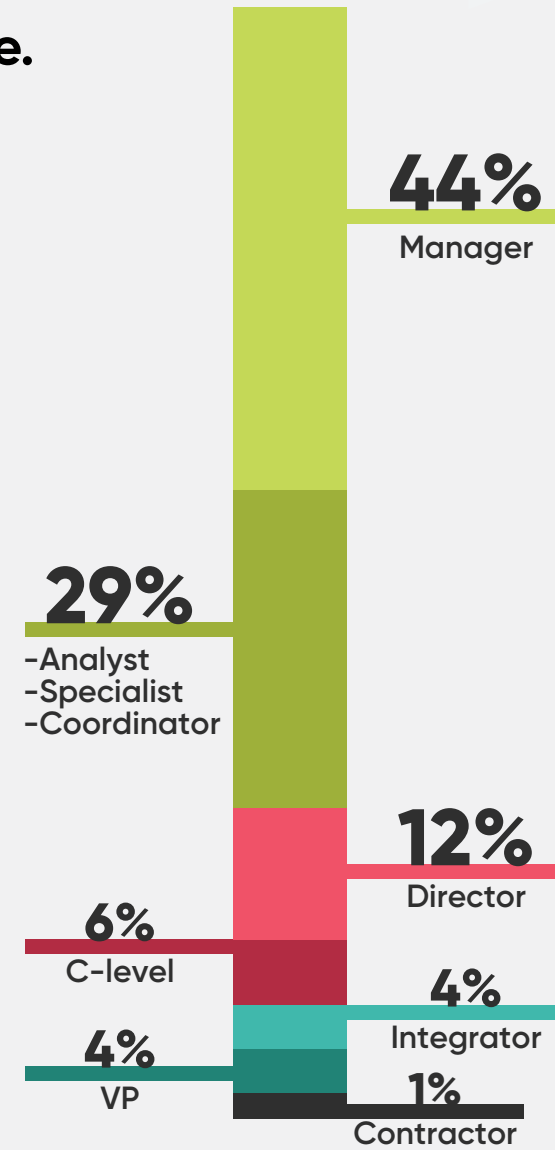
This is our third year annual survey. We launched this effort in 2017 to better understand the visitor management industry. Operations, security and IT professionals, working across all industries, organization sizes and geographic locations, provided valuable insight for this year's report. The objective of this research is to identify industry trends and evaluate the impact of new technology on organizations.



Function.



Role.

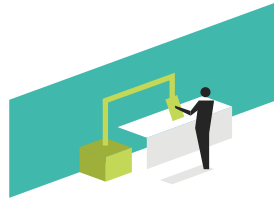


Current solution.



8%

No official process



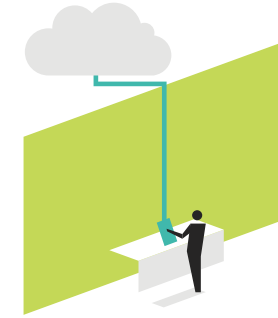
19%

On-premise Visitor Management Systems



31%

Paper lobby book or other manual processes



42%

Cloud-based Visitor Management Systems

Company size. (employees)



10%

1,501 - 5,000



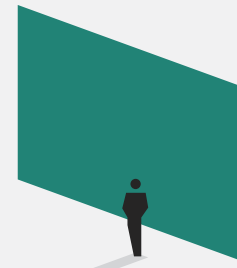
17%

5,000+



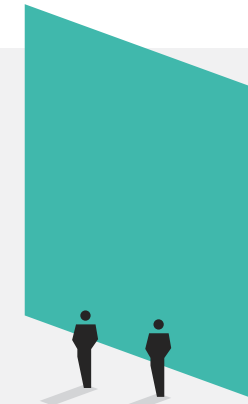
12%

501 - 1,500



23%

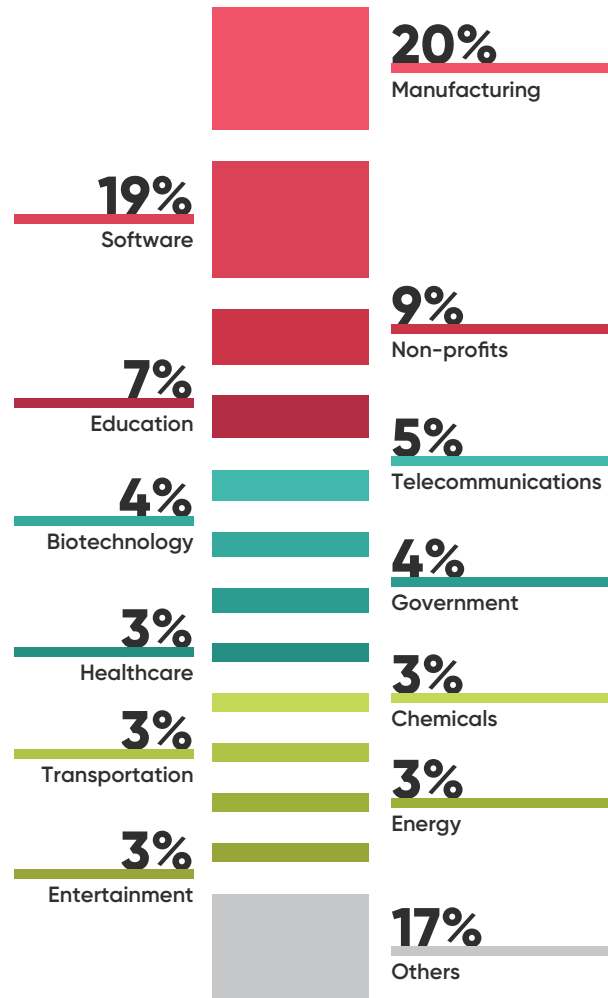
1 - 99



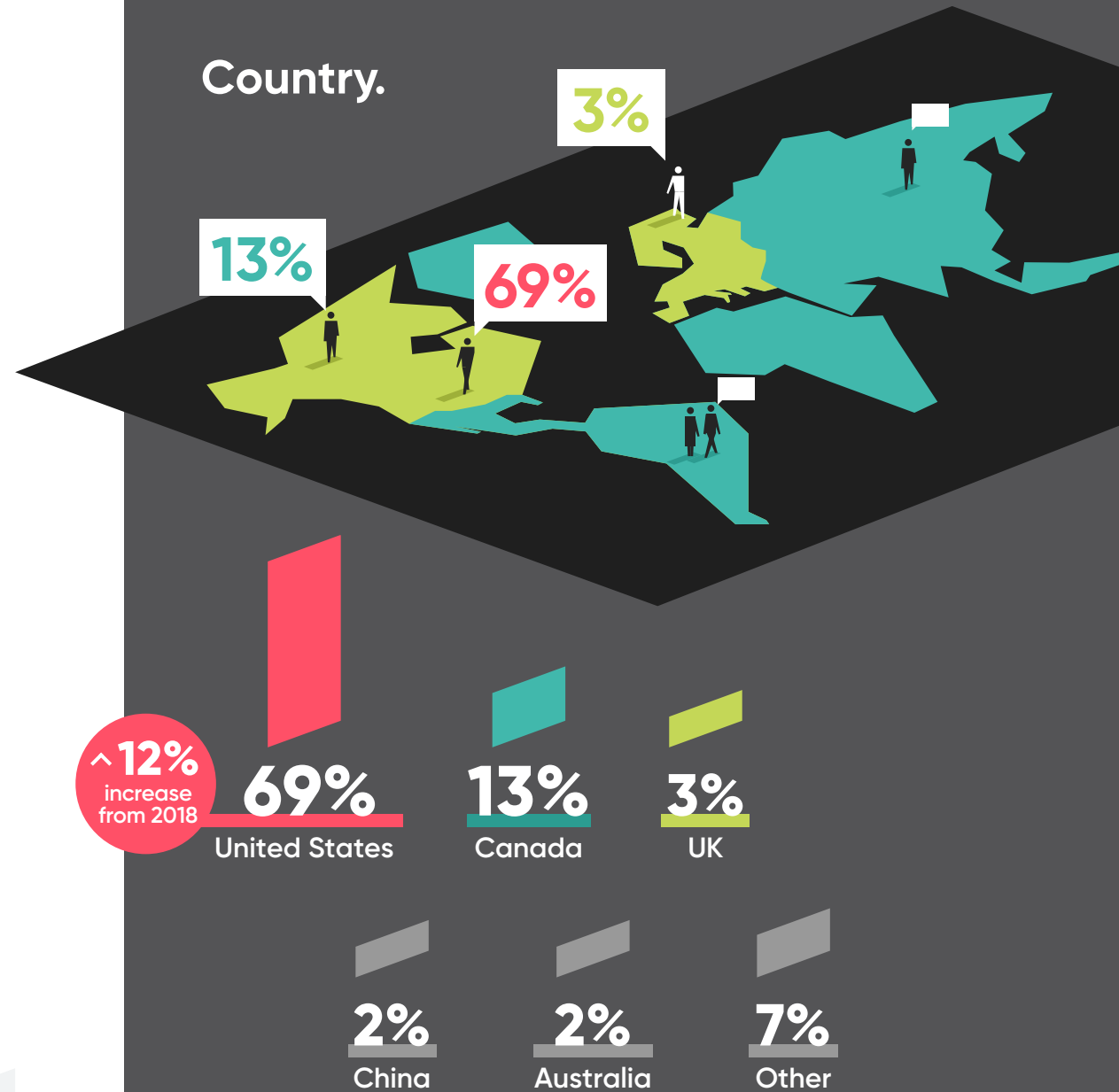
38%

100 - 500

Industry.



Country.



Organizations advancing VMS.

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.

JCC Pittsburgh. Valuing individuals.

The Jewish Community Center of Greater Pittsburgh is a non-profit 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 VMS 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, Thermo Fisher screens each guests against third-party watchlists, making them ready for compliance audits. Traction Guest gives Thermo Fisher the customization it needs to manage their immense operational complexity.





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.

LEARN Behavioral. Streamlining operations.

As the world's leading network of providers serving children with autism and other special needs, LEARN Behavioral delivers more than 1.5 million hours of services annually and is comprised of more than 4,000 passionate professionals dedicated to nurturing every child's personal best.

Offering the broadest network of specialists in the industry, LEARN continues to expand its footprint and is leveraging Traction Guest to create an exceptional guest experience across its multiple Learning Center locations while ensuring compliant and streamlined visitor operations.

Traction Guest.



Traction Guest, the leader in enterprise visitor management, empowers businesses across five continents and dozens of industries to make hosting visitors effortless, memorable and safe. Today, top global brands rely on the highly customizable platform to deliver unparalleled security and an intuitive visit experience across multiple entry points. Traction Guest has global offices in Vancouver (Canada), Seattle (USA), and Dublin (Ireland).

