

# 5 reasons

G+D Mobile Security wearable solutions are the right choice for your business



**G+D's wearable solutions assist you in transforming your customer's payment, access, ticketing, transportation, and engagement experience.**



## 1 Pay

Reloadable, contactless payment bands are the wave of the future in events, point of sale, retail venues and more. 84% of surveyed festival-goers, prefer a simple, secure payment system that can't easily be stolen. Businesses that don't adopt some kind of cashless payment system risk losing customers - wearables might be key to keeping your customers happy, and G+D's wearable solutions are designed to do just that. Generate powerful brand loyalty with our white label service so you, or your sponsors can keep your customers engaged.

Source: <https://ibsintelligence.com/ibs-journal/festival-goers-favour-events-that-prioritise-cashless-payments-says-survey/>



## 2 Access

Almost every hotel and office around the world uses some kind of keycard or fob to regulate and monitor physical access to buildings and individual rooms. This technology has evolved from magnetic swipe to contactless technology, but changes in technology still haven't dealt with one of the most fundamental issues - users losing their access method. Wearables are much less likely to be lost, and still afford you all the benefits of contactless smart keycards. Secure logical access is a prime use case that can be addressed by wearables in combination with facial or thumbprint biometric second factor authentication for a truly secure and seamless experience.



## 3 Enter

Identifying attendees and granting them secure access to sporting events, concerts, festivals, and venues can easily be streamlined by contactless wristband issuance as a companion to the traditional paper or mobile tickets. Our solution is passive and requires no battery, unlike a mobile device that could die at the most inopportune time, leaving the customer without access. Contactless wearables nearly eliminates scalping and fake tickets by implementing the same methods that Disney and Universal leverage, thumbprint and facial biometrics, allowing you to focus on providing the best in-venue experience.



## 4 Go

Whether it's personal, business or public transit, wearable technology is transforming the world of transportation. Rail and bus companies around the world are using wearable bands to hold travel tickets, grant access to platforms and check passenger validity. This reduces loss of revenue and saves time on ticket inspections. Smart cars and vans that feature 'keyless' entry and ignition are providing smart wristbands that allow access to the vehicle. If the car key is lost wearables allow drivers to continue with their journey, avoiding expensive and time-consuming methods of roadside assistance and emergency 'key' replacement.



## 5 Join

Customer loyalty is an ever-increasing concern in today's saturated business markets. Many companies rely on loyalty or VIP experiences, like air miles or a free cup of coffee after multiple visits, to retain customers. Wearable tech will transform the loyalty market. Customers will be more likely to have their device with them on all interactions with your business, and customization will allow you to easily segment your audience. Offering different experiences and rewards to different groups make your loyalty programs smarter and more effective.

### Benefits

Discover why G+D's wearable solutions make sense for your business



#### Time to market

Thanks to G+D's fast deployment methodology drawing on its technology expertise and certification relationships, the time to market and complexity for any new wearable product will be significantly reduced. This means your business can enjoy first-mover advantage.

#### A holistic approach

G+D Mobile Security takes a full-solution approach to wearable technology. We provide devices, services and platforms with end-to-end implementation for a variety of use cases. These include mobile payment, physical access to venues, transit and ticketing. This means substantial cost and time savings for your business as we can implement the whole wearable platform for you.



#### Secure, 2-factor authentication

Security and privacy are crucial components to any wearable program, and solutions build security into every part of the process. You'll be able to configure your program to meet any security need. This includes seamlessly using the device as one part of a 2-factor authentication process to relying on our secure, cloud-based architecture to handle and process your customer's data.

#### Legacy of success

G+D have been world leaders in the Mobile Security industry for decades with hundreds of successful smart mobile technology deployments around the globe. We are considered trusted partners by major global banks, OEMs, service providers and transit authorities. You know your wearable initiative will be in safe hands.



#### Certifications

Every part of our wearable ecosystem has been rigorously tested and certified by the major testing and certification bodies. Everything from Secure Elements, to Payment Applets and Device Requestors have been through this certification process, so you'll be relying on trusted, proven technologies from day one.

Contact us for more information or a demo.

