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Special Report

CLOUD-BASED SOLUTIONS ^{p61}

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Head to Head Exclusive

THINK GLOBAL, *act local* ^{p22}

Spencer Marshall, Executive Vice President Europe at Gallagher Security, speaks about the company's product and innovation roadmap

PLUS

Access
Control
Pre-Show
Coverage
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Protection

Going global

Our philosophy is to support other regions and truly become a global company, says Richard McClellan, Director of Advancis UK Software & Services

Can you tell our readers about Advancis' highlights of 2024?

Last year Advancis celebrated our 30th anniversary. Headquartered in Langen, Frankfurt, Germany, we are on a big growth path and will soon have 11 offices globally.

We've really expanded out within Europe, The Middle East and now opening our office in the USA a couple of years ago. So we have really expanded our footprint, it's a really exciting time.

One of the major highlights in 2024 would be our 30th anniversary, we had a big celebration over in Germany. All the subsidiaries attended with their employees and we had a summer party which involved reviewing the journey of the company over the past 30 years, the future product road map as well as the overall future vision of the company.

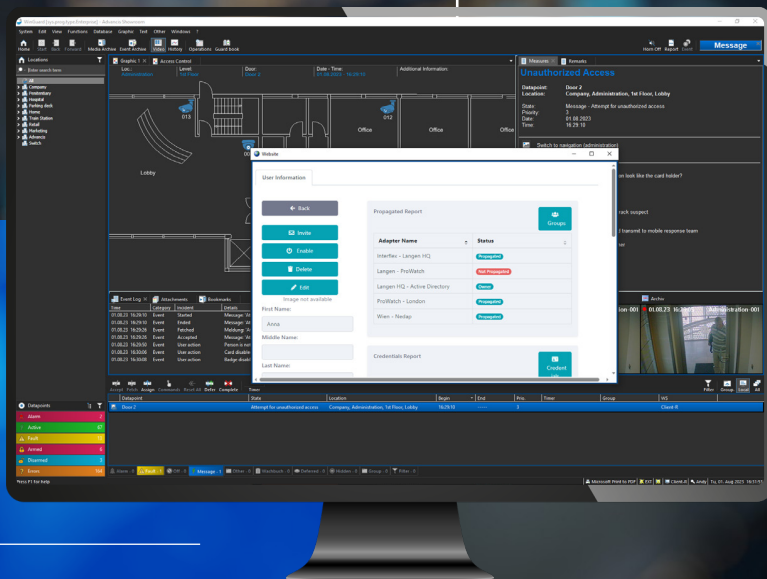
We also participated in a number of active workshops. Previously, a lot of the Advancis' subsidiaries

had been quite siloed in terms of operations and knowledge sharing, the workshops allowed us to collaborate and discuss our own markets, needs and differences helping us learn and improve together into the vision of "One Advancis". Our philosophy is to support each other in different regions and truly become a global company. As I mentioned these workshops were all about sharing knowledge, experiences and helping each other in particularly emerging markets. The 30th anniversary was certainly for me the biggest highlight of 2024.

Another highlight would be the new version of our primary platform, which is WinGuard X5 AOP. The AOP back end of the platform has been redeveloped into microservices, so it's cloud ready and we really put a huge investment into that because that's where we felt the platform needed to be, coming from a 30 years development and experience in open integration.

I am pleased to say we successfully launched WinGuard X5 AOP into the market, with everything now being

“We have laid the foundation for cross-functional convergence for organisations in terms of physical assets, logical and identity.”



developed on the basis of AOP and around a central API. This means that WinGuard X5 is now truly an open integration platform

The final highlight was the announcement of our strategic partnership with Keensight Capital. Keensight are European, a private equity firm who specialise in partnerships with software companies and are a great fit to help support our future growth.

Did the company implement any new business processes or changes in order to achieve this success?

Going back to our 30-year anniversary, we launched something named our Global Services programme. Global Services is a not-for-profit part of Advancis, that is all about supporting other subsidiaries in particularly emerging and new regions. ▶

About Advancis

It is one of these stories from the pioneering time for software – it all started in the home office of the company founder Hartmut Nöll. After graduating from university with a degree in computer science in 1992, he develops one of the first German vendor-neutral security and building management systems for a software company.

In 1994, Hartmut Nöll decides to start up his own business. Free of any economic constraints and customer pressure he focuses on the development of his own, new security and building management system WinGuard. In 1994, a first version of WinGuard is presented to the international public. In 1995 there are already first installations. In 1996, the first control centre with WinGuard is commissioned at the company Schenck in Darmstadt.

In the year 2001, Jan Meiswinkel participates in the company and contributes the experience from his nationwide operating planning office for fire prevention. An equal partnership with the responsibility division software development and sales is established, both departments staffed by qualified experts of their respective area of expertise. At the joining of Jan Meiswinkel, the company already employs its first employees. Major national projects as well as the move to larger offices follow. Advancis grows from a small to a medium-sized company so that now, more and more international target markets are in the focus of activity.

Due to the continuously growing demand, the first Advancis area representations in Austria as well as in the Middle East are founded in 2010; in 2011 the Netherlands area representation follows. Today Advancis also has representations in Belgium, Ireland, Great Britain, Sweden, Spain and in the US.

The aim is to support them, so they are able to grow and scale. Global Services provides the tools and framework that new subsidiaries need that involves initial training, sales and marketing help and engineering support. Again, this is all about sharing that knowledge and experience to create a Global Services team that have got the ability to be able to support new regions and subsidiaries so that they are empowered as best they can to succeed. In addition to that, in terms of internal processes, we also started the launch of our new internal CRM, which sounds like a simple task, but is quite a challenge, especially for a software business operating across different currencies, different regions, different price books, but I am pleased to say we are nearly at the end of that process now.

What trends have you noticed in the industry and the software solutions market?

I think in general, what we're seeing is more systems and more devices transitioning from on premise to the cloud or a hybrid model. With the introduction of AI comes challenges in terms

of more data process and more systems. Industries such as building management and IoT add a lot of different data points to projects and to customers estates, how you manage all those systems, and how you manage all that data in a uniform or useful way. With the vast amount of data its now about how to harmonise that data and present it in the right way so that it's got real material value.

“Our philosophy is to support other regions and truly become a global company.”

Then we can use that intelligence to improve, increasing compliance so that procedures and SLAs are met, and it goes without saying the need to improve safety of staff and assets. The Advancis Open Platform (AOP) is designed to seamlessly and easily connect all these vast amounts of datapoints that we're seeing from the market and then present them in the right way.





Can you tell me about some of the opportunities and challenges of the current market?

There's a lot of opportunity in the market. As it stands, the demand for security is only increasing and that's not just physical security. The cyber element has really increased over the last five to ten years massively. So that gives us a real aim with WinGuard.

We have laid the foundation for cross-functional convergence for organisations in terms of physical assets, logical and identity. This forms the base of how we see the future of integration and open integration.

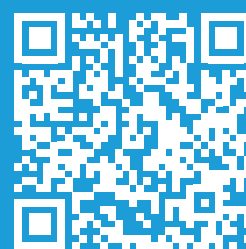
We are thrilled to have Advancis as our Platinum Partner for the SJUK Leaders in Security Conference 2025, can you explain to our readers what it means to you?

As we grow into a global business, it's really important to understand the industry and the trends. My colleague Jenny Wilson and I attended the event last year in

Manchester and we were hugely impressed with the presentations and the panel discussions in terms of the topics, but also the people. The delegates that were there were highly recognised and knowledgeable within the industry. So for us, it's a real opportunity to increase our knowledge and understanding of what's happening in the market and different people's views. It also provides the opportunity to network with those leading industry professionals and share knowledge on the developments that we're seeing at Advancis and how we see the industry shaping as well.

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I think it's a great format and platform which is based around knowledge sharing and experiences rather than a sales



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trade fair, as we attend these regularly as well.

How do you believe the foundations built in 2024 will help Advancis moving forward?

Our partnership with Keensight Capital provides us the underpinning foundation to push and achieve our business goals, further develop WinGuard but also develop our new platform, the Advanced Identity Manager (AIM). AIM is a solution for the convergence of identity and access security.

What is the company's vision for 2025?

As a company, our vision is to build on the foundations that we've put in place with WinGuard and with our partnerships globally achieve sustainable growth in new markets, while really supporting our existing partners and, for our end users increase security and efficiencies, and in turn make their businesses more operationally efficient. ■

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