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BUILDING GLOBAL *success through* LOCAL ENTERPRISE

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Security Journal UK in conversation with Allan Dickinson, VP Global Pre-Sales at Advancis

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● **Allan Dickinson**
VP Global Pre-Sales, Advancis

Building **GLOBAL** **SUCCESS** *through* **LOCAL** **expertise**

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Journal UK in
conversation
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Dickinson,
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Advancis

Can you give us a quick snapshot of your career in the security industry?

My career in the security industry began in 1999 within Technical Support. Over the years, I progressed through a variety of technical, commercial and leadership roles, eventually becoming Product Manager within a growing security software business.

Like many people who join a small company in its early stages, I quickly learned that success requires wearing many hats.

Alongside product management, I became involved in sales, pre-sales, support, marketing and strategic planning. As one of the earliest employees, I had the opportunity to help build both the PSIM product and the business itself from the ground up, eventually becoming part of the senior management team and contributing to the company's growth and eventual acquisition in 2016.

Following roles within the acquiring organisation and a biometric technology start-up, I joined Advancis in 2019 as UK Director to establish the UK subsidiary.

At the time, Advancis was relatively unknown in the UK market despite its strong international reputation. Since then, we've built a fantastic team and established WinGuard as a leading security software platform.

In September 2025, I took on the additional role of VP Global Pre-Sales, allowing me to apply many of the lessons learned from building the UK business to support Advancis' international growth.

Can you explain what your pre-sales role entails?

Pre-sales is about creating confidence for customers, partners and our sales teams.

My role focuses on building a truly global pre-sales function that supports our local teams, while maintaining the expertise, consistency and quality that customers expect from Advancis.

As we continue to expand internationally, one of my key objectives has been establishing a central global team that supports our regional offices with expertise and knowledge sharing. ▶

The role covers a broad range of responsibilities including technical sales support, demonstrations, proof of concepts, customer evaluations, tender responses and proposal management. Increasingly, customers are making strategic technology decisions that will influence their operations for many years, so ensuring they have access to the right expertise is critical.

As Advancis grows, maintaining consistency across all regions is important. Whether a customer engages with us in the UK, Europe, North America or the Middle East, they should receive the same high standard of technical consultation and product expertise.

Another important aspect is strengthening collaboration. Pre-sales sits at the intersection of sales, product management, development, marketing, professional services and support. Success comes from ensuring those teams work together effectively and that knowledge flows freely.

Ultimately, my role is about supporting sustainable global growth whilst ensuring we never lose sight of the customer.

How does this role reinforce the sales function?

Sales and pre-sales are most effective when they operate as a single team.

Sales professionals excel at understanding customer objectives, commercial drivers and business challenges. Pre-sales teams bring deep technical expertise, solution design skills and product knowledge. Together, they help customers understand not only what a solution does, but how it can solve operational challenges.

Pre-sales also play an important role in reducing risk throughout the sales process. Through workshops, demonstrations, technical evaluations and proof of concepts, we ensure customers have confidence that the proposed solution will meet their requirements.

Today's security projects are often highly complex, involving multiple stakeholders, technologies and



“At its heart, pre-sales is about creating confidence. Confidence for customers, partners and our sales teams.”

operational processes. Pre-sales help bridge the gap between customer requirements and the final solution, resulting in stronger customer confidence, more successful projects and long-term partnerships.

Many companies say they think globally and act locally. Can you explain how you are putting this into practice?

Advancis operates from 12 offices around the world. As we expand internationally, we build local teams with both sales and technical expertise. We firmly believe that local knowledge matters. These teams understand local nuances far better than anyone operating remotely ever could.

At the same time, customers expect the benefits of working with a global organisation. They want consistency, access to expertise and the reassurance that comes from partnering with an established international technology provider.

Our global pre-sales function bring these elements together, providing

global standards, shared knowledge, reusable assets and expertise while empowering local teams to meet local market requirements. The best ideas often come from the regions. One of our responsibilities is identifying those successes and sharing them across the wider organisation.

How does your role create and support stronger customer partnerships with end users?

Strong customer partnerships are built on trust based on understanding and delivering on commitments.

One of the advantages of pre-sales is that we engage early in the customer journey, often before any technology discussions take place. We spend time understanding operational challenges, business objectives and long-term aspirations so that any proposed solution aligns with the customer's broader goals.

This allows us to become trusted advisors that work closely with

customers through workshops, demonstrations and evaluations, ensuring solutions are designed around real operational requirements.

We can also share experiences and best practices from similar deployments around the world, helping customers maximise value and benefit from lessons learned across different industries and regions.

With regards to product development, do you find that the regions are closely aligned in their needs, or are there some outliers?

There is a healthy mix of both.

At a high level, customers around the world want greater situational awareness, improved operational efficiency, stronger security and a platform capable of integrating increasingly complex environments.

However, regional differences certainly exist. Regulatory requirements, cybersecurity expectations, infrastructure maturity and operational priorities can vary significantly between markets. The adoption of cloud technologies, AI-enabled solutions and advanced analytics is also progressing at different rates around the world. Our role within global pre-sales is to identify trends, understand whether they represent regional requirements or broader market shifts and then feed this back to our product teams.

How are you reinforcing the link between product development and customer-facing teams?

As organisations grow internationally, maintaining alignment between product development and customers becomes increasingly important. One of the key responsibilities of the global pre-sales function is acting as a conduit between the market and our development teams.

We spend a significant amount of time gathering, analysing and prioritising feedback from customers, consultants, partners and regional teams. That feedback is translated into meaningful business and technical requirements that can be assessed

by product management and development.

Communication must work in both directions. Development teams need visibility of market requirements, while customer-facing teams need insight into product strategy and future roadmaps.

“Ultimately, strong partnerships come from listening, understanding and delivering on commitments.”

By creating more structured processes for feedback collection, knowledge sharing and collaboration, we are strengthening the connection between what customers need and what we develop.

Can you give us some ideas of how market feedback has helped define product development at Advancis?

Market feedback has always been an important driver of innovation.

One of the advantages of operating globally is that we receive input from a wide range of industries, regions and use cases. This gives us valuable

insight into emerging trends and evolving requirements.

A good example is the introduction of the Advancis Open Platform (AOP) within WinGuard X5. Customers increasingly wanted greater flexibility to connect new technologies, cloud services and third-party applications. AOP was developed as a response, providing a more open and agile integration framework that allows organisations to adopt innovation faster while protecting existing investments.

Customer feedback has also influenced our approach to cloud connectivity, hybrid deployments and open integration for AI-enabled technologies. Customers want the freedom to choose best-of-breed solutions while maintaining a single operational view, and that remains a key focus for Advancis.

Ultimately, feedback consistently reminds us that technology should simplify operations rather than add complexity. The most successful innovations are those that improve decision making, increase operational efficiency and reduce risk.

As Advancis continues to grow, the role of global pre-sales is becoming increasingly important. By connecting customers, regions and development teams, we help combine local expertise with global knowledge deliver solutions that meet the evolving needs of the modern security industry. ■



Streamline your Security.

WinGuard and **AIM** revolutionise the management of physical security and identity systems through seamless integration and real-time situational awareness.

Advancis Software & Services provides advanced software solutions that streamline the complex workflows of modern Security Operations Centers (SOCs). By integrating disparate systems, sensors, and devices into a unified user interface, Advancis simplifies operations and enhances situational awareness. Operators benefit from structured action plans that guide responses to both critical incidents and routine events, with every action and event centrally logged for comprehensive reporting and analysis.

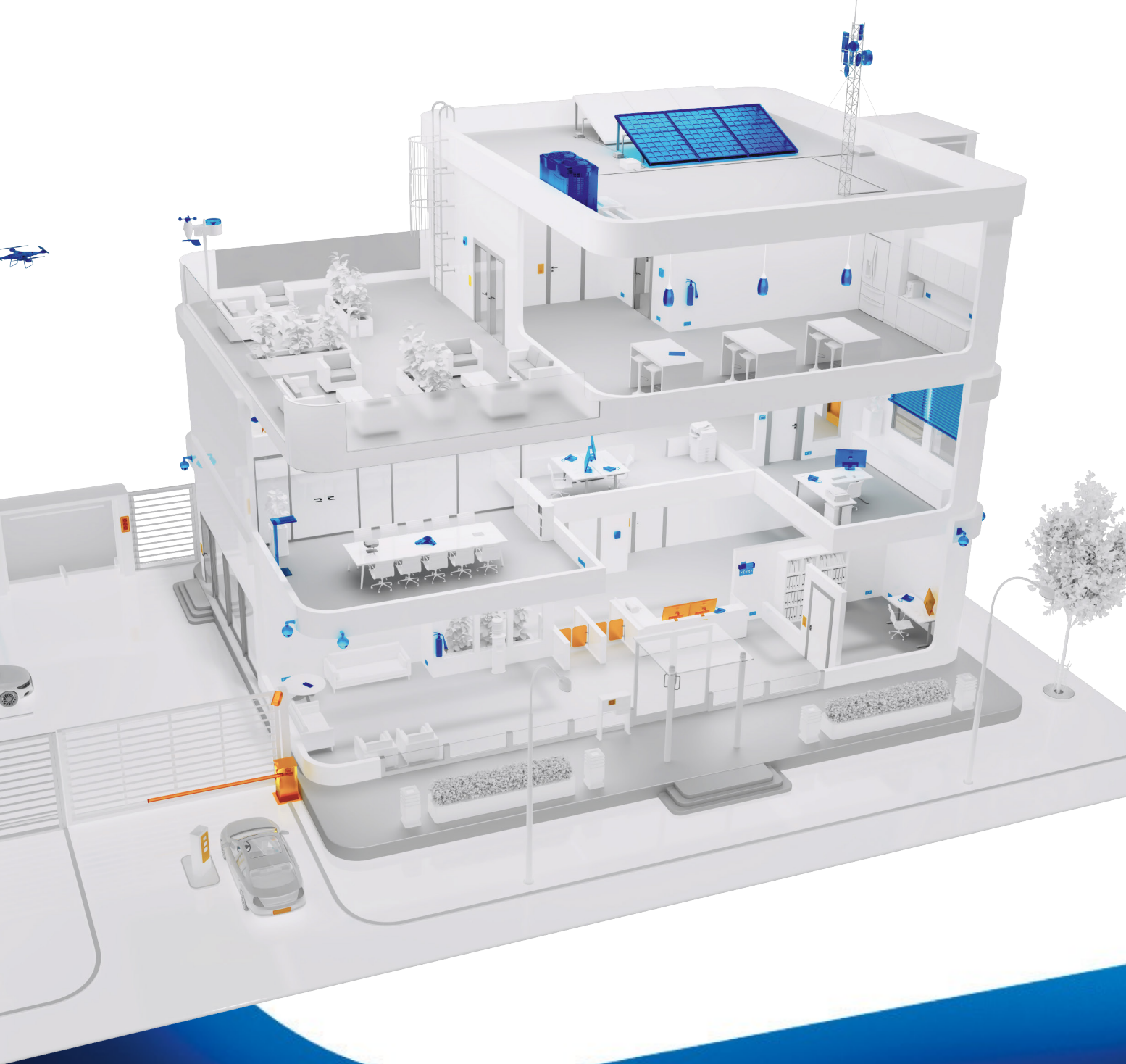
At the core of the Advancis offering is WinGuard, a vendor-neutral physical security management system and building management platform based on the AOP

(Advancis Open Platform) architecture. AOP enables seamless customisation through the addition of new functionalities, adapters, and user interface components—empowering integrators and end users to tailor the platform to specific project needs without limitations.

Complementing WinGuard is Advanced Identity Manager (AIM), a centralised solution for managing and synchronising logical and physical access rights across diverse identity, access control, and biometric systems. AIM ensures that user privileges align consistently with roles across both IT and physical security infrastructures.



Get more info
about our
Solutions.



winguard provides

- ✓ Central Event Visualisation
- ✓ Vendor-neutral Integration
- ✓ Dynamic Workflows
- ✓ Dashboards & Reporting
- ✓ Modular and scalable

AIM provides

- ✓ Integrated Access Control
- ✓ Unified Credential Management
- ✓ Centralised Authorisation Models
- ✓ Seamless Migration Possibilities
- ✓ Automated Compliance