



FingerTec® Products vs China Products vs Korean Products

Note: The comparisons between FingerTec® products and China & Korean Biometrics products are based on the industry's perceptions about products from these two countries. The comparisons are done without mentioning any specific brand names.

No	Items	FINGERTEC	China Products	Korean Products
1.	Product Price	FingerTec products are priced competitively considering the various values accompanying the brand and its line of products.	China made products are the lowest priced in the market due to their substandard quality components and materials, on top of their eagerness to sell in bulk.	Korean products are on the pricey side, as they do not target retail customers. Korean product resellers focus on enterprise level customers who bundle the products with the entire solution at a premium.
2.	Product Features	FingerTec products are equipped with basic to advance hardware features complete with a powerful time attendance and door access software suitable for almost all kinds of requirements. Regular upgrades and updates are provided without any charge via FingerTec website(s).	China made products are equipped with basic to advance hardware features but there are certain important features which are absent from the machines such as an anti-passback feature and workcodes. Updates and upgrades are not easily obtained from the manufacturers and sometimes are chargeable depending on the complexity of requirements. The software provided is usually basic and not comprehensible by an English audience. Extended software is chargeable accordingly.	Korean products have basic to advanced features of the hardware. Basic software is inclusive and extended software is chargeable accordingly. Additional development and upgrades of features are not easily required and often chargeable based on the complexity of the requirements.
3.	Product Quality	FingerTec provides quality components for their products to ensure robustness over time. QC is performed with great care before delivery of the product is made to clients.	China made products are known for their substandard quality and economical components. Costing must be kept to a minimum to maintain their low pricing strategy and in order to keep their slim margin. Depending on the sensitivity of sales personnel, deliveries often are not according to orders and errors are often found on new products.	Korean products are made with quality materials, and the QC is done thoroughly to ensure quality is maintained. However, in their efforts to offer high-quality materials and components, their costs are higher, which then leads to a higher pricing in the market.
4.	Product User Guide	FingerTec offers well-written user manuals and well-produced video guides for all its different models to ease its user support. Online downloads, viewing of manuals and video guide are available for all customers.	China made products are usually not provided with any manuals or sometimes, a simple user manual is attached with the products without any link for further explanation online.	Korean products come with well-written user manuals but without any video guides. Furthermore, the user manuals are limited to Korean and English and they are not usually linked to further explanation online.

5.	Product User-friendliness	FingerTec emphasizes on making things easy and customer support. FingerTec mottoes, Hi-tech Human Touch and One finger solves it all deliver the values that we uphold. FingerTec strives to provide customers with ease of use and sufficient support to ensure pleasurable customer experience.	China products have lack user-friendliness concept. They present the products as they are and if you do not know how to operate the products, you have to learn it yourself without much assistance.	Due to the high technology and high enterprise level of products that the Korean products feature, the user-friendliness of the products have not been given a lot of emphasis to. Assumptions are made that engineers handling their products, operate other high-technology products, therefore less guide is provided.
6.	Product Localization	FingerTec offers localized languages for hardware and software. Currently FingerTec products have 15 languages for its software, and over 20 languages for its hardware. The localization is an important aspect as we deal with various customers who speak different languages.	Some China made products have localized languages for their hardware due to demands from clients the world over but by default China made products are available in Chinese and English for its hardware. Localization of their software language is not available.	Korean products are normally available in Korean, English and Spanish for its hardware but no language localization for its software is available for worldwide users.
7.	Product Software	FingerTec bundles TCMS V2 with all its products. TCMS V2 is a high quality powerful software that accommodates almost all user requirements. FingerTec offers online upgrades as well as the latest version of installation download at no extra cost. The software is expanding from a Windows application to a Web version, which will be released in 2011.	China made products always come with a simple time attendance and access control software, which most of the time is insufficient to cater to the market requirements. Extended versions of the software is available at a certain cost and still may not fulfill the requirements of various clients because of the substandard English used and software design on top of the weak features.	Korean products come with a good and practical software program but they normally charge for the extended version of the software. Standard products come with the standard software.
8.	Product System Development Kit (SDK)	FingerTec Biobridge SDK is provided without any extra charge and it is programmed for easy integration. The SDK comes with sample of various programming languages for all specialists. It is a suitable for solution provider to develop total biometric solutions.	China made products usually provide SDK for free but they do not offer much assistance in integration of your software to the hardware.	Korean products usually will put a cost on its SDK.
9.	Data Retrieval without using the SDK	A simple and easy application named as Data Processor is provided free of charge to manage all FingerTec® terminals for user and transaction log management. Best for software developers or system integrators.	Not known of.	Not known of.
10.	Product Warranty	FingerTec is confident of its product quality and therefore, is pleased to offer a 24-month warranty for end users and 28 months for resellers.	China made products usually offer a standard warranty period to resellers and end-users, which is generally a 12-month period for hardware manufacturing defects.	Korean products also offer standard warranty period to their resellers and end-users, which is a 12-month period for hardware manufacturing defects.
11.	Product Accessory	FingerTec offers options for specially designed accessories for FingerTec products, i.e. AdapTec, enclosures, metal casings, PoE, etc. to ease usage and installation.	China made products only offer their main product and does not offer accessories to accompany that products.	Korean products also only offer main devices and not accessories that accompany the products.
12.	Business Focus	System-based. FingerTec focuses on doing its business according to a well-organized system and this enables the company to provide clients with a better premium for an improved profit margin.	Product-based. China made products are offered at lower prices because they are very focused on volume sales; therefore, the only negotiating factor is price.	Solution-based. Korean products are always focused on enterprise level solutions and clients are offered better premium for a higher profit margin.
13.	Branding	Product design, packaging, marketing materials, website contents, etc. provide an uplifted image of the FingerTec® brand.	The general perception is that China made product designs lack appeal, have substandard quality and are lacking of branding efforts.	Product designs are stylish, brand image is better but the products are well known as pricey high-ended products.

14.	Information Update	FingerTec provides monthly e-newsletter to all its resellers and clients the world over. The e-newsletter contains news highlights on FingerTec the brand, stories from resellers around the globe, application series to inspire new ideas on how to use FingerTec system as well as FingerTec events all year round. FingerTec also offers forum platform for technical discussions among resellers worldwide.	China made products do not come with information updates meaning that as a customer, you will not be informed about any available updates and upgrades about the products you purchase. Unless the information is enquired upon, no proactive information will reach you as a customer.	Some Korean brands do provide e-newsletter but they are not monthly and the information is limited. The feature solutions or stories are more focused on enterprise and government solutions with short of focus on small medium target audience.
15.	Marketing Materials	Readily available for download online, hardcopies always available for orders and resources for all aspects of the business including sales, technical, warranty, marketing, etc are accessible 24-hours via various dedicated FingerTec websites. Resources are also available in multi languages to cater to different markets.	Products from China do not come with decent manuals or marketing materials. China manufacturers produce raw products without much consideration on the value of their image or brand. If they do produce some materials, the quality is nothing to shout about, very basic and it comes in poor English.	Korean products pay more attention to the value of the brand, which explains the disbursement of marketing materials in good design and language use. However, Korean suppliers do not provide vast marketing materials and resources via online means, which can easily accessible by customers.
16.	Web Support	Established fully functional 8 micro websites for well-rounded web support around the clock throughout the year. http://sales.fingertec.com http://product.fingertec.com http://marketing.fingertec.com http://material.fingertec.com http://accessory.fingertec.com http://training.fingertec.com http://tips.fingertec.com http://user.fingertec.com	Availability of support information online by China manufacturers is almost never heard of. Basic information in basic websites are common but it is either in Chinese or poor English. Support information online in languages comprehensible by larger audience is absent for products from China.	Korean products offer better support information in better English online. However, the selections are not as comprehensive as what FingerTec has been offering and lack translation into other languages to cater to the different market requirements.
17.	Technical Support	FingerTec products offer technical support resources in websites plus video clips for easy understanding. Support personnel reply to all technical enquiries within 24-hours every day of the year with detailed solutions. The technical personnel also engage in instant messaging services for online discussion with all clients via MSN and Skype.	China made products provide very limited technical supports and to communicate with China manufacturers, language is an obstacle because English is not their main language.	Korean products provide technical support online but for limited models only. Comprehensive resources are not readily available online.
18.	Training	FingerTec trainings are catered to all clients the world over, therefore all of the training materials are uploaded online for easy access. The training materials cover products, sales and technical aspects of the business. Training classes are also available to resellers upon request.	China made products do not come with training materials. Purchase of China made products requires self-learn and self-guide to reach comprehension.	Some Korean products do come with tutorials in video formats and documents online however, the syllable is limited to some bestselling products only.
19.	End User Support	Even though FingerTec sells directly to distributors, we do take care of end-users. FingerTec provides end users with a dedicated website for them to refer to standard technical enquiries and we also respond to emails received from end-users.	China made products do not provide end user support because the responsibility is transferred to their resellers.	Korean products do not provide end user support because the responsibility is transferred to their resellers unless it involves project-based customers.

20.	Troubleshooting	FingerTec products provide step-by-step troubleshooting guide available online for fast viewing and easy understanding. Acknowledging different language requirements for video presentations is crucial for easier comprehension.	The extent of support that China made products provide are very basic and limited to questions and answers sessions.	Korean products provide troubleshooting guides for limited models only. Comprehensive resources are not readily available online.
21.	Support quality	FingerTec uses CRM monitoring system that ensures enquiries are replied within 24 hours.	China companies do not set any policy in support quality.	Korean provides support to customers but language is a major barrier when communicating with clients from around the world.
22.	Advanced Repair	FingerTec offers an advanced repair website for qualified resellers to repair components on their own to reduce shipping costs in returning the components to factory. Components and parts are provided for this purpose.	China made products do not allow resellers to repair readers themselves and defective parts are swapped with the working ones. The flaw of this system is in the shipping cost and lead time.	Korean products do not allow resellers to repair readers or components by themselves. The products follow a warranty system very strictly which could result in delay in responding to customers.
23.	Spare Parts	FingerTec implements a spare parts allocation policy to ensure spare parts availability at the resellers' hand.	China made products does not come with such a policy, and spare parts are only provided with bulk purchase.	Korean products only offer spare parts for bulk purchase.