SECURITY EXECUTIVE COUNCIL
A research and advisory firm

Solution Innovation Case Study:
Achieving Visitor Compliance Above 99% Across Seven Global Sites

The Security Executive Council (SEC) Solution Innovation Partner (SIP) program evolved to help security practitioners expedite choosing a trustworthy risk mitigation vendor with confidence given the myriad of viable options in the marketplace. Proven Solution Innovation Case Studies help to evaluate performance claims and differentiate security solution providers for business outcomes including risk mitigation, return on investment, and security assurance.

This case study demonstrates Visitly's innovative capabilities to replace manual, poorly integrated visitor processes with a single, API-connected and audit-ready visitor management platform, deployed consistently across seven sites in North America, Europe and Asia in under a week, then extended into SentinelOne's daily security operations through automated temporary-badge, compliance and occupancy workflows. This was validated by the Security Executive Council and the client end-user.

Risk Issues and Mitigation Opportunities:

- Manual, outdated visitor check-in and check-out created long lobby waits, a poor first impression and an unreliable picture of who was on site.
- Visitors frequently left without signing out, leaving inaccurate time-on-site records and no reliable view of who was still in the building at the end of the day.
- Employees who forgot or lost their badges needed time-consuming back-and-forth with security to get temporary access, with limited traceability of those who held a temporary badge at any given time.
- A lost badge triggered a long chain of manual steps: reporting the loss, alerting security, logging an incident, and requesting a replacement.
- Occupancy counts missed employees who were not using their own issued badges, leaving gaps in knowing who was actually on-site during an incident.
- Limited integration with existing security systems and access control, keeping critical processes manual.
- Weak regulatory support and missing independent security certifications in the incumbent tool created compliance risk for a security-critical organization.
- Reporting was complicated and costly, with extra fees for dashboards and little room for customization.
- Rigid per-employee, per-site pricing made deployment across all global locations prohibitively expensive.

Solution Requirements:

- Independently audited security assurance (SOC 2 Type II) for the visitor platform itself.
- An open API and data access to integrate visitor and badge workflows with access control, ticketing, and other internal systems.
- Automated, real-time compliance feedback to the teams on the ground at each site.

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- An accurate, real-time count of who is on site to support incident response and crisis communication.
- One consistent visitor process and security standard across every site and region.
- Fast, simple deployment that local teams could complete without a lengthy implementation project.
- Custom reporting and analytics on visitor activity.

Delivered:

- Deployed the Visitly visitor management platform across all seven SentinelOne locations in North America, Europe, and Asia, with every site live in under a week.
- Replaced the manual sign-in process with Visitly's digital visitor check-in and check-out on one consistent platform at every site.
- **Temporary badge automation:** Using Visitly's API, SentinelOne built automations so that when an employee who has forgotten or lost a badge signs in with Visitly, a temporary badge is activated in SentinelOne's access-control system for that day, with a full record of who used each temporary badge and when.
- **Lost-badge workflow:** When an employee reports a lost badge in Visitly, an automated workflow opens an incident ticket, alerts the Security team, and places a badge reprint request in the queue.
- **Daily compliance feedback:** Automated end-of-day messages tell each site's team which visitors are still signed in, so open visits are closed out the same day.
- **Occupancy correlation:** Visitly's temporary-badge data is correlated with SentinelOne's badge-system data to give an accurate count of employees on site at any time.
- Provided a SOC 2 Type II certified platform with audit-ready visitor records, closing the compliance gaps left by the previous tool.

Outcome and Benefits of Service:

- **Sign-out compliance above 99%:** Within one month of introducing daily end-of-day reminders, missed visitor sign-outs fell below 1%, sites reached 99% compliance, and no visitor remained signed in for more than 12 hours.
- **Hundreds of hours saved:** Automated temporary-badge activation eliminated the back-and-forth between employees and security. ***"This feature alone has saved our teams hundreds of hours of back-and-forth communication and helped us easily trace who was using that temp badge at any point in time." — Brent Kennedy, Director of Security Operations, SentinelOne***
- **Faster lost-badge response:** Lost badges now generate an incident ticket, a Security alert, and a reprint request automatically, removing a long chain of manual steps.
- **Crisis readiness:** Correlated occupancy data shows how many people are on each site at any time and who must be in the communication loop during an incident.

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- **Speed to value:** All seven global sites transitioned to Visitly in under a week, with clear, efficient onboarding.
- **Global consistency:** One platform and one standard of visitor security across North America, Europe, and Asia, able to switch multiple languages and multiple NDAs instantly.
- **Compliance assurance:** SOC 2 Type II certification and audit-ready visitor records closed the compliance gaps of the old system.
- **Adoption at scale:** All seven sites remain active, processing more than 1,300 visitor check-ins per quarter.
- **People, asset, and brand protection:** Accurate on-site and occupancy data for incident response protects people; every temporary badge activated, traced, and escalated automatically protects assets; and a fast, consistent visitor experience at every site protects the brand. The Client's visitor management compliance confidence was 5 out of 10 before Visitly and now with Visitly is 8.5 out of 10.
- **Client voice:** ***"The system is incredibly easy to implement — our teams were up and running in less than a week. The API connection is a standout feature, enabling custom reporting and automation we could not achieve with other systems." — Brent Kennedy, Director of Security Operations, SentinelOne***

SIP Case Study Authentication Process

This process was overseen by a Security Executive Council subject matter expert with 20+ years of experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. **Client end-user authenticated November 2026**.

Note: *The Security Executive Council's Solution Innovation case study represents a snapshot in time to demonstrate a solution to a specific organization's issue. End-user diligence, trial and measurement are strongly recommended for any contemplated risk mitigation activity.*

See Visitly's brief introductory video here - Visitly Product Tour Video

A General Comparison of Competition

Client Service/Resource Attributes or Capabilities	Visitly YES/NO	Company A YES/NO	Company B YES/NO	Company C YES/NO
Single sign-on (SSO) included on every plan	YES	NO	NO	NO
Photo ID screening / scanning available below the enterprise tier	YES	NO	NO	YES

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Watchlist / blocklist screening available below the enterprise tier	YES	NO	NO	NO
Evacuation / emergency alerts included on every plan	YES	NO	YES	YES
Visitor, emergency, and access-control capabilities in one product, not separately priced modules	YES	Not verified	NO	Not verified
Visitor-management-first (not one module of a broader workplace or facility suite)	YES	NO	NO	Not verified
Published per-location pricing	YES	YES	YES	Partial
SOC 2 Type II	YES	Not verified	Not verified	YES
ISO 27001	YES	Not verified	Not verified	YES

See other case studies and learn more about the SIP Program here:
https://www.securityexecutivecouncil.com/solutions/vendor-innovations

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