A wide-angle photograph of the Brooklyn Navy Yard in New York City. The foreground shows industrial structures, including a large crane on the left and a red building on the right. The middle ground features the Manhattan skyline with numerous skyscrapers, including the Empire State Building. The background is a clear blue sky with light clouds.

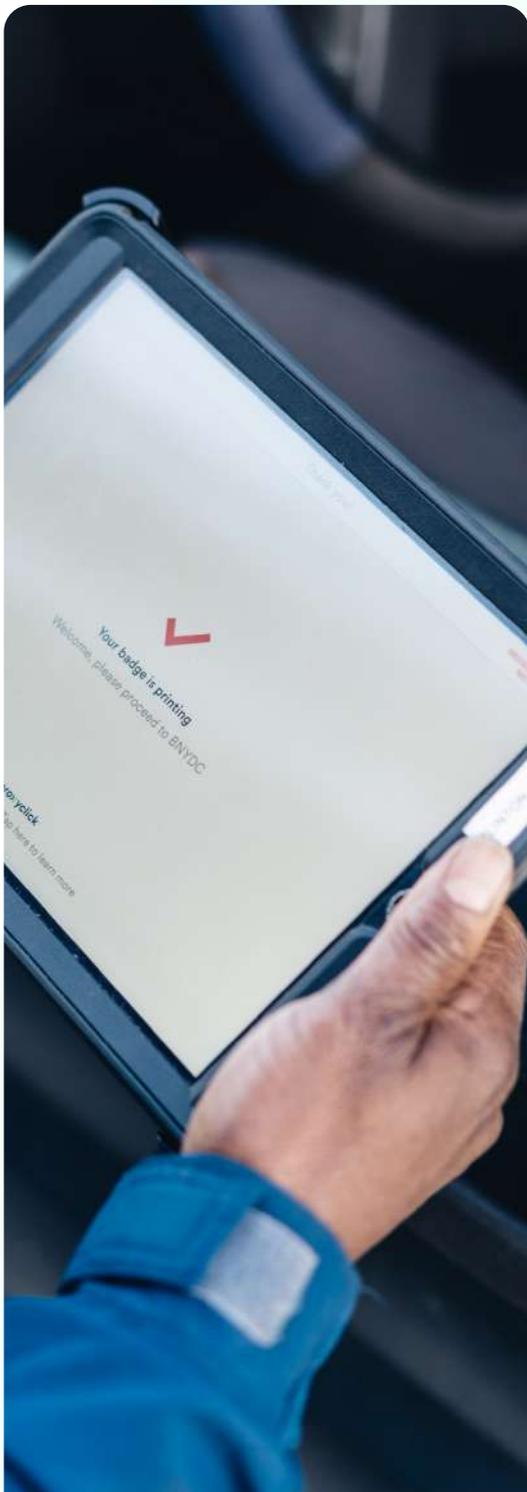
proxyclick

**How Brooklyn Navy Yard
ensured a smooth process
for the daily check-in of
1000+ visitors**

Background

The Brooklyn Navy Yard (the Yard) is a 300-acre industrial park that has become the City of New York's home of urban manufacturing. Usually, the Yard welcomes thousands of visitors per day, and expects to see significant growth including an additional 10,000 employees in the next five years.

With such growth projected, there is higher pressure on security at the front gates and bigger expectations for creating consistently welcoming experiences for visitors and employees.



The hidden costs of a self-hosted solution

With hundreds of tenants and such a high volume of people coming in and out every day, it's important for the Yard to strike the balance between effective security and a welcoming visitor experience.

The Yard started with an internally hosted, web portal to manage their visitor experience. But Marc A. Cecere, Director of Applications, quickly found that their internally built solution had some limitations. "Visitor lists weren't updated in real-time because the solution wasn't hosted on the cloud. Security checks still had to be done manually by checking IDs against a printed watch list, which slowed down the check-in process," explains Marc.

Marc also knew that their solution would not be able to handle the projected increase in visitors at the gates. Plus, the cost of maintenance and support was already too high.

Impact on the Yard today

Through [Proxyclick](#), the visitor management experience at the Yard has achieved the difficult balance of providing an experience that is both smoother for visitors while enhancing the security at the site.

Smoother visitor experience

With Proxyclick, it now takes one-third of the original time for a visitor to be checked in to the Yard. With more visitors expected over the next five years, a decrease in check-in times will reduce congestion at the gates and strain on security.

Security

Today, the watch list is automatically updated in Proxyclick, so it's consistent across at all seven gates. If someone on the watch list tries to enter, Proxyclick automatically notifies the entire security team via text message, in real-time.

More pre-registered visitors than ever

Pre-registrations by the Yard's tenants are up 30% which is a testament to Proxyclick's ease of use. This makes the process at the security gates much faster and lines shorter throughout the Yard.

Response to the COVID-19 health crisis



Proxyclick also proved to be an immediate advantage in the Yard's on-premises management of the COVID-19 virus outbreak.

"BNY does not currently have many touch points for visitors, which put the company at an advantage right off the bat during COVID-19," says Marc Cecere. "If visitors use local entrance lanes, security officers at guard booths will type into Proxyclick kiosks for guests. This helped a lot during the crisis as the process has been almost entirely ['touchless' for visitors.](#)"

During the crisis, while the BNY office was mostly closed, the company saw a reduced number of about 1,000-2,000 employees and visitors coming onto the premises each day. Only essential workers and visitors, including security staff and sergeants, property managers, and union staff were allowed on the Yard.

Marc also indicated that BNY shifted to using Proxyclick almost exclusively for new tenants, which helped reduce the risk of virus exposure to security staff.

[Read the full story](#)