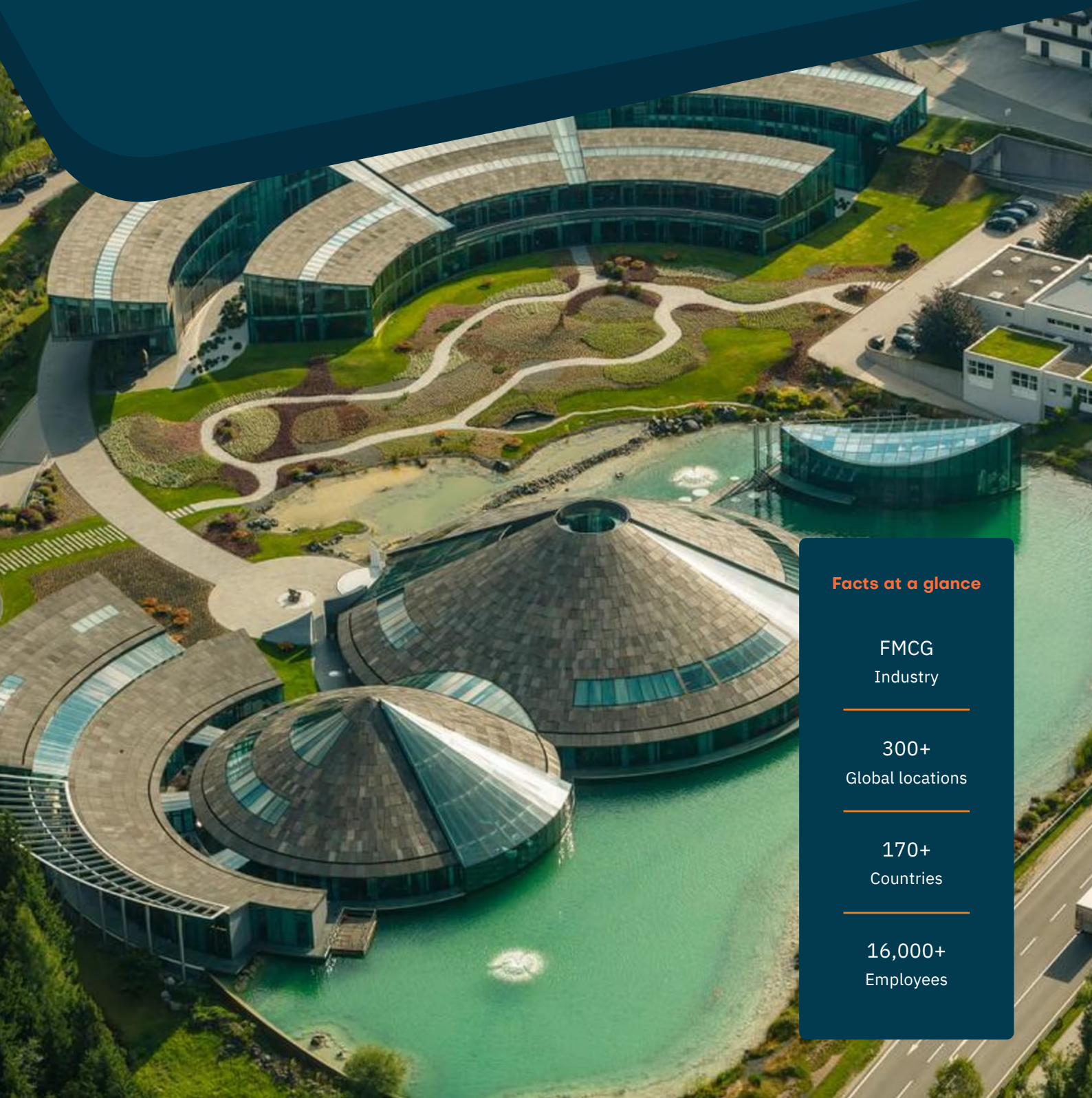


Redefining Red Bull's employee experience

with Nedap Mobile Access



Facts at a glance

FMCG
Industry

300+
Global locations

170+
Countries

16,000+
Employees

Striking the balance between security and convenience

“It’s always exciting to introduce new technology, but most of the time it isn’t visible to the end-user. With Nedap Mobile Access, it’s completely different—it immediately affects employees and there’s a direct impact on them,” explains Red Bull’s Global Physical Security Manager. “Plus, the iPhone or Apple Watch is a very personal device and so, employees’ reactions to receiving their mobile passes were overwhelmingly positive.”

Employees valued how fast they were able to access their spaces and resources, and how convenient and easy the solution was to use. “The employee enrollment process for Nedap Mobile Access went smoothly, and we couldn’t have asked for more than the happy end-users we had. It was a fantastic experience for everyone.”

Unlike physical badges, which can pose serious security risks when misplaced or stolen, employee badge in Apple Wallet powered by Nedap Mobile Access, is securely stored in the device and benefits from the Apple’s built-in two-factor authentication (2FA) for added protection. Red Bull employees simply tap their iPhone or Apple Watch on an NFC reader for instant access. This is more secure than a physical badge because your iPhone isn’t something you’d just hand over to someone else like you would a physical badge.

Furthermore, employees at Red Bull used to have a nice, high-quality Rhomboid-shaped access token, but it was neither branded nor personalized. With Nedap Mobile Access, users now have their employee badge personalized with Red Bull branding, resulting in an emotional connection and the love for the Red Bull brand.

Wider benefits of Nedap Mobile Access

End-users of Nedap Mobile Access aren’t the only ones to reap the benefits of this technology. With Nedap Mobile Access, the Red Bull physical security team was able to shift over the token/badge handling as a self-service to the employees so that employees no longer have to pick up the physical identifier somewhere.



In addition, international employees coming from another Red Bull office where Nedap Mobile Access is not yet implemented, can now receive their digital access badge remotely by simply adding the mobile pass to their iPhones or Apple Watches. Their access badge is then ready to use during their visit. There’s also no longer a need to return their physical badges after their visit.

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“Once the comprehensive planning and preparation is completed, the scalability is fast and efficient. We can roll it out to hundreds of users via a role assignment. No mass manual tasks to assign and no need to prepare hundreds of tokens when we start using Nedap Mobile Access at a new office,” explains the Global Physical Security Manager. “For example, for the opening of the new Red Bull Japan office, we onboarded 350+ employees on the same day and distributed physical badges. Of course, this requires a lot of preparation to be able to execute swiftly. But with Nedap Mobile Access, this becomes super-efficient now. Seeing the added-value impact of introducing new technology, and the positive feedback received, is our driver.

Reflecting on Nedap’s partnership and expertise in the process

When asked what advice they would give to other organizations thinking about adopting Nedap Mobile Access, Red Bull’s Global Physical Security Manager stressed the importance of a holistic and integrated concept to be able to embed such a solution in a comprehensive overall security strategy. It also requires the necessary preparation, planning, and execution time including the resources for a smooth and effective rollout.

Since 2014, Nedap and its Channel Partner Elmon, have been with Red Bull in supporting the Red Bull physical security team in every challenge and project. “The relationship with Nedap has grown over the past 10+ years,” says the Global Physical Security Manager. “This is the foundation for successful execution of projects like this.”

However, Red Bull’s journey with Nedap Mobile Access isn’t over yet. This story will be continued as new functionalities are built.



Anticipating the future of Nedap Mobile Access at Red Bull

Red Bull sees mobile access as a foundational building block for smarter and more secure workspaces for their people. Although Nedap Mobile Access is a brand-new addition to the employee experience at Red Bull, its Global Physical Security Manager sees the potential for a lot more use cases in the future.

In fact, there are projects already being worked on and future projects to come. Especially important is the ability to add additional value to the system/platform by bringing access control data into other business use cases where digital badges create a better user experience.

One of the future use cases for Nedap Mobile Access is to check in to the Red Bull canteen where employees can tap their badge to check in at terminals to confirm their reservation. Integrating these systems will offer the same experience to employees as Nedap Mobile Access does for classic building access.

Another use case is for in-house vending machines to grab a Red Bull energy drink or Organics, but also for IT-vending machines. IT-vending machines are exactly what they sound like. Vending machines but for IT equipment including, but not limited to, a charging cable, mouse, or keyboard.

In addition, Red Bull is exploring Nedap Mobile Access capabilities for non-employees/contractors, visitor management systems, secure printing, e-car charging authorizations and much more. Red Bull's Global Physical Security Manager says, "Although we've just begun our journey in mobile access technology, there's great potential for Nedap Mobile Access to become a solution that aligns with Red Bull's long-term goals."





About Nedap

For us, security isn't just about technology. It's about people and how they live their daily lives. It's about fulfilling your basic human need for security so you feel safe enough to make the most of life and work. In a way, true security is when you don't have to think about it.

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