

Playing on the World Stage

At RBH Access Technologies, the world is its market, but its ability to provide access control products that offer innovation, integrity and value that is the key to its success.

By Lance Naismith

The size of a footprint does not necessarily inform you of the stature of a person. The same can be true if you underestimate, based on premise size, the scope of RBH Access Technologies.

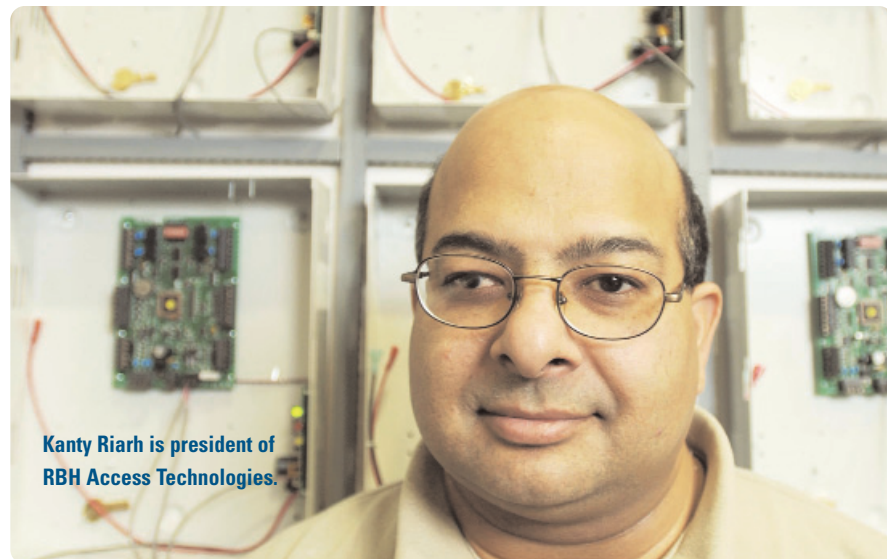
Headquartered in a Brampton, Ont., industrial mall, RBH has expanded its business into 62 different countries since opening in March 1995, with its access control software now available in seven different languages.

According to Larry Turnbull, RBH's regional sales manager, the company is "growing at a pace where we have to double our production lines," which is just one of the reasons it recently had to move to a new and larger location.

So why has this company been so successful in establishing a global presence? Well, according to RBH's president, Kanty Riarh, it is because "we spread out business all over the world, but target one market."

He is the first to credit RBH's founder, Dave Hembly, for establishing this philosophy and giving him an opportunity to build RBH based on one principle: to develop access control systems with three elements in mind: innovation, integrity and value.

Riarh was hired by Hembly in January 1996, and took over the company when Hembly retired and sold his company shares to him at the end of last year. Riarh says Hembly was instrumental in developing RBH's premier access



Kanty Riarh is president of RBH Access Technologies.

control product lines, the Axiom V Professional and Axiom V Enterprise, and getting the company its first big account in March 1996 when he finalized the sale of equipment with CFB Trenton, a Canadian military base located in eastern Ontario.

"We were the first company, to my knowledge, that had 32-bit hardware at that time and the software," notes Riarh, adding this innovative design gave RBH a business edge in promoting its product.

"We always look to be on the leading edge and we're always developing new things," adds Turnbull. "We've made our products such, so that if a customer has a need, we can move quickly on it."

Despite its success, RBH has proven it is not a company that rests on its laurels. Evidence of this can be seen in the fact that although its primary product line continues to focus on providing access control solutions, it is in the process of integrating its technology with CCTV and building management systems developed by other manufacturers.

"Our theory is that we want to be able to control or talk to anything that is IP configurable. If any device can go on a network, we can talk to it," explains Turnbull. "The end user is looking at one product that looks the same to them, is user friendly and is intuitive for them. Our architecture allows us to integrate to many types of systems and give them the same look on all fronts."

RBH has also had to adapt to the

market, particularly with its Axiom V products when Riarh realized the company was "designing a high-end product and trying to compete with the small and medium end market." It was then Riarh decided to reduce its pricing and costs to stay competitive, and hence the development of the Axiom Lite, which offers smaller-based companies users basically all of the functions of the larger system at a lower price point.

For Riarh, the company's willingness to watch the market and adjust to its demands and fluctuations, as well as its ability to compete in the global market through a number of strategies is the reason for its success.

Speaking to its global presence, Riarh says, "We go out and associate with local players because we know we can't handle the market from here. Our main focus [in Brampton] is development rather than selling internationally."

To spread its international wings and to leverage local marketing and sales channels, RBH has opened offices in the U.K., Denmark, Netherlands, Middle East, Dubai, India and the U.S. He notes that RBH can manufacture products in Canada cheaper than it could in Korea because the design and manufacturing process requires less human intervention.

By utilizing a unique and well-made design that gives its products future flexibility, RBH Access Technologies has shown the world that size does not necessarily matter when it comes to accessing the global market.

Lance Naismith is a freelance writer based in Oakville, Ont. ☺

Stock Ticker			
NAME	STOCK SYMBOL	FEBRUARY 10	52 WEEK LOW/HIGH
AlarmForce Industries	AF	↑ 3.95	3.01 / 4.10
Bioscrypt Inc.	BYT	↑ 2.27	1.40 / 3.75
Brinks Co.	BCO	↑ 36.33	24.34 / 39.91
Checkpoint Systems	CKP	16.10	14.38 / 20.45
Diebold Incorporated	DBD	55.20 ↓	43.88 / 57.75
Extreme CCTV	EXC	2.78 ↓	2.52 / 3.90
General Electric	GE	↑ 36.05	28.88 / 37.75
Honeywell Intl.	HON	↑ 38.46	31.23 / 38.46
Imagis Technologies	IMTIF.OB	↑ 0.30	0.23 / 0.58
Ingersoll-Rand	IR	↑ 80.25	59.04 / 82.90
International Electronics Inc.	IEIB	↑ 3.10	2.16 / 15.40
Magal Security Systems	MAGS	↑ 11.28	7.76 / 38.43
Napco Security Systems	NSSC	↑ 11.90	3.25 / 13.99
NICE Systems	NICE	↑ 31.60	17.40 / 32.92
OSI Systems	OSIS	16.50 ↓	14.41 / 25.30
Protection One	PONN.OB	↑ 18.00	6.00 / 36.00
Stanley Works	SWK	46.78 ↓	36.42 / 49.33
Strategic Vista Int'l.	SVI	↑ 1.06	0.65 / 1.60
Tyco International	TYC	33.55 ↓	26.65 / 36.58
United Technologies Corp.	UTX	↑102.66	80.67 / 106.28
Vicon Industries	VII	↑ 4.53	4.00 / 11.49
Viisage Technology	VISG	5.87 ↓	4.90 / 14.30
Viscount Systems	VSYS.OB	0.95 ↓	0.75 / 2.68

Arrow represents whether closing price is up or down from the figure printed in SP&T's January/February 2005 issue.