



Case study



With Evolv Technology, Nasdaq MarketSite Experience for Clients and Guests Becomes More Efficient

Organization Overview

ORGANIZATION: Nasdaq

HEADQUARTERS: MarketSite at Times Square

LOCATION: New York City, NY

SECURITY TEAM: 13

Solution Overview

Goals

- **Create** memorable first impressions of MarketSite visits for clients and guests
- **Reduce** security queues that denigrate client and guest experiences
- **Create** aesthetically appealing and brandable ingress system
- **Accommodate** increase in business without hiring additional security staff
- **Use** ingress data insights to optimize security staff

Solution

People & Process

- Solutions Engineering Team helped configured the Evolv Express® system in very tight space for optimal ingress flow
- Trained 13 security staff on setup and management of Express system

Technology

- 1 Evolv Express System (Single-Lane)
- Evolv Insights®
- Evolv Cortex AI®

Outcomes



Created great security ingress experience for employees, clients, and client guests



Reduced security queues for entry into MarketSite



Avoided adding security staff while scaling the business



Able to offer clients customizable branding on Express system

MarketSite in Times Square

Times Square in New York City is a memorable place to visit. One of the most photographed places in the world, more than 350,000 people visit Times Square on any given day. Probably the most iconic image visitors immediately see and remember is Nasdaq's MarketSite at Times Square that runs digital advertisements 24x7 on the building's seven-story tower.

Earlier this year, recognizing the value of the MarketSite location, Nasdaq quintupled its footprint in the MarketSite building by relocating its headquarters and New York City operations to the location.

Marking its 22nd anniversary in 1999, MarketSite at Times Square is used by the thousands of companies listed on Nasdaq for iconic opening and closing bell ringing ceremonies. Nasdaq also hosts events—from small to large (up to 350 guests)—for analyst, investor, and customer meetings.



With Evolv Insights analytics and reporting, we are able to take a much more strategic approach to managing staff."

— Ken Kuhn, Head of Operational Security, Nasdaq



Delivering Great Experiences That Are Secure

Guest experience at MarketSite is critical, but the safety and security of guests are just as vital. Managing these two often juxtaposed requirements is not an easy undertaking.

Ken Kuhn, the head of Operational Security at Nasdaq for the past seven years, knows this challenge well. “We have CEOs from some of the biggest companies in the world coming to MarketSite,” he notes. “It was not a good look to push them through the magnetometer and x-ray machine, followed by having them turn their pockets inside out and remove all of their items from their bags. We aspire to ensure that our guests’ first experience at a Nasdaq facility is a positive one.”

The Senior Vice President of Real Estate, Facilities and Securities tasked Kuhn with finding new security technology that catered to visitor experience, as well as safety. Dave Shafer, Head of Global Security at Nasdaq, was familiar with Evolv Technology as he had investigated the Evolv Edge® deployment at the Lincoln Center for the Performing Arts, and pointed Kuhn in that direction to begin his search. “I looked at the Evolv Edge but it wasn’t quite ready for aesthetic reasons,” Kuhn says. “When the Evolv Express system came out, it did exactly what we wanted.”



Vetting Security Scanning Solution Options

For due diligence, Kuhn considered several solution options. “We looked at several different alternatives, but they simply didn’t have the capabilities of the Express system,” he says.

The ability to provide MarketSite visitors with a touchless experience was one differentiator. Another was flexibility to brand the Express tower with Nasdaq branding. “Evolv recently changed its logo, and I watched the team switch out the panels in nothing flat,” Kuhn observes. “Not only do we want to put our brand logo and colors on the Express system, but we’re thinking about allowing listed companies to do so for big events, such as for their listed ceremony.”

At the same time, the Express system had to match or exceed the security capabilities of the prior magnetometer and x-ray solution. Kuhn and another member of his team went across town to a museum that put an Express system in place the year before. “We spent a couple hours to see if we could get through with a weapon not being detected,” he says. “We used different types of weapons and placed them on different parts of our body, and the Express system caught them every time.”



“A lot of moving parts are involved, and I would have needed to hire additional security staff had it not been for the Express system. We are able to manage it with half the staff needed to run the magnetometer, x-ray machine, and bag-check area. This was a big win for us.”

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Enhanced Experience That Scales with Ingress Waves

Arrival of visitors at MarketSite is unpredictable, and they can come in waves. “Some will take taxis while others will walk over from their hotel,” Kuhn observes.

“Sometimes, we would end up with a group waiting to get through the magnetometer, x-ray machine, and bag check that extended outside the tower into the weather elements of New York City. This was not the ingress experience we wanted for visitors.” With the Express system, however, Kuhn indicates there is never a queue of visitors waiting to get into the MarketSite building—not to mention that they have an enhanced experience.

Knowing where a detected object is on a person’s body or if it is in their bag is also enhancing visitor experience. “Previously, we would sometimes need to have a person go through the magnetometer and x-ray machine five or six times,” Kuhn says. “In the case of the person, we must have them take off their belt, then we have them take off their jacket, and then empty out all of their pockets. In the case of their bags, we needed for them to take everything out and then repack it once we checked each of the items. As the Express system tells us exactly where the detected object is located, we are able to quickly and easily diagnose the cause and get the guest through security.”



Growing the Business While Improving Operational Efficiency

The Nasdaq security and operations teams are continuously striving to improve operational efficiency, employee and fan experiences.

The Express system also pays dividends when visitors go outside following opening and closing bell ceremonies. Kuhn explains, “We were able to reduce the number of staff managing the ingress process and allocate them out into Times Square to enhance the safety and security of guests during the 20 minutes when they take photos against the digital ads running on the tower.”

Visitors at MarketSite are not limited to opening and closing bell ceremonies, and the site is constantly hosting events and activities throughout the year. “We have numerous events for companies, including many that are not listed on Nasdaq, that want a great venue that comes with all of the professional services they need for the event,” Kuhn explains. “A lot of moving parts are involved, and I would have needed to hire additional security staff had it not been for the Express system. We are able to manage it with half the staff needed to run the magnetometer and bag-check area. This was a big win for us.”

Getting Started with the Evolv Express® System

For due diligence, Kuhn considered several solution options. “We looked at several different alternatives, but they simply didn’t have the capabilities of the Express system,” he says.

Configuration and setup of the Express system was a seamless process for Kuhn and his team. “We want to keep the security footprint to a minimum at MarketSite,” Kuhn says. “Configuring the Express system so that it delivered the best results in terms of traffic flow while minimizing its footprint was important. The Solutions Engineer from Evolv worked with us on a design that gave us outcome.”

Once Kuhn and the Evolv Solutions Engineer got the Express system set up and ready to go, they wanted to make sure it would perform as well as, or better, than the prior security scanning system. “We walked through the single-lane with all types of weapons, hidden on our hip, shoulder, and ankle, and the Express system detected them every time,” he observes.

Since deploying the Express system about nine months ago, Kuhn has not adjusted the security settings, but the flexibility to do so is an advantage. “Being in New York City, security threats can fluctuate, and we can increase the sensitivity of scans, if needed, and then turn them back down when the threat dissipates. The threat intelligence from Cortex AI also gives us even further confidence. With Cortex AI, our Express deployment automatically plugs into the data across all Evolv customers and continually tunes itself for improved accuracy.”

Reliability of the Express system is important to Nasdaq. “Currently, this is our only Express system, and our magnetometers used for employee entry are up on another floor,” Kuhn comments. “If the Express system goes down, we can have it reset and back online within two minutes. The X-ray machine we previously used would initiate updates and be unavailable for a lengthy period of time. So far, the Express system has run flawlessly without any disruptions.”

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Removing the Guesswork

Prior to deploying the Express system, Kuhn notes that staffing allocation was guesswork.

“But with Evolv Insights analytics and reporting, we are able to take a much more strategic approach to managing staff—when and where they should be. The old system gave us the gross number of people who went through security scanning. The Express system gives us peak times of entry and the number of false positives.”

In addition to tapping Evolv Insights to optimize staffing and understand ingress trends further, Kuhn is looking forward to moving over to wireless Evolv tablets in the future. “Our migration to wireless devices will eliminate the cabling and running on the floor, which will make the system even more aesthetically appealing,” he adds.



Duly Impressed—Security Staff and Guests

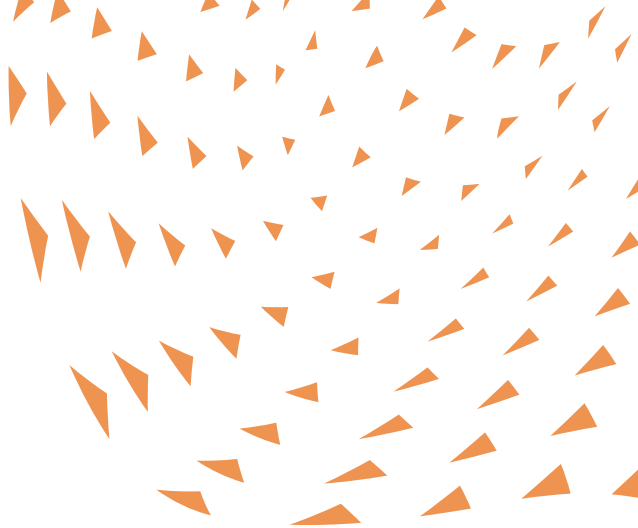
Historically, Kuhn notes that maintaining great security while delivering great client and guest experiences were juxtaposed at Nasdaq due to the legacy security technology solutions they had in place.

But this all changed with the deployment of the Express system. “We have thousands of listed companies,” Kuhn observes. “The Express for the ones where we are a customer of technology or services, we reserve public-facing endorsements to a very small number. The Express system made a huge impact for us, and the outcomes have been great. It was very exciting to host Evolv’s public listing ceremony in July and see their team, our team, and all of Evolv’s guests walk right through the security point. Celebrating their listing that day was particularly special.

▶ “We are very pleased with the Express solution and accompanying support we’ve gotten from the Evolv team.”

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Clients and guests have also been impressed with the Express system, and they have commented on its aesthetics and efficiency. “Rather than standing in a queue that might stretch outside and taking off their belts and coats, emptying out their pockets, and dumping all of the items in their bags into a tray for inspection, they can pass through security and into MarketSite for their event or meeting,” Kuhn concludes. “And when an object is detected, we know exactly where it is located on the person or in the bag. We are very pleased with the Express solution and accompanying support we’ve gotten from the Evolv team.”



Contact us to learn more about helping to create
safer zones where you live, learn, work or play.

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