

Strategic Vendor/Technology Assessment

Introduction

International Biometric Group offers a Strategic Vendor/Technology (V/T) Assessment, which provides a comprehensive and objective strategic appraisal of the strengths and weaknesses of a biometric vendor, technology, or solution.

For biometric companies, IBG's Strategic V/T Assessments strengthens products, services, and strategic positions in target market. For potential investors or partners in need of an expert's independent perspective, IBG provides a realistic evaluation of the strengths, weaknesses, and viability of a biometric vendor and its technology.

State of the Industry

The biometric industry been thrust into the spotlight while still undergoing tremendous changes. Most companies do not fully grasp the revenue models, market opportunities, competitive challenges, and partnership issues in their market segment. **90%+ of biometric companies are not profitable.**

IBG understands the biometric market better than anyone. Since 1996, IBG has been focused solely on biometrics and biometric solutions, and IBG has developed an extensive biometric knowledgebase – built on real-world experience, our industry-leading Comparative Biometric Testing, and continual technology evaluation in our BiometricStore.

IBG consultants have proven hands-on experience with the real-world capabilities of biometric technology and the challenges involved in successful deployment and product development.

IBG is experienced in evaluating vendors and solutions across all existing biometric technologies, as well as new biometric technologies that are seeking to enter the marketplace.

Who Needs a Strategic V/T Assessment?

- Any party seeking an independent evaluation of a biometric vendor, technology or solution
- Biometric vendors seeking investment
- VC's and Institutional Investors
- Organizations seeking to partner with a biometric company
- Vendors entering the US or global markets

What is a Strategic V/T Assessment?

A V/T Assessment is a thorough, objective, realistic assessment of a biometric company, technology, or product. While each Strategic V/T Assessment is tailored to the needs of the specific client, typical engagements involve several meetings with senior management to gather requirements and present findings. V/T Assessments culminate in a written deliverable of 50-100 pages with specific, actionable recommendations. Typical elements include:

Technology Assessment

- Assessment of a biometric solution's strengths, weaknesses, and capabilities relative to competing products or services
- Evaluation of the solution's ability to meet the needs of its target markets
- Assessment of solution's accuracy, ease of use, security design
- Administrative and end-user feature set and functionality analysis
- Ability to address needs in target applications
- Improvements necessary to optimize the hardware and/or software solution
- Compliance with industry standards such as BioAPI, CBEFF, and x9.84

Corporate Assessment

- Effectiveness of strategic approach to the biometric industry
- Size and potential penetration of biometric applications, markets, and end user categories
- Effectiveness of sales and marketing efforts
- Strengths/weaknesses in partnerships and alliances
- Viability of its revenue models, barriers to entry
- Position and capabilities relative to competitors

For more information,
please call 212-809-9491 or
email sales@biometricgroup.com

Case Studies

Following are a few examples of Strategic V/T Assessments that IBG has conducted in the past.

- **Biometric Financial Services Startup**

IBG developed a business model and wrote a business plan for a startup biometric middleware company targeting the financial services market. IBG analyzed and rewrote the company's patent applications to ensure broad coverage. IBG's work was instrumental in helping them to obtain funding.

- **Global Electronics Firm Acquisition**

IBG conducted a strategic assessment of a major biometric company for a Japanese electronics conglomerate considering a biometric acquisition. IBG's Strategic V/T Assessment included detailed analyses of the biometric vendor's business model, its opportunities and threats in the marketplace, core technology, and revenue potential through 2006.

- **Vendor in Partnership Talks**

For a vendor in negotiations with a potential strategic partner, IBG provided an independent evaluation of the vendor's technology, analyzed the vendor's security architecture in the context of different operating systems and evaluated the vendor's technology in the context of existing competitive technologies. IBG further assessed the impact of industry standards on the vendor's technology, detailing potential non-compliance risks.

- **Major Middleware Vendor**

IBG provided an independent analysis of the suitability of the vendor's platform solution for its current and potential target markets, making recommendations for clarifying the vendor's marketing message to potential deployers. IBG presented strategies for revenue generation and maximizing long-term revenue growth.

- **Multi-Modal Biometric Vendor**

After conducting a thorough evaluation of the vendor's technology and target markets, IBG gave the vendor specific and detailed recommendations on market entry strategies, distribution and channel strategies, revenue models, potential partnerships, attaining competitive advantages, and product development strategies.

Why do you need IBG?

- Breadth of capabilities, from research to strategic development to technical design and deployment
- Hands-on expertise with all biometric technologies, and fields related to biometrics, such as cryptographic systems, tokens and smart cards, application development
- Vendor-independent/technology-neutral with working relationships with all leading biometric vendors – across technologies
- Proven hands-on expertise in travel and transportation, financial services, enterprise security, and civil ID systems

About IBG

Founded in 1996, International Biometric Group, LLC is the biometric industry's leading independent integration and consulting firm, providing a broad range of services to government and private sector clients. IBG has unparalleled hands-on experience with every biometric technology. IBG is completely vendor-independent and technology-neutral, allowing it to objectively and independently assess companies, technologies, products, and projects.

- **Consulting services** include feasibility assessments, business case development, biometric system design and requirements gathering, technology evaluation, strategic assessment of market opportunities and competitors, and privacy impact analyses of biometric deployments.
- **Integration services** include evaluating, designing, and deploying biometric solutions for Internet and e-commerce applications, large-scale public sector identification and authentication initiatives, network security applications, point of sale environments, and smart card applications.
- **Research services** include industry-leading Comparative Biometric Testing, advanced market analysis on biometric technologies and the biometric marketplace, and customized analysis on topics such as biometrics and smart cards, user perceptions of biometrics, and strengths and weaknesses of companies in the biometric marketplace.

International Biometric Group
One Battery Park Plaza
New York, NY 10004