IDScan.net

A Premier Alabama Nightclub Goes Digital

Al's on 7th is one of Birmingham, Alabama's premier nightclubs, sporting three bars and an outdoor patio. With weekly karaoke and drag shows drawing large crowds, their ID scanning and age verification need to be top-notch.

Streamlining the Process

In order for bars to stay open past 2am on Saturdays, Alabama law requires that they be "licensed clubs," with patrons signing up to be members. For eleven years, Al's on 7th's process of verifying IDs was cumbersome, with regular patrons carrying membership cards and new customers stopping at the door to fill out membership forms. This created a log jam on their busiest nights.

In addition to ensuring that customers are of age, Al's on 7th's ID scanning solution has streamlined the process of admitting patrons to the nightclub. Members no longer have to carry membership cards, and information on new visitors auto populates into a form via VeriScan software, which is built into the ID scanner.

Key Security Benefits of ID Authentication

- Catch the highest percentage of IDs

- Simultaneously capture and read data from the front and the back of the ID

- Prevent underage sales by checking date-of-birth against today's data

- Stop previously banned patrons from entering the nightclub

Al's on 7th Requirements

- Read 2D barcodes from physical and digital copies of US government IDs

- MRZ reading capabilities for passports and passport cards

- Portable

- Extremely durable for high volume use

- Performs ID checks on both sides of the ID, including front/back matching

- Provides demographic information on nightclub patrons

Benefits of VeriScan

Al's on 7th's scanner syncs with their centralized visitor management system, Veriscan Online. VeriScan works with all commonly sold scanners. The VeriScan authentication engine is purpose built for detecting fake IDs. It uses AI to perform more than 100 checks for known fake ID "tells."

In addition to scanning and verification, VeriScan performs ID parsing, taking fields stored in the barcode and converting them to readable data, which is quickly aggregated with 100% accuracy. This allows Al's on 7th to easily collect names and demographic information about all of their guests.

"Other bars in town have asked where our system came from…. We put our business in jeopardy every time we let a new patron in the door. The IDWare Falcon relieves that pressure."

- Al's on 7th General Manager

Al's on 7th has gained valuable information about how many patrons are new versus repeat visitors as well as age and gender breakdown. Because the Al's on 7th scanner syncs to a central database, banned patrons are immediately flagged.

Why AI's on 7th Selected the IDWare Falcon

- Rugged and portable
- The IDWare Falcon can track visitors, manage access, and enforce protocols and compliance
- Small footprint that allows them to move the IDFalcon from the front door to the bar when necessary

VS

Outcome

The IDFalcon provided AI's on 7th with a sleek solution that alleviated pain points associated with their membership only business model. It also removed the burden of visually inspecting IDs, ensuring that patrons are of age and that they have not been previously banned from their nightclub. This improves overall club security and streamlines the entry process.

The demographic information has yielded valuable insights about their customer base. Prior to the IDFalcon, they were unaware that their business had been growing at a healthy pace, with 40% of its visitors being new patrons. With the visitor information stored safely inside the VeriScan system they can better tailor their marketing strategies to continue their growth trajectory.

About IDScan.net

IDScan.net is the leading identity verification and authentication platform, powering turnkey software and flexible, customized ID solutions for more than 1,000 bars and nightclubs around the United States. | **www.idscan.net**

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