

Market Research on Visitor Management System.

Neha Dalal

Dr. Smita Temgire

ABSTRACT

Growing importance to track visitor movements across various organizations is the key factor contributes the growth of global visitor management system market. Visitor management system is an effective solution, which helps companies to gain better control over visitor movement in their premises. Visitor management system is a software based solution, which capture, monitor, record and recover visitor information, in order to manage the visitor traffic inside the office/building. Visitor management systems are available with various features, including visitors Photo ID or fingerprint scanning, auto-identification of repeated visitors, and automated pre-registration of expected registers. Visitor management systems generates access-cards, with authorized access and restrictions to facilities based on the type of visitor. Visitor management system delivers touch screen experience to visitors, enable visitors to self-register and delivers notification to employees. Visitor management system eliminates human errors and ensure high level of performance and security of the premise. Creating a workplace environment where your employees feel safe is of the utmost importance. Feelings of safety and comfort are key to overall productivity and success. Your employees will feel more comfortable knowing that any strangers or guests on-site have been processed through a Visitor Management system and screened accordingly.

Keywords

Visitors data, documentation, information recording, software systems .

1. INTRODUCTION

Visitor management refers to tracking the usage of a public building or site. By gathering increasing amounts of information, a Visitor Management System can record the usage of the facilities by specific visitors and provide documentation of visitor's whereabouts. Proponents of an information rich visitor management system point to increased campus security as one substantial benefit. As more parents demand action from the schools that will protect children from sexual predators, some school districts are turning to modern visitor management systems that not only track a visitor's stay, but also check the visitor's information against national and local criminal databases. Visitor management system, typically refer as a structure to keep tracking visitor's activities in organization or public building. It can provide necessary output and information to the users and record the incoming and out coming visitors within the shortest time. Nevertheless, VMS also capable to streamline the registration process and provide an authentic and integrated data of the visitors. Generally, there are many organizations or schools are still using the conventional paper log or guest book to record the access of the visitors. This manual method consumes longer time when the number of visitors is exceeded the limit. Meanwhile, an increasing number of visitors indicate that the security issues should be concern in the organization or school. This is mainly because the operators are lack of time to verify the identification of

each visitor when they are tons of guests entering the building. Moreover, paper log is inadequate to offer greater traceability in which cannot be archived or efficiently retrieved after several years. Due to above circumstances, VMS contribute a good solution to solve the problems exist in the conventional method. An integrated VMS with the Malaysian Identification Card, MyKad as the credential to enter the building is an easy way to identify and record the visitor's personal information. This authentication system also helps the security officer to determine whether the visitors are giving the right to enter the building. In this paper, an automated VMS is designed and developed in UMP Pekan to assure the simplification of enrolment process before entering the premises. Tablet based visitor management systems are used to sign-in and track visitors who come to visit your facility. Tablet visitor management systems are an electronic version of the visitor sign-in sheet or visitor log book that is commonly used at many facilities. Electronic visitor management systems make the visitor sign-in process more efficient and provide an improved ability to track visitors. In order to have a better control on the visitors those are moving around the office premises, the visitor management system proves as an excellent solution. It is a software tool which records, captures, monitors, and recovers the customer information. The visitor management systems consist of several features such as auto-identification of the frequent visitors, the visitor's photo ID or fingerprint scanning, and automated pre-registration.

2. OBJECTIVES OF THE STUDY

To see the current Visitors and contractors Management system fulfills the following purposes:

- Safety purpose.
- The visitors and the contractor's management system should be able to control, account and identify /authenticate the visitors and contractors.
- In case of emergency the system should be able to account for the visitors and contractors.
- The documentation time involved in recording information of the visitors and contractors should be Minimum.
- To find out the various problems faced by the current Visitors and contractors Management system.
- To find out the alternatives for upgrading the current visitors and contractors management system.

2.1 Scope & Limitations of the Study

It covers all team members of TKM, all employees of contractor(s) working within the premises of the factory and all other visitors / persons who are on the premises of the factory (at the time of emergency only)

- All the analysis and suggestions are based on the analysis of the primary data, which I have collected with the help of questionnaire.
- The IT technology is changing the way of world to go digital. Truein is a product which will change the paper work of visitor's management to digital data which will work as SaaS.

- Truein is an IT product launched in the market in 2017 and it has a huge market to capture for its growth in the industries like Enterprises, Business Park, Corporate Office, Events.
- The research was carried in Wakad area of Pune. I had been working at Pune branch of Yugstart Technologies where I completed my project work.

Limitation

- I had to rely upon the information given to me by the customers to arrive at conclusion. Their responses might not be fully true.
- This study is only limited to Pune and Mumbai, therefore the conclusion may not be universally applicable.
- Since the researcher is a student, he lacks professional approach.
- Since the visitor management system is not so rare technology used in Indian market, so the suggestions and recommendations may vary due to lack of product awareness.
- The scope of the study is restricted to visitors and contract management.
- Due to confidentiality of certain information, all the details could not present in the study.

3. LITERATURE REVIEW

“Nowadays, many organizations have their own system to manage visitor entering their premises. Common practice is by registering and recording visitor information in a logbook. This registration activity has some weaknesses such as there is a possibility of misplacement of visitor logbook during guard shift exchange, visitor information in logbook is exposed to every visitor and difficult to read and search hand written visitor logbook. In advance technology for home security, video door phone system can be used to allow one to communicate safely with visitors without any need for physical interaction with them. But this is standalone intercom system requires to manage calls made at the entrance of the building when the owner is available at home. Therefore, this situation have motivated to develop an computerized visitor management system(VMS) in order to capture visitor information by using identification proof and store them in a centralized database .There are varieties similar systems available in the market when you search visitor management system in any of search engine available. Those systems come with various features to offer to their customer with different price range. The Visitor Management system by applying the model of UTAUT was discussed by Norizan Anwar, Mohamad Noorman Masrek, Yanty Rahayu Rambli in year 2012. They proposed the system by adopting technology model (UTAUT) to determine the user acceptance of visitor application system. The main motto of this system was “Handling your visitor at your fingertips”. Another system for Visitor Pass was discussed in the paper by Prof. Abhay Gaidhani, Suraj Sahijwani, Parag Jain, Shantanu Jadhav, Ankush Jain in year 2015. This paper aims to develop a system for Gate pass using Raspberry Pi. The main aim was to save paper with the help of Internet Connectivity to send SMS and Email for verification of user. Digital Visitor Information Management System Application and Design. This application enables capturing new visiting record by auto-clock in/out, and assignment of visitor pass.Visitor information are recorded in a centralized database server,

which provides data management and manipulation through searching and report generating. E- VIMS able to record visitor information during visitor registration by using visitor’s Malaysia Government Multipurpose Card (MyKad). On the other hand, the decision to develop a visitor system may depend on the needs of an organization so in this review paper we have discussed a Visitor Gate Pass Management System to enhance level of security and manage visitor in any organization.

4. RESEARCH METHODOLOGY & DESIGN

RESEARCH is a ‘careful investigation or inquiry especially through search for new facts in any branch of knowledge. The project is a systematic presentation consisting of the enunciated problem, formulated hypothesis, collected facts of data, analyzed facts and proposed conclusion in form of excommunications

Design

- Data Collection: Primary and Secondary
- Proposed Analysis Technique: Graphs and Charts
- Sampling Units: Customers
- Research Instrument: Structured Questionnaire
- Sampling Method: Convenience Sampling
- Sample Size: 50 respondents

This kind of research method is adopted because small amount of data and information existed to conduct the research. Therefore two data collection technique are as follow:

4.1 Data Collection – Primary & Secondary

4.1.1 Primary Data

The information and the data collected are through formal informal discussion with the offers and accounts department. Discussion with the staff members of the commercial, finance and other department. Queries arising in due course of the project brought into the notice of the concerned authority and necessary explanation and solution are adopted. Theory book, survey.

4.1.2 Secondary Data

References books: theory relating to the subject matter and various concept taken up from various financial reference books. 2. Websites: Majority of the information gathered from data exhibited on the websites of the organization as well as from the discussion with the HR Manager of the company.

4.1.3 Data Analysis

The data analysis will be done on the below mentioned aspects:

- What kind of Visitor’s Management System are you using presently?
- What is the average number of footfall in your building/society/office?
- How would you categorize your office space in the given option?
- What are the problems you face for maintaining visitors record and data?
- How Staff attendance is taken?

5. GRAPHICAL & TABULAR REPRESENTATION OF DATA ANALYSIS.

Table No. 1 What kind of Visitor’s Management System are you using presently.

Sr. No.	Particulars	Responds	Percentage (%)
1.	Traditional data entry by gatekeeper	39	78%
2.	No method	0	0%
3.	Other devices	11	22%

Current Visitor's Management System

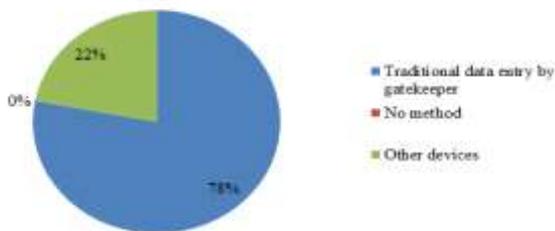


Fig.No 1 Current Visitor's Management System Interpretation

From above 78% of organizations are using traditional method of maintaining the records of the entry of visitors. Only very few organization are using some electronic device to maintain the record and to keep track of the data.

Table No. 2 What is the average number of footfall in your building/society/office.

Sr. No.	Particulars	Responds	Percentage (%)
1.	0-50	27	54%
2.	50-100	17	34%
3.	more than 100	6	12%

Average Number of Footfall

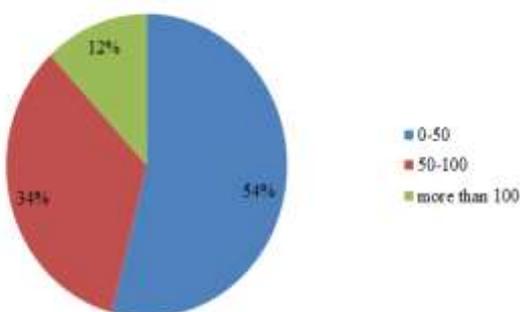


Fig.No 2 Average number of footfall

Interpretation

Average numbers of footfalls in most of the organizations are 0-50. Very few of them have more than 100 footfalls for a day.

Table No. 3 How would you categorize your office space in the given option:

Sr. No.	Particulars	Responds	Percentage (%)
1.	Enterprise	16	32%
2.	Business Park	9	18%
3.	Corporate Office	8	16%
4.	Events	2	4%
5.	Real e-state	15	30%

Categorization of Office Space

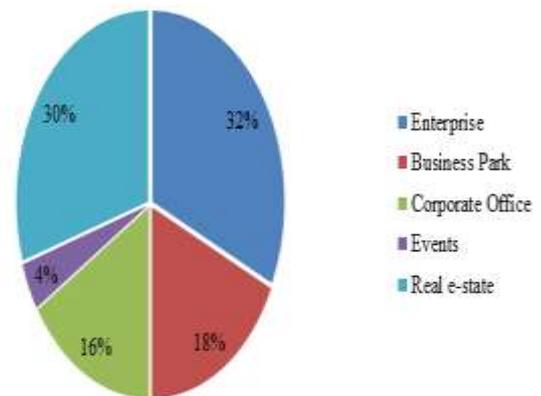


Fig No 3 Categorization of Office Space

Interpretation.

Enterprise and real estate are the big sector to target the audience.

Table No. 4 What are the problems you face for maintaining visitors record and data

Sr. No.	Particulars	Responds	Percentage (%)
1.	Visitor don't leave campus on time	3	6%
2.	Manual Entry	7	14%
3.	Records are maintained on register (Lot of paper work)	8	16%
4.	Forge Entry	2	4%
5.	All of the above	30	60%

Problems you faced while maintaining visitors record and data

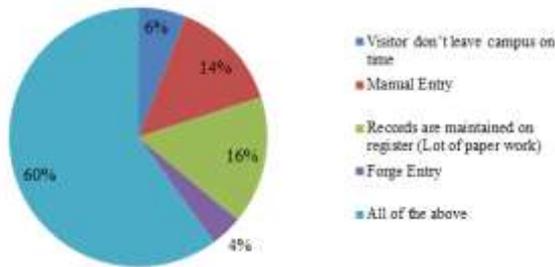


Fig No 4 Problems You Faced While Maintaining Visitors Record & Data.

Interpretation:-

80% of the organizations are facing issues to maintain the records of the visitor entry.

Table No. 5 How Staff Attendance is Taken

Sr. No.	Particulars	Responds	Percentage (%)
1.	Biometric	19	38%
2.	Register	13	26%
3.	Card Scan	17	34%
4.	Any other device	1	2%

Staff Attendance

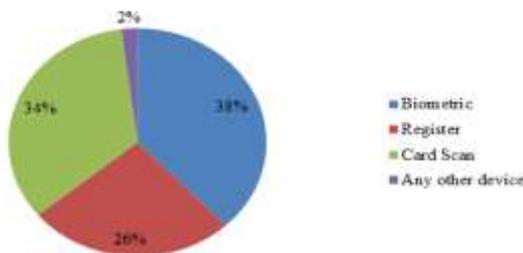


Fig No 5 Staff Attendance

Interpretation:-

Most of the organizations are using some of the like biometric and card scanner to track the attendance of the employees.

6. Major Findings

Findings as follow:

- 60%-70% of the organizations are not aware about the visitor's security system.
- 78% of the customers were using traditional method to manage visitor's entry.
- 26% of the clients who were using traditional register for entry system, later agreed to invest on the Truein system.
- 80% of the customers are facing problem with the visitor entry system process and found very difficult to maintain data.

- Manufacturing industry found this system very effective for their organizations.
- Quick retrieval of data was possible.
- Provides the accurate in and out timing of the visitors and contractors.
- Reports can be generated whenever required.
- Tracking of the visitors is very easy.
- Pre-booking facility is also provided for the visitors so that the visitors are not made to wait for a long time.

CONCLUSION

- Every start-up company need some time to build themselves and requires time to gain complete understanding and the mind set of customers. This is a study taken to make an attempt to understand the industries demand towards these system and who are the customers to target? Many of customers have used traditional method of managing the entry system and due to lack of awareness of digital technology they were not aware about the product like Truein. Most of customers agree to purchase Truein after seeing the demonstration. Customer should be made aware of the benefits. No organization will purchase till they are fully convinced of the product.
- Also, the market segment for company like Truein are extensively open to many sectors such as Manufacturing, Hospitals, Colleges, Corporate Parks, Commercial Areas since this are the industries where the average daily footfall of visitors are more than 100. So, there Truein add value to manage visitors entry with proper security compliances and represent a proper data for security purposes. VMS has overcomes most of the problems encountered in the manual system. By using VMS, the organizations have an option in increasing the level of security enforced in their premises. VMS enables free, secured, fast and easy visitor registration. Computerized records give better management and manipulation of data, through searching and report generation. By using the GSM technology in the field of communication we can make our communication more efficient and faster, with greater efficiency we can display the messages and with less errors and maintenance.

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