

# CASE STUDY

## Biometric Identification for Membership Management

Preventing Fraud, Increasing Security, and Saving  
Money through Membership Management  
Biometric Identification

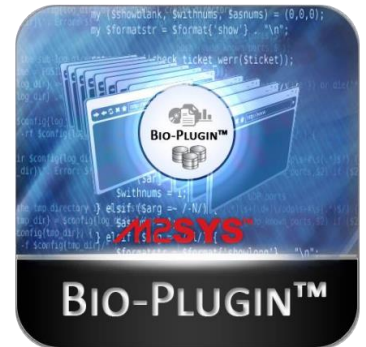


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## Overview

Traditionally an industry subject to fraud and inefficiencies, membership management facilities all across the U.S. and in other parts of the world have adopted biometric identification technology to eliminate ID cards, prevent identity fraud, and offer a more convenient and secure user experience. On any given day, thousands of members are checking into facilities using M2SYS' Bio-Plugin™ or Bio-SnapON biometric SDK middleware and membership management software



## Challenge

Modern membership management facilities face unique challenges to run an efficient and profitable business. Traditional membership management methods are subject to security breaches and rely on antiquated, cumbersome, and inefficient methods to check identities. Member ID cards can be swapped and identities falsified creating an unsafe and potentially dangerous environment subjected to facility wear and tear by non-paying members. Plus, plastic ID cards were expensive to produce and maintain, often costing tens of thousands of dollars per year and consuming massive amounts of facility and staff resources. Membership management facilities needed to adopt an effective and affordable identity management solution that was easily integrated into their existing fitness club management software to identify members at check-in, pulling up their photo and profile simply by providing their biometric profile. Facilities were also seeking an identification solution that would eliminate the cost and burden of membership ID cards which are expensive to maintain and replace.



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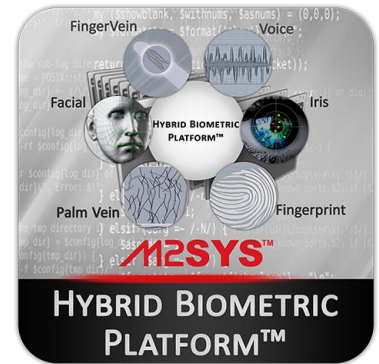
M2SYS

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## Solution

Hundreds of membership facilities across the world now use M2SYS biometric identification technology to check-in hundreds of thousands of members per year through fingerprint, finger vein, and palm vein biometrics. Biometric identification management technology solutions from M2SYS can be easily assimilated into fitness club management software either through integration of the Bio-Plugin™ solution by fitness and leisure club software providers or directly by the facility through the instant Bio-SnapON™ biometric software system which leverages Hybrid Biometric Platform™ technology and supports fingerprint, finger vein, palm vein, and iris biometrics.



## Benefit

Millions of membership management biometric templates have been created using M2SYS software solutions and are used to verify the identities of members at facilities all over the world. Biometric technology provides tremendous value and cost savings to membership-based organizations and membership management software providers by removing the need to manufacture and maintain plastic ID cards, barcode readers, or PIN pads.

## About M2SYS

M2SYS works closely with its clients, enabling them to capitalize on the benefits of using biometrics for security and accelerating their return on investment (ROI). These case studies of multi-modal biometrics security deployments for various verticals show how biometric security software solutions can protect the welfare of citizens, stop corruption and fraud, and create efficiency.



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