

En biometrimarknad i förändring – och möjligheterna för Precise

Behovet av säker och smidig identitetsverifiering växer samtidigt som biometribranschen genomgår stora förändringar. Vi satt ner med vår VD Joakim Nydemark för att prata om marknadsutvecklingen, värdet av Precise bredare erbjudande och prioriteringarna framåt. Med anledning av de frågor vi fått om NEXT Biometrics konkurs bad vi honom också ge sin syn på vad den innebär för branschen. Intervjun är på engelska.

1. How do you see the biometrics market developing?

The need for biometrics is strong. Digitalization, evolving security threats and stricter regulatory requirements are driving demand for trusted identity verification. People also expect authentication to be fast and effortless. Biometrics such as fingerprint, face and palm recognition brings these needs together, combining robust security with seamless user experience.

AI is driving more sophisticated identity threats while improving biometric matching and fraud detection. This reinforces biometrics as a foundation for trusted authentication and creates growth opportunities in applications such as security keys, access systems, crypto wallets and AI devices.

The market is becoming more complex, and customers want more complete solutions that are easy to integrate and bring security, privacy and usability together. This was a key strategic rationale for our merger with Fingerprint Cards (FPC), alongside the cost synergies.

By combining hardware, algorithms, software and biometric expertise, we can optimize the complete solution. For customers, that means less complexity, less need for in-house biometric expertise, lower integration costs and risk, and faster time to market.

2. The industry is seeing consolidation, with companies merging or exiting the market.

Following NEXT Biometrics' bankruptcy filing, what is your perspective?

It is always sad to see a company file for bankruptcy. I am not familiar with the details of NEXT's situation, so I cannot comment on its specific challenges. More broadly, the industry's challenges underline that strong technology alone is not enough. Success requires scale, a strong partner ecosystem, a sustainable business model and an offering that meets customer needs and turns innovation into real customer value.

Following the merger with FPC, Precise has greater scale and a broader offering ranging from sensors and algorithms to integrated systems and turnkey solutions. This opens more markets and brings us closer to customers and their applications.

FPC AllKey and AllKey Ultra, combined with advanced software, demonstrate our move up the value chain. By integrating hardware and software into complete solutions, we simplify customer integration, reduce risk and accelerate time to market. This strengthens our position in segments where security, reliability and performance drive higher customer value and more attractive margins.

3. What does this mean for the future of Precise?

We have a significant opportunity. Our broader portfolio, geographical reach and combined expertise allow us to reach new customer segments and offer more to existing customers. This creates cross-selling opportunities, deeper customer relationships and a stronger foundation for profitable growth.

Our priority is execution: completing integration, realizing synergies and turning our combined capabilities into commercial results, with disciplined investment, sales focus and cost management.

The highly positive response from customers and the broader market reinforces our confidence in both the combined offering and our strategic direction. We also remain on track to complete the integration by the end of 2026.

Om Precise Biometrics

Precise Biometrics AB (publ) ("Precise") är en svenskgrundad global ledare inom biometri. Bolaget erbjuder betrodda lösningar för access och identitetshantering som säkert verifierar och identifierar människor i både fysiska och digitala miljöer.

Med visionen att göra vardagen säkrare och smidigare i en värld där "YOU are the key" kombinerar Precise biometriska hårdvarusystem, algoritmer, molnbaserade lösningar och årtionden av domänexpertis för att skydda identiteter, platser, enheter, data och digitala tjänster mot bedrägerier, identitetshot och obehörig åtkomst. Lösningarna möjliggör hundratals miljoner autentiseringar varje dag och används i allt från mobiltelefoner och konsumentelektronik till fysisk och logisk företagsaccess, besökshantering och nationella identitetsprogram.

Precise har en stark global närvaro med lokala team i Europa, Nordamerika och Asien. Bolaget har sitt huvudkontor i Lund och är noterat på Nasdaq Stockholm (PREC).

För mer information

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Bifogade bilder

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