



Genea +



*shopify*

Multifunctional Security for the  
Scalable Enterprise

# About Shopify

Shopify is a leading global commerce company helping millions of businesses around the world create and manage their online stores. They provide essential internet infrastructure for commerce- offering trusted tools to start, scale, market and run businesses of all sizes.



Enterprise



8 Locations



12,000+  
Credentialed Users

## The Benefits

- Automated User Provisioning
- Time Saved
- Scalability
- Mobile Access

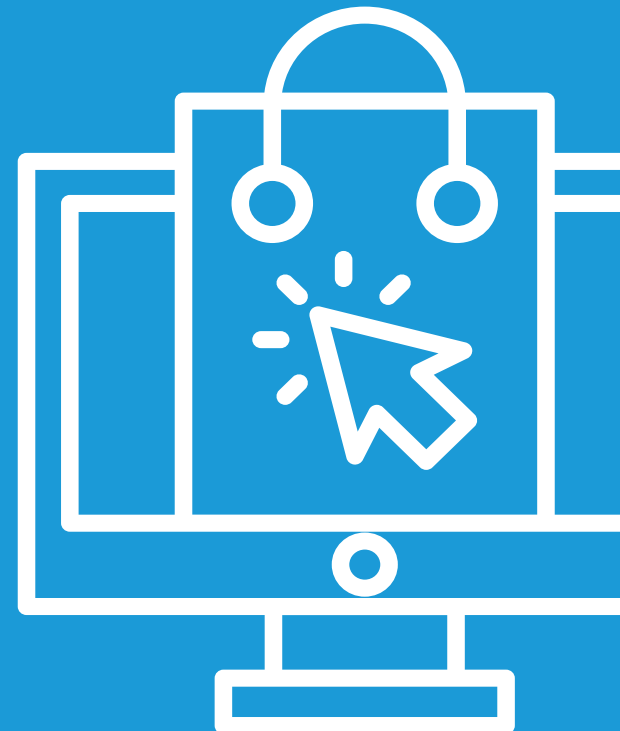
# The Challenges

- Transition from Key Cards to Mobile Credentials
- Lack of Global Oversight
- Manual, Time-intensive Credentialing

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## Genea's Cloud-based Solution

- Migrated from On-prem to Genea's Cloud-based Platform
- Single Sign-on Authentication
- Employee Badge in Apple Wallet
- Global Dashboard
- APIs



## HOW SHOPIFY TOOK THEIR WORKPLACE DIGITAL

In 2020, as the Covid-19 pandemic began to intensify, Shopify started its transition to a digital-first workplace. The commerce company needed to digitize their access credentials and integrate with their newly deployed software, allowing employees to reserve spots in the company’s offices. In search of a solution, they turned to Genea.

### MOBILE CREDENTIALING: TURNING CHALLENGES TO SUCCESS

At the core of Shopify’s digital-first transformation was mobile credentialing. The company wanted to move their workforce of over 12,000 off plastic key cards in order to access their port spaces – dedicated temporary meeting spaces employees use for work. Instead, team members would enter any of Shopify’s facilities around the world using a single digital key card stored on their smartphones.

“For our team to be printing and shipping key cards, logistically was tough,” said Chris Lafrance, Lead of Physical Security at Shopify. “The ROI that we proved by securely sending credentials out through email was huge.”

The implementation of mobile credentials meant two things. Firstly, Shopify’s employees would never have to worry about misplacing their key cards. Wherever they took their phones, they would have their access credentials. Secondly, physical security administrators, like Lafrance, could avoid spending countless hours and resources printing and shipping plastic key cards.

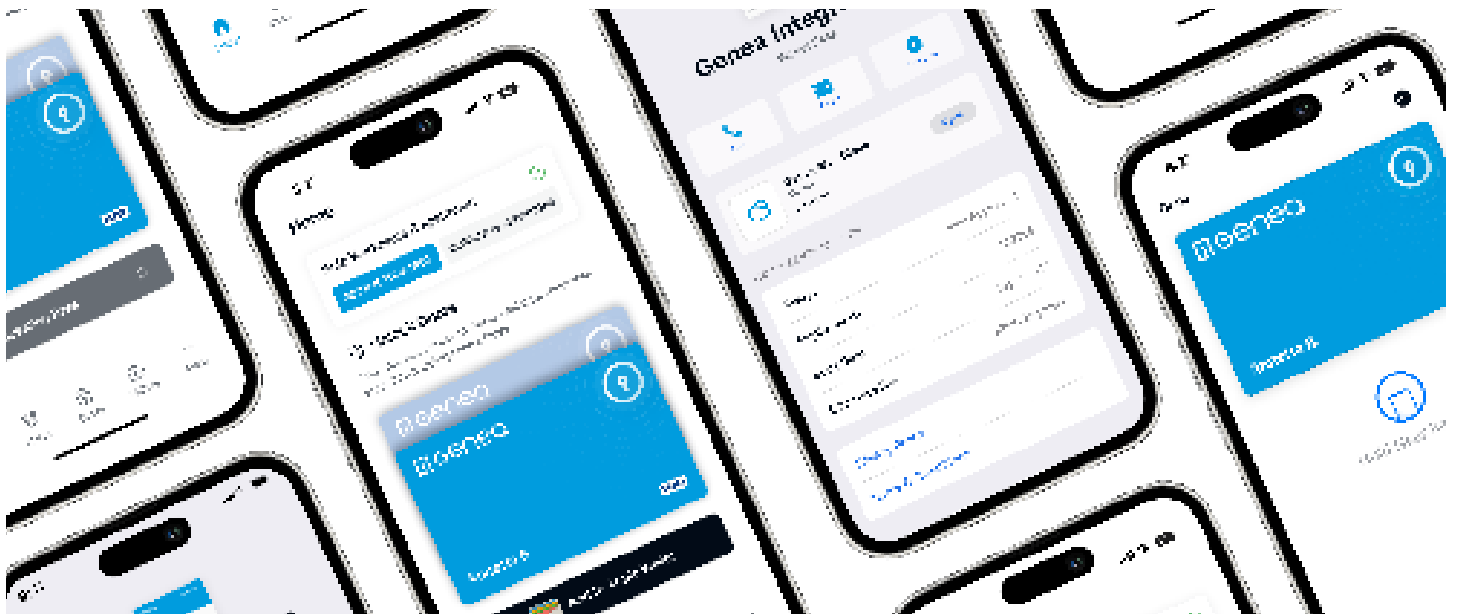
However, getting users to adopt mobile proved challenging.

“In the beginning it was tough,” Lafrance said. “A lot of people were hesitant when it came to digital credentials.”



Shopify initially integrated mobile credentialing with a booking application. Lafrance explained that the application made the access experience clunkier and more complex. With low adoption rates, Shopify simplified the mobile access process and the rules within their secure HR platform. As a result, the provisioning process became easier.

Yet, the feature that would propel the transition further was still in the works.



“Apple Wallet changed everything. Everybody I talk to says they love it.”



**Chris Lafrance**, *Lead of Physical Security*

### APPLE WALLET: BRINGING MOBILE ACCESS CONTROL TO FRUITION

In late 2022, Genea became the first access control manufacturer to integrate with Apple Wallet. Shopify quickly adopted the technology, and in 2023, rolled it out company wide.

“Apple Wallet changed everything,” Lafrance said. “Everybody I talk to says they love it.”

With Apple Wallet, Shopify employees can add credentials directly to their Apple Wallet on their smartphone. Now, whether passing through Shopify’s elevators, turnstiles or offices, users can rely on a single digital badge stored inside their Apple Wallet.



### CLOUD ACCESS CONTROL IS A MUST

When Shopify first began exploring their access control options, they considered several methods to implement mobile credentials.

“We had an on-prem access control system. It did its job well, but we needed more out of our access control system,” Lafrance said. “Like most legacy access control systems, what you got out of the box was what you got. There were a lot of features that we needed, and Genea was able to deliver them.”

Unlike on-prem manufacturers, Genea releases new features regularly, and with the cloud, Shopify can avoid costly system downtime. When a new feature is released, Genea Security automatically updates without an installation disc.

“The cloud became a need to have and became extremely valuable,” Lafrance said. “The support of cloud-based database maintenance, firmware and software updates was massive.”

**“A company like Shopify – moving fast, growing and always looking to think outside the box – the legacy provider just couldn’t keep up.”**



**Chris Lafrance, *Lead of Physical Security***

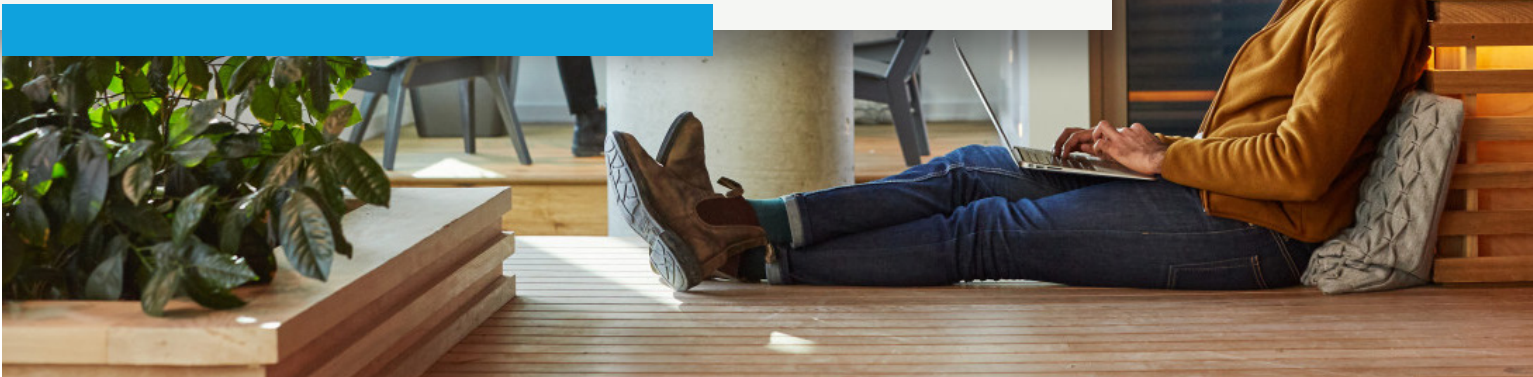
The cloud platform has also allowed Shopify to manage their access control system, company-wide, with a lean and nimble team. According to Lafrance, it has saved the company countless hours on administrative tasks.

“Prior to Genea, we would spend Friday evenings updating our servers and database. Whereas Genea says ‘Hey, we’re doing this,’ and it gets done. So regardless of whether you’re a large team or a lean team, I think it’s good because you can focus your time on other things.”

“If I needed to make a change or if I got jammed up trying to make a change, I could reach out to the Genea team right away, and they’re very quick.”



Chris Lafrance, *Lead of Physical Security*



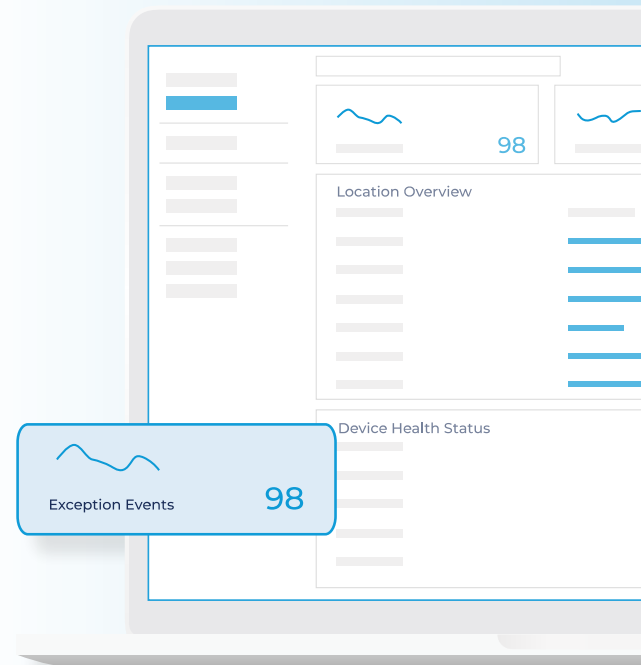
**CREATIVE PROBLEM SOLVING WITH FEATURES AND APIS**

Shopify has also solved unique challenges with Genea. Near the time of publication, the commerce company faced problems with resourcing space. Lafrance solved this problem by using Genea’s Global Dashboard.

Now, staff can appropriately resource the space they need based on data. They simply select the day of the week (e.g., Monday) and see how many people have badged into the office.

Additionally, Global Dashboard is helping Shopify’s Global Security Operations Center (GSOC) monitor alarms, panels and doors across the entire enterprise. Anytime a door goes offline, or an alarm occurs, the GSOC team can view the incident from a single dashboard. This feature helps the company save time by avoiding the need to navigate to additional windows.

“Reporting is done very well in Genea,” Lafrance said. “We can get really granular and pull specific data when required.”



**“The project management support that Genea gives for new builds – no other manufacturers do that. We get panels preprogrammed and shipped out.”**



**Chris Lafrance, *Lead of Physical Security***

Near the time of publication Shopify and Genea implemented a feature to further automate the distribution of credentials. The feature allows Shopify to self-serve their credentials using single sign-on authentication. Users no longer must reach out to Shopify’s security team to request a digital badge, instead the process is automated.

“When somebody is onboarded at Shopify, right away their access is provisioned in the background, their digital credential is provisioned, and Apple Wallet is turned on. They don’t know it, but it’s ready to go,” Lafrance said.

All a new user must do is navigate to Shopify’s interweb, pull up the QR code and scan it with their phone. The QR code brings them to Genea, they log in through single sign-on and the key cards are waiting there.

“It’s a self-serve model instead of us administering physical cards,” Lafrance said. “It saves a ton of time and provides a more positive user experience.”

While Shopify has defaulted to mobile credentialing, Genea Security gives them the flexibility to continue using both physical key cards as well.

“We’ve pivoted to being a digital company first, so we’re not defaulting to physical cards anymore,” Lafrance said. “If someone is not comfortable using digital ID, we have cards for them to sign out during their visits. But the expectation is that all of the company should be using digital ID.”

To date, of the 12,000 credentialed users, approximately 50% are using mobile credentials. Of those, 2,247 are using Apple Wallet.

“Genea is becoming more sticky in Shopify every day,” Lafrance said. “The ability to grow with Shopify and take feedback and take new features into account is going to be huge for us in the future.”



**Learn More**

#### **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.



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Give us a call 24/7/365  
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