

Subscribe to the
BiometriTech Newsletter!



BiometriTech™
Hotel Penn New York City
June 25-27

Download a PDF version of
our conference brochure now!
1.2 MB file 

E-mail:

To change your e-mail
address, e-mail our
newsletter staff.

Search BiometriTech

Advanced Search

NEW! BiometriTech
Conference & Expo

[Home](#)

[News Archive](#)

[Features Archive](#)

[Discussion Forums Index](#)

[Product Roundups](#)

[Newsletters](#)

[Editorial Guidelines](#)

[Contacts](#)

[Privacy Policy](#)

[Linking Policy](#)

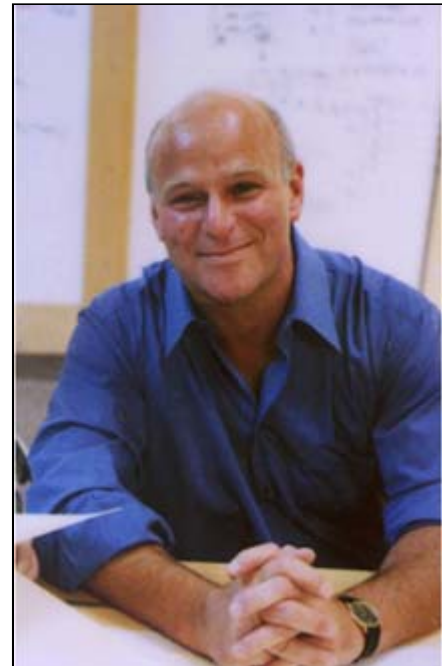
BiometriTech
Articles

From Telecom To Biometrics, To Bonanza? *An Interview With Industry Consultant Jeff McIntyre*

By [Laura Guevin](#)
BiometriTech™ Editorial Director

March 27, 2002

If you had asked me 10 months ago if BiometriTech's™ parent company [Technology Marketing Corporation \(TMC\)](#), which has covered the call center and telecommunications markets for close to 30 years, would enter the biometrics industry, I probably would have said no. After all, biometrics is a completely new technology ballpark from telecommunications, and while there is some overlap, particularly in the area of speech recognition and voice verification applications, they're certainly very different industries. But had I asked industry consultant and headhunter Jeff McIntyre that same question, he probably could have predicted TMC's new area of coverage.



That's because McIntyre made the same move himself several years ago, broadening his focus from purely telecom and wireless coverage to include the areas of security and biometrics. But he sees many similarities and opportunities for development and partnerships among the disparate telecom and biometric markets, especially where wireless networks are concerned. "I see wireless core networks colliding with security in a big way," said McIntyre during a recent visit to TMC's editorial offices, where I got the chance to ask him what kind of changes he's seen in the biometrics space since he began covering it.

McIntyre is the owner of [McIntyre Associates](#) in Farmington, CT, a specialized executive search "boutique." The company focuses on building information technology and security companies from staffing

through secure networks and customer care practices. McIntyre views himself as more of a specialized consultant than a headhunter, and has spent the past 15 years analyzing trends in the telecom and security sectors. He is currently putting together the senior management team for a biometric company that's in stealth mode, and is also working to procure a buyer for a wireless fingerprint authentication company.

Having started out in the defense industry, McIntyre said he observed biometric applications taking off years ago, during the U.S. Cold War with Russia. But then "peace broke out," he said, which put a damper on growth for the new and somewhat untested technologies. He said he observed the biotechnology market for a while as well, but ultimately went back to his defense roots as a bridge to covering the biometric marketplace. The Department of Defense and its related agencies, after all, have been following biometrics and actually deploying products and technologies for many years now.

BOOM TIME FOR BIOMETRICS?

McIntyre was already covering the biometrics industry when the unfortunate events of September 11, 2001 took place. He said that while there was a natural curiosity and [spike in stock prices](#) of the small number of publicly-traded biometric companies directly after the attacks, the interest level was already in place. Stock prices -- and interest -- have leveled out in the wake of the attacks, but they have certainly generated an awareness of the power and potential of biometric technologies everywhere from the investment community to the enterprise to the general public.

More importantly, McIntyre saw a natural opportunity. "I saw that there was a palpable connection between conventional security software and biometrics," he said. Integration of biometrics within existing physical and logical access control products is what will propel them to popularity, predicts McIntyre. He likens this natural integration to the rollup of customer relationship management solutions with analytics. Embedded technologies and software-oriented products are most likely to be picked up by larger companies and rolled into their existing security solutions, he said, as opposed to stand-alone products and technologies, which will need to find their own footing in an increasingly competitive marketplace. He also anticipates a strong role for wireless networking within that integration. "I see wireless core networks colliding with security in a big way." The natural crossover among biometrics, security applications, and wireless networking will be transparent to venture capital companies as well, according to McIntyre, and large-scale funding will eventually be granted to complete solutions, as opposed to disparate technologies.

"The real bonanza times in biometrics aren't here yet," said McIntyre, who has observed somewhat of a plateau in the industry since

September 11. As far as predicting which biometric technologies will win out in the end, he says partnering and two- and three-factor solutions will rule the day. “No one biometric will win, you need double duty,” said McIntyre, suggesting that products that incorporate voice verification and fingerprint identification, for example, will be successful. The recent merger announcement of industry heavyweight [Visionics](#), a facial-recognition and fingerprint technology vendor, with [Identix](#), also a fingerprint technology vendor, suggests he’s right on target. And package offerings, according to McIntyre, will be the products and technologies that receive funding. “Technological efficacy is key,” he said, mentioning new developments like mannerism biometrics, which uses keystroke, lip, and face movements to identify and authenticate individuals.

Analysts participating in the Biometric Investment Forum in New York City last year backed up these assertions, and went a step further in suggesting that system integrators and resellers will play a key role in promoting adoption of biometrics. [Morgan Keegan](#) Senior Analyst Brian Ruttenbur said known names like [ADT](#), [EDS](#), and [Lockheed Martin](#) will most likely become major players in biometrics. And [Lehman Brothers](#) Analyst Jeffrey Kessler said system integrators will ultimately position biometric products vertically, opening the path for mainstream adoption of these types of technologies in the enterprise and specific vertical niches.

A BIOMETRIC FUTURE

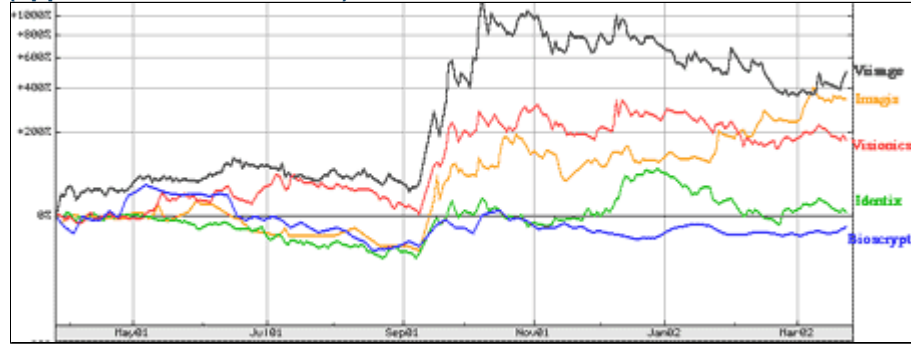
McIntyre agrees that integrators will play a large role in biometric adoption, and says that the major plans and products have yet to be announced, although many integrators have begun announcing offerings within the past few months. Perhaps the most notable announcement is the National Integrated Security Suite of biometric and risk assessment solutions, from EDS, [Sun Microsystems](#), [Oracle](#), and [PwC Consulting](#). The solution builds on EDS’ airport security system, and is aimed at the government transportation security vertical, leveraging the government and private sector aviation experience of all the companies participating in the venture.

As for future trends in the security and biometrics spaces, McIntyre observes that the position of Chief Security Officer (CSO) is gaining more prominence in today’s security-oriented enterprise. He believes that job title will become mainstream fairly soon. He also sees a strong intersection of biometrics and bioinformatics, which is generally defined as an integration of mathematical, statistical, and computer methods to analyze biological, biochemical and biophysical data.

It’s difficult to imagine biometric technologies going away any time soon in our increasingly security-conscious society. More likely, they will slowly become an everyday fact of life, almost transparent to users and a necessity for enterprises and vertical markets interested in

increasing their physical and logical security. When that day comes, don't be surprised if Jeff McIntyre is 10 paces ahead, focusing on the next generation of biometric technologies, products, and services. And he'll likely be helping to build the important companies that will propel that generation to mainstream acceptance.

**Stock Performance of Five Public Biometric Companies
(approximate stock values)**



Company	3/01	Post 9/11 Peak	3/02
Bioscrypt	2	2.5	1.75
Identix	8	15	8.35
Imagis	1	2	2.62
Viisage	1	16	7
Visionics	4	19	11.2



Technology Marketing Corporation, One Technology Plaza, Norwalk, CT 06854 USA
 Ph: 800-243-6002, 203-852-6950; Fx: 203-853-2845
 General comments: tmc@tmcnet.com. Comments about this site: webmaster@tmcnet.com.
 © Technology Marketing Corp. 1997-2002.