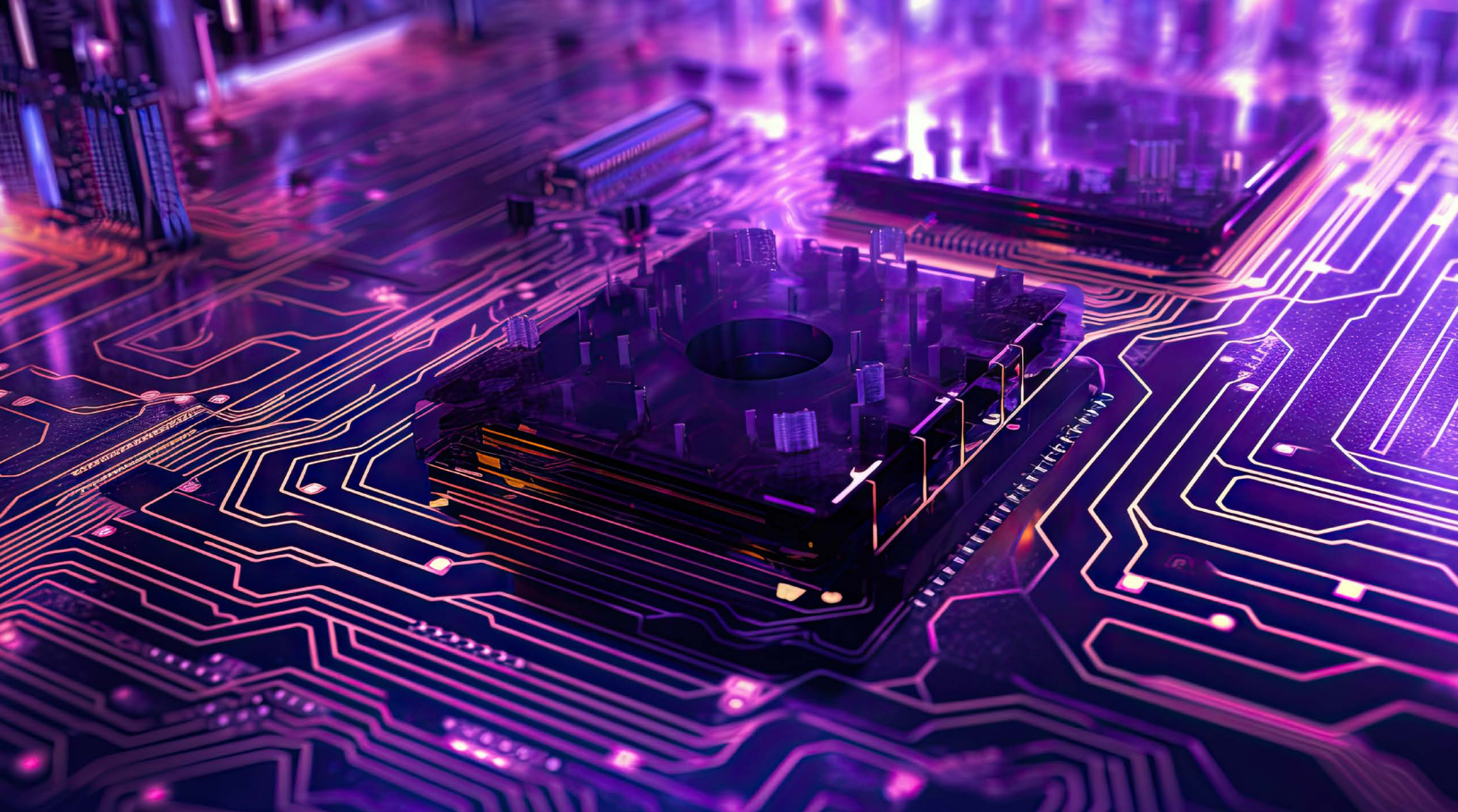


Are you who you say you are?

# A Seismic Shift in ID Authentication Proposals



**IDEMIA reduces identity authentication proposal turnaround time from 5-8 days to 24 hours or less.**



Since its inception, IDEMIA's mission has been to Unlock the World, Make It Safer, helping people access what matters most—more quickly, more safely, and more securely, in both the physical and digital worlds. IDEMIA's best-in-class technology aids in authenticating and securing physical and digital transactions. Hundreds of governments and brands trust the identity security leader in more than 180 countries.

IDEMIA operates in various governmental markets through local, state, and federal contracts. Recently, IDEMIA announced they were awarded a contract

by the Transportation Security Administration (TSA) for the next-generation Credential Authentication Technology (CAT). The contract ceiling is \$128M, with a seven-year performance period. The TSA utilizes CAT to ensure ID authentication and confirm boarding passes and Secure Flight pre-screening status at airport security checkpoints.

CAT provides enhanced fraudulent ID detection capabilities while confirming travelers' identity and flight information and is currently utilized at approximately 200 airport locations nationwide. The next generation CAT, CAT 2,

enhances security screening and enables a touchless experience through biometric technology, including face match and acceptance of digital identity credentials, like Mobile ID.

IDEMIA has also been an authorized TSA PreCheck® enrollment provider since 2013, processing enrollments for more than 17 million travelers. IDEMIA's business spans all aspects of the government, including law enforcement, state agencies, federal agencies, and the Department of Homeland Security (DHS).

# 95%

## INCREASE IN PRICING REVIEW AUTOMATION

*Consolidating data into one database is a significant advantage of ProPricer Contractor Edition for IDEMIA. It allows the company to maintain a single source of truth for pricing data and streamlines the proposal process. It leads directly to faster decisions based on more reliable data.*

### The Challenges

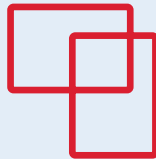
Before using ProPricer, IDEMIA faced several challenges in crafting government proposals. The first was difficulty consolidating the different pricing models and tools used by the various companies IDEMIA had acquired over the last five years.

Until 2018, IDEMIA was a collection of companies with horizontal markets, customer bases, and product offerings that all revolved around identity and biometrics. As a result, the company needed support in consolidating all of these into one consistent pricing model.

The second challenge was the ever-changing identity and biometrics market. As IDEMIA expanded its business, there needed to be more certainty around government procurement processes and how they would vary. The company had to be flexible in approaching emerging markets.

The third challenge was the complexity of its integrated cost model. IDEMIA's goal was to streamline its pricing department and consolidate all products, solutions, and services into one centralized database, supporting different pricing styles and enabling a more accessible and dynamic pricing process.

***ProPricer Contractor Edition's ease of use reduced IDEMIA's pricing training time, ensuring employees are always up to date on processes. This allows the company to focus on more critical aspects of its business, leading to greater efficiency and productivity.***



***You can generate up to 150 different report viewpoints with just a click.***

## **The Solution**

ProPricer Contractor Edition helped IDEMIA centralize all its pricing models and tools into one standardized package, making the adoption of a more focused approach easier. The tool also made it easier for new employees to understand the company's cost models, reducing the time it took to onboard new staff.

ProPricer helped IDEMIA address the ever-changing nature of the identity market. The tool allowed the company to be more flexible in its pricing approach, allowing for integration of new products and pricing methodologies.

"Overall, ProPricer has been a game-changer," said Andrew Bird, Vice President of Position to Win, IDEMIA. "The tool allowed us to overcome pricing challenges and achieve greater success in customer acquisition."

"This solution eliminates the need to deal with 100 different tabs in Excel—and there are no complicated formulas to manage," said Brandon Marwah, Sr. Pricing Manager, IDEMIA. "Contractor Edition's simple input and output enables a streamlined proposal and pricing process. Our new process now accounts for 95 percent of pricing mechanics—leaving the remaining 5 percent to be handled on a case-by-case basis."

## The Results

IDEMIA has achieved significant results since implementing ProPricer Contractor Edition—particularly in shortening its pricing process. “One of the most notable improvements is the reduction in proposal turnaround time,” said Bird. “The timeframe has gone from five to eight days to just three to 24 hours.”

## The Future

IDEMIA is considering plans to expand its use of ProPricer solutions. As they further streamline their pricing processes and consolidate data into one source of truth, they anticipate leveraging ProPricer Estimator Pro™ and exploring additional offerings, such as ProPricer Cash flow Pro™.



Flexible



Scalable



Fast

# 80%



## REDUCTION IN PROPOSAL TURNAROUND TIME

*Analysts can quickly click into the standardized ProPricer model (formatted in the same way across the company), do their checks, and be on their way. “This has consistently allowed the pricing department to focus on strategy over tactical implementation, which is a real needle-mover for the company,” added Marwah.*

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