



Genea + adyen

Built for Compliance. Designed for
Growth. Powered by Innovation.

About Adyen

Adyen is a global financial technology company headquartered in Amsterdam, with operations spanning multiple continents and complex regulatory environments. Powering payments for some of the world's most recognizable brands, Adyen delivers a unified platform that connects online, in-store, and mobile transactions into a single system.

As a rapidly growing fintech operating in a highly regulated industry, Adyen relies on secure, compliant infrastructure and modern technology to support continuous innovation while ensuring reliable operations for teams, partners, and customers worldwide.

The Challenges

Adyen's physical security operated in organizational silos with inconsistent systems across 28 offices in 18 countries. Legacy access control couldn't scale with enterprise growth, lacked integration capabilities, and created reactive rather than preventive security postures.

With a lean central security function relying on local teams across every region, leadership needed systems that non-technical staff could navigate confidently and act on without hesitation.

Fragmented tools meant inconsistent interfaces, unclear alerts, and workflows that required interpretation before anyone could respond. At the same time, operating across multiple jurisdictions introduced strict regulatory and data privacy requirements, making compliance a constant operational consideration rather than a periodic task.



Genea's Solution

- Cloud-native access control platform with EU-hosted infrastructure and enterprise-grade security certifications supporting global financial compliance.
- Mobile credentials delivered directly to employees' phones, enabling secure, self-service access across all office locations.
- Open API integration architecture connecting Genea with existing infrastructure and systems to create custom automations and workflows for different stakeholder teams
- Intuitive user interface and simplified alarm dashboard designed for non-security staff like receptionists and HR, with clear actionable notifications and role-based access controls

The Benefits



Replaced physical badges with mobile credentials, reducing waste and administrative overhead globally.



Achieved EU data residency, banking compliance, and GDPR alignment on EU infrastructure.



Enabled proactive security through real-time visibility and automated incident prevention alerts.



Leveraged security data to improve catering, space planning, and workforce decisions.

THE BEFORE

With 28 offices spread across 18 countries, serving approximately 5,000 companies worldwide, Adyen is a financial technology company operating at genuine global scale. That kind of international footprint takes years to build and intentional strategy to maintain. Like many companies that grew quickly, especially through and after the disruption of COVID, their physical security infrastructure had been assembled piece by piece rather than designed from the ground up. Each new office came with its own inherited systems, its own local vendors, and its own quirks. Some locations leaned entirely on landlord-managed security. Others still ran on the original access control setup Adyen had deployed when it was a much smaller operation.

The result was a patchwork that worked well enough; that is, until the opportunity emerged for a unified platform that could serve the entire organization and solve for a much broader set of objectives at once.

At Adyen, physical security was never meant to rest on a single function. It was designed as a shared responsibility, with Allon Rozansky, Global Head of Physical Safety and Security, providing global oversight and strategic direction while empowered local teams handled day-to-day operations on the ground. That model demanded tools intuitive enough for non-security staff to use with confidence. Adyen needed systems that made the right action obvious without requiring specialized training.

“I’ve been looking for something in the market that could support our growth and support our innovations. I wanted a solution that would give me a step ahead--to know what’s happening and try to prevent problems before they occur.”



Allon Rozansky | *Global Head of Physical Safety and Security*

But the existing infrastructure made that vision difficult to realize. Fragmentation across locations meant inconsistent interfaces, unclear alert structures, and workflows that required interpretation before anyone could respond.

When something happened in one location, the staff were expected to make quick, informed security decisions using systems that weren’t designed with them in mind.

For a global fintech company operating under strict regulatory requirements (including banking regulations and EU data residency obligations) that gap was more than an inconvenience. It introduced real risk. A security culture built on shared responsibility only works when the tools match the ambition. What had once worked for a growing organization was no longer enough to support a modern enterprise.



THE TURNING POINT

Allon didn't just need a new access control system. He needed a platform that supported a fundamentally different approach to security, not more of the same.

He was looking for a modern solution that balanced usability, innovation, and core functionality. It had to comply with EU banking and privacy regulations, and the implementation needed to be as seamless as possible, absolutely no rip and replace.

The existing posture was largely reactive, responding to incidents after they occurred. What the organization needed was the ability to anticipate issues, gain visibility across locations, and act quickly when something changed. For Allon, the goal was clear: get ahead of problems before they became incidents. Prevention, not reaction, became the guiding principle behind the evaluation process.

The new platform had to scale across a global footprint without requiring a large technical team to maintain it. It needed to integrate cleanly with existing infrastructure through open APIs, allowing locations to modernize without replacing systems that already worked. It had to be intuitive for non-technical staff and capable of meeting strict compliance standards. For a fintech company operating across multiple jurisdictions, compliance with banking regulations and GDPR was non-negotiable.

When Allon evaluated Genea's cloud-native access control platform, the alignment was obvious. Genea's intuitive interface, open architecture, mobile-first credentialing model, and support for EU-hosted infrastructure signaled a solution designed to scale with the organization, not constrain it.

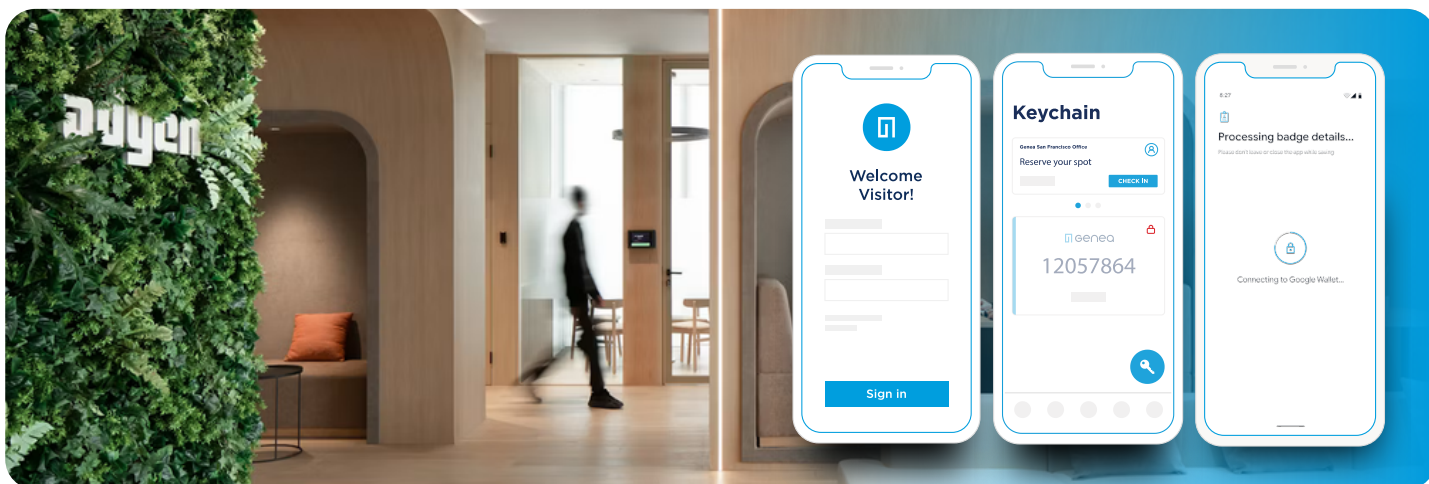
THE BUILD

Implementation at this scale is never simple. Rolling out a unified access control platform across dozens of offices in multiple countries requires coordination across time zones, infrastructure environments, and stakeholder groups with very different responsibilities.

Scaling Through a Structured Deployment Framework

To support the rollout, Adyen partnered closely with Convergent to establish a standardized implementation framework that could be replicated across locations. The team began with a proof of concept before developing a centralized deployment playbook covering installation, configuration, and training.

This structured approach allowed regional teams to execute deployments consistently while maintaining alignment with global security standards. Weekly coordination between Adyen, Genea, Convergent, and local stakeholders helped ensure each installation stayed on schedule while minimizing disruption to daily operations. As the rollout progressed, the framework made scaling predictable. Each new office could follow the same model while still adapting to local infrastructure requirements.



Reducing Friction Through Mobile Credentialing

One of the earliest and most visible improvements was the shift to mobile credentialing. Physical badges had long been a source of operational friction—lost, forgotten, or damaged during daily use. Across a global workforce moving between locations, managing physical credentials required constant administrative effort.

Consolidating access onto employee phones significantly reduced that burden. Employees could use their devices to enter buildings and move between offices without relying on physical badges. Today, approximately 80% of employees use mobile credentials, with adoption continuing to grow as new locations come online. The transition improved both employee convenience and operational efficiency while supporting sustainability goals by reducing reliance on disposable physical credentials.

Automating Access Through Identity Integration

A key part of the deployment was integrating Genea with Okta, Adyen's identity management platform. The integration automated employee access provisioning and deprovisioning, reducing manual administrative work and improving security responsiveness. When a new employee joins, their credentials are automatically created and provisioned. When someone leaves, access is revoked instantly across all locations with a single action. This automation strengthened security while simplifying daily operations for IT and workplace teams.

“We want to ensure that all the data stays within the EU so we remain compliant for our employees.”



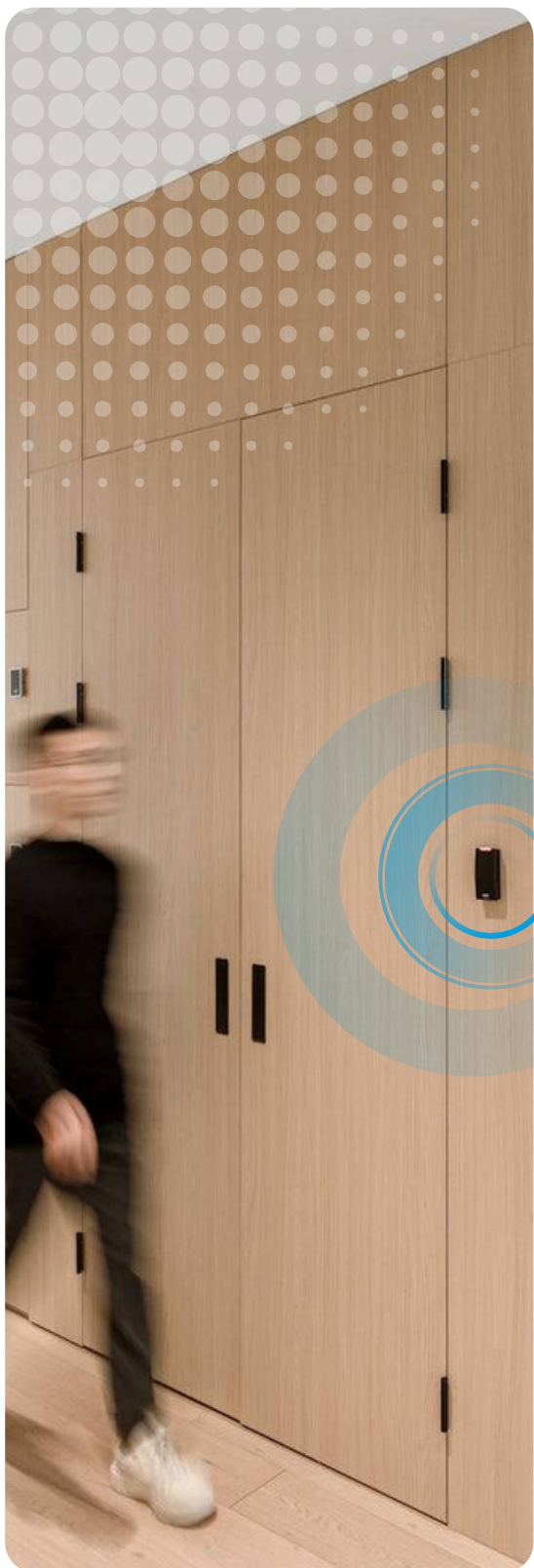
Allon Rozansky | *Global Head of Physical Safety and Security*

Meeting Compliance Through EU-Hosted Infrastructure

As Genea continues to expand its footprint in Europe, the Adyen deployment represents a defining example of what enterprise-grade, EU-compliant access control looks like in practice. All employee data is hosted within EU jurisdiction, meeting the strict data residency requirements that European operations demand.

For a company operating under GDPR and banking regulations, this capability was not optional. It was foundational to the success of the rollout and created a refined blueprint for how Genea supports organizations navigating the complex regulatory landscape of operating in Europe.





THE AFTER

As the platform continues to roll out across locations, Adyen's security posture is steadily evolving. Teams now receive real-time alerts that are clear, actionable, and easy to interpret. Staff can quickly understand what is happening and take appropriate action without waiting for centralized direction. This distributed response model allows the organization to maintain visibility and control across a global footprint, without dramatically increasing headcount.

The platform's interface plays a critical role in that shift. Genea was purpose-built with usability at its core. With clean dashboards, intuitive navigation, and simplified alerts, the Genea platform is designed so that anyone can understand what's happening and know exactly what to do next.

That clarity reduces hesitation and enables faster response times, especially in environments where security isn't a primary job function. When the right action is obvious, people take it. That's precisely what Genea makes possible for Adyen.

Building a Culture Where Everyone Does Security

As the system expanded across offices, something important began to change, not just in technology, but in culture. Security became more visible, more accessible, and more collaborative. Employees across the organization gained confidence in responding to incidents, reporting concerns, and following consistent processes, because the tools they were using finally made it easy to do so.

That philosophy is reinforced at every level—through training, communication, and systems designed to make the right action obvious. Employees know how to report a lost badge or device, and those reports trigger immediate automated responses that protect the organization without slowing down daily work. Security stopped being something that happened to people and started being something they actively participated in.

The result is not just improved security operations. It is stronger trust between teams and greater confidence in the systems that support them.

Turning Security Data Into Operational Insight

One of the most unexpected outcomes of Adyen's deployment has been the value of the data generated by the platform. Insights into occupancy patterns, office usage, and movement trends have enabled the team to make more informed decisions about workspace planning and resource allocation—creating efficiencies that extend well beyond physical security.

Adyen has used these insights to optimize how its offices operate, identifying opportunities to reduce unnecessary spend on underutilized space and allocate resources more effectively across locations. In some offices, occupancy data has helped align food preparation with actual attendance patterns, reducing catering costs, minimizing food waste, and supporting the company's sustainability initiatives.

What began as a security modernization effort has evolved into a source of operational intelligence, helping Adyen make smarter, more efficient business decisions while reducing costs and improving the employee experience.



“We utilize different data and the dashboard to optimize our workplace and real estate. We even use it for catering. By knowing the data of the office, we can order the correct amount of food without waste.”



Allon Rozansky | *Global Head of Physical Safety and Security*

RESULTS AT A GLANCE

- Unified security platform supporting 28 Adyen offices across 18 countries
- Approximately 80% employee adoption of mobile credentials
- Automated access provisioning and deprovisioning through Okta integration
- Standardized global deployment framework developed with Convergent
- EU-hosted infrastructure supporting regulatory and data residency requirements
- Real-time visibility across global locations
- Reduced administrative overhead associated with physical credential management



A FOUNDATION FOR FUTURE GROWTH

As Adyen continues to expand its global footprint, the security infrastructure now in place provides a consistent foundation for future locations. New offices can be onboarded using the same deployment model, supported by integrations and workflows that are already proven to scale.

Rather than managing a patchwork of systems, the organization now operates from a unified platform designed to support growth, improve employee experience, and maintain compliance across regions.

For a global company navigating rapid expansion and evolving security expectations, that consistency is not just operationally efficient, it's strategically essential.



SUPPORT YOU CAN COUNT ON

Still unsure if Genea is right for you? Get in touch with one of our helpful representatives. Backed by live 24/7/365 support, we ensure you get the help you need, when you need it.

[Learn More](#)

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