

Presidency of the EU Council: badges help manage meetings successfully

► CHALLENGE	Organize and manage access to international high-profile political events
► MARKET	Governments and international organizations
► APPLICATIONS	Identification, access control
► EVOLIS SOLUTIONS	Zenius, Primacy & Securion

The Council of the European Union has a rotating presidency of six months among countries that are members of the European Union. This is a true challenge for the selected country as they are required to orchestrate up to 200 meetings over that short period of 6 months. The large variety of attendee profiles (politicians, suppliers, journalists and more) requires stringent security processes and controls. One of the major issues faced by the organizers is to provide a flawless solution, wherewith to manage accreditations; Badges, indeed, stand as the key enabler for identification and control purposes.

P&T Consulting, a company based in Luxembourg, has undisputed expertise in managing the accreditation and the organization of worldwide high-profile summits meetings, including those related to the Presidency of the Council of the European Union. Since 2005, this company offers Novento, an end-to-end solution for accreditation and event management, and has earned the confidence of many countries that have acted as President: Belgium in 2010, Cyprus in 2012 and Ireland in 2013. Even the G7 and G20 events organized by the French Ministry of Economy and Finances in 2011 leveraged this powerful solution.

For such international and European high-profile events, the badge is considered as a reliable and efficient solution to identify participants who are one way or another involved with the event. To deliver badge personalization, P&T Consulting leverages the Evolis Zenius, Primacy and Securion card printers, which perfectly matches the requirements of International political events when it comes to accreditation or logistics planning.

An end-to-end solution that meets stringent requirements in access control

With Novento, any event organizer can manage the accreditation process from end to end: from online registration forms and technical infrastructure of meeting rooms, to transportation booking for participants. Visual identification is carried out through a color code or via encoded data, as Novento provides all such features required for access control. « To make access control efficient, we use color codes, QR codes or RFID encoding performed by Evolis printers. In general, we favor QR codes that link to our software. This enables reading control data in real time at the entrance of meeting rooms, and also within those rooms using mobile readers or smartphones », explains Sylvain Arts, Business Unit Manager, P&T Consulting. Whatever the option chosen, the organizer has a turnkey solution from Evolis to print all badges, and without any technical expertise required.



Novento from P&T Consulting has already been selected by 9 European countries and stand as the market benchmark in managing accreditations and logistics planning. This solution makes it easier to design and print badges without a third-party software. P&T Consulting also offers iDenticals, a complementary tool for organizing events that are more intimate. iDenticals designs forms, badges, QR codes, mini website and emails that help in managing visitors or implementing loyalty program, easily and quickly.



TECHNOLOGY

Zenius, Primacy or Securion: there is always a solution for access control.

"What is really valued at P&T Consulting and by our customers is the possibility offered by Evolis to provision different printer models for the same event", carries on Sylvain Arts. Depending on the requirements, customers will deploy Zenius, Primacy or even Securion. In the case of the Presidency of the Council of the European Union, events are categorized according to the level of security required, and this directly impacts the type of badges to be used. Zenius and Primacy are the preferred choice for symposiums and events that need basic identification through badges containing personal details and displaying a picture. Both models are true follow-me printers and they can personalize a large volume of badges in

a record time: an hourly average of more than 100 color badges with a picture. When events require tamperproof security, Securion is the best fit, and it provides consistent value through

customized holograms. All three printers offer top-of-the range quality printing and personalization, while they remain very easy to operate and are extremely reliable.



Securion



Primacy

TESTIMONY

"We meet our customers' requirements by teaming up with Evolis."



Sylvain ARTS
Business Unit Manager
P&T Consulting

Can you tell us about your business at PT Consulting?

Created in 1996, the company is a subsidiary of POST Group Luxembourg, the leading post and telecommunication service provider in Luxembourg. P&T Consulting offers ICT solutions and services to private and public organizations, including Web, mobile and collaborative solutions, as well as location-tracking solutions for people and goods. We leverage our different business

units to design complementary services and skills. For example, Novento combines our expertise in four different fields: software development, location tracking, identification and IT security.

When did you start working with Evolis?

We started working with Evolis during the Belgian presidency in 2010, and this is when we contacted GMP Bibliofilm, Evolis' local distributor. We were already dealing with another vendor, but to be frank, we were disappointed, as our customers experienced several failures and issues with on-time delivery of consumables. Our collaboration with GMP proved perfect right from Day 1, and we tied up an ongoing partnership to carry out many other successful projects.

What benefits do you experience in working with Evolis printers?

Our customers have three key requirements regarding equipment: they want printers that are easy to use, fast and reliable. We meet those targets by teaming up with Evolis. And we leverage the Evolis network of partners that spans across Europe. This is a definite key strength that Evolis offers, e.g., the feasibility for a company like ours to call upon the expertise of Evolis distributors and resellers throughout Europe. Furthermore, with the wide variety of products offered by Evolis, there will always be a solution to match our requirements for any specific project. Note that we also capitalize on the expertise of GMP as an Evolis distributor to offer specially designed consumables or tailor-made services.

Up to 130 000+ badges personalized during certain presidencies.