The Last Word With...

Brendon Allen

Brendon Allen, Director of Engineering, Farpointe Data discusses its collaborative approach and highlights its support and training offerings

What custom RFID solutions do you provide, and how do you collaborate with partners to develop them?

Farpointe supplies standard and custom RFID products. We can provide credentials with custom card formats, encryption keys and form factors that work seamlessly with our readers and mobile solutions. We can customise reader behaviour through unique configurations and – in some cases – design custom readers for our partners to achieve the aesthetics they're after. The ability to white-label our readers with a partner's brand is also available. For customisations, we work with partners to ensure products maintain compliance with necessary industry and safety standards.

We also supply OEM modules for use in third-party products, such as battery-operated electronic locks. For these, we can customise antennas, wire harnesses and communication protocols to fit application needs. Farpointe has a history of delivering custom RFID solutions and is bringing that experience into the development of our next generation of products.

How do you see the future of RFID evolving, particularly with the rise of IoT and cloud-based systems?

People will always need secure, convenient, reliable access to physical spaces. That need isn't going away, but the definitions of those attributes continue to evolve. Security used to mean programming a custom format on a 125-kHz proximity card. Convenience was how fast the reader responded at the door and how quickly security offices could issue cards. Reliability meant the door unlocked every time it was supposed to. Now, proximity technology is no longer considered secure in many applications and plastic cards have taken a backseat to mobile credentials.

Reliability still starts with the basics – ensuring the door unlocks when a user is present – but now includes much more. How quickly does data move through the system? What happens if a cloud-based service is down? How quickly can someone issue a mobile credential to a new user?

Farpointe has built a reputation for reliable hardware. We're building on that foundation with new products and services designed to leverage emerging technologies and meet evolving needs.

How are you addressing regional differences in access control needs and regulatory requirements?

Most of the variation happens between countries. We've worked closely with testing agencies to understand which regulatory requirements are harmonised across regions. Regulatory compliance is always a cost and time factor for getting products to market and keeping them there, so we aim to thoroughly test against globally relevant standards. For software and services, there are some regions that have stricter privacy and data protection requirements than others. Our approach has been to comply with restrictive standards. We don't collect unnecessary data about users, ensuring that we stay aligned with privacy expectations.

> **"Farpointe has a history of delivering custom RFID solutions."**

What support and training do you offer channel partners?

We have a knowledgeable sales team that works with partners to understand needs. Traditionally, we focused on providing excellent support for our proximity, contactless smartcard and long-range solutions. However, the focus is shifting. While card formats and hardware-related details are still important, we're seeing much more partner activity around mobile and cloud-based technology.

We now offer mobile SDKs to enable partners to integrate our mobile credential technology into their apps. Partners are deploying this in ways we wouldn't have anticipated. Similarly, we now provide mobile credential ordering through a web interface or API, allowing partners to order credentials in any quantity, on-demand and integrate this capability into their systems. We're adapting by expanding support resources to focus on emerging technologies. We plan to implement structured onboarding, training and support programs to ensure partners can make the most of new capabilities. ∎

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