We are setting technological trends

CTO Vicente Soriano Navarro about primion's product strategies

Vicente Soriano Navarro has been CTO of the primion Group since October 2015 and in this function, he is responsible for the Research & Development operations within the group. At the same time, he is continuing in his position as Business Unit Manager of the Spanish subsidiary primion Digitek SLU and commutes between Barcelona and primion's HQ in Stetten am kalten Markt. His chief remit is to build up a uniform Product Management function within the complete group and to bring about the harmonisation of the products from Germany, Spain and Belgium, with their own regional specialities.

One example here is the protection of personal data. Every country has its own regulations and statutes, where the severity also varies from country to country. But all of them have to be observed when developing new products. What one country may allow in respect of the recording of time or personal data, may be prohibited in another. This can make retrospective harmonisation tricky. Vicente Soriano Navarro: "This is why we have brought developers from Spain, Germany and Belgium together into a multicultural team, to create a uniform data basis and then to develop new solutions and harmonised products based on that."

Differences within the primion Group soon surfaced. For example, biometric solutions are still treated with considerable scepticism in Germany and as result are difficult to establish. In France and Belgium on the other hand, the user-friendliness of biometric systems has long been appreciated and fingerprint systems have been established there over many years.

And it's not just a question of different mentalities. Currently the target market groups in the different countries are also very heterogeneous. Vicente Soriano Navarro: "Our Belgian subsidiary for example, does not number any airports amongst its customers. In Germany on the other hand, Frankfurt Airport is one of the biggest customers. So our goal is not just to harmonise the products but also to harmonise the target market groups." Regular meetings are held at different locations in Europe with representatives from all the subsidiaries to discuss further strategies and to agree on the current state of product development. This creates the same information level across the group.

Vicente Soriano Navarro: "The bottom line is that we have some very talented employees and we are in a position to be able to set technological trends. Most recently, we have achieved this with the prime Visit Visitor Management application. The next innovative product will be prime Access and we are working on the development at the moment. At the same time, we are looking closely at global trends. At the Mobile World Congress, solutions were being showcased that enable fingerprint detection at a distance of 20 cm using video cameras. And also completely new technologies such as identification through body odour or through step rates are also well developed.

So many conceivable opportunities for identification are being researched at the moment, with advantages for locations with high visitor traffic. That is the future. And we plan to be a part of it."