

Clément Barber tells us

2, is 4 times better!

Take an ex-financer, Clément Barber, who decides to work with his partners to take over two complementary activities to propose a complete service on urban access and parking control in pedestrian areas. Add it all together and the result is success! A success “installed” in Châteaurenard where the pair decided to install their operational head office in the former premises of 1 of the 2 purchased companies.



Clément Barber

> Looking forwards from an idea...

Clément Barber : I came from the world of finance, and for some time now I have been wanting to take over an activity to sell real products. Therefore, as a former consultant for the group that held the Créa Système Company, I proposed to buy this design office when it started to lose money. Créa Système is specialised in the development of applications specifically for urban access control and it had genuine know-how and expertise that could not be sustained in the long term unless it were combined with a complementary activity.

> ... to a vision!

Clément Barber : Michel Aretéguy, founder of the Eralis Company specialised in video IP installed in Narbonne, and I decided that we would also buy the VSU activity near Nancy, one of the two largest French companies specialised in urban access control through the use of a retractable electrical terminal, a year after its purchase in 2007. By bringing these two types of know-how together, we were able to propose a complete service to this activity sector, from the strong point of owning the entire value chain.

> Gentle merging

Clément Barber : When we bought Créa Système, it was a priority to leave the company's activity in the same premises to avoid upsetting the teams and to avoid changing what was working well. However, mobility in an enterprise can sometimes be destabilising and dramatic, as we see often enough in the news. Therefore in merging the two activities, we decided to move VSU teams and part of the Eralis Company's support function close to Créa Système's former offices. The premises offer 450 m² floor area and are more suitable for the research and production activity carried out by our 28 employees.

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> The South to be in the centre

Clément Barber : Obviously, we could have set up the merged company in another region, but quite apart from “human” reasons, we wanted to benefit from the attractiveness of this region to recruit other employees in the long term. We also benefit from the presence of a motorway network and a TGV (high speed train) line putting us only 2h40 from Paris. The other asset is our installation on the Mediterranean basin facing North Africa which is a market with high potential for our activity.

> Ambition sans frontières

Clément Barber : Due to the past history of VSU, we already had a presence in one out of three French towns with a population of more than 100.000, and in more than 130 communes in all. Our objective after Bordeaux and Montpellier is to strengthen our presence in the Marseille Area. At the same time as our growth is continuing in France, we are also active in Europe and the United States and recently obtained market shares in the Czech Republic, Algeria and California.

> A new market on the move

Clément Barber : The current position of automobile manufacturers on the use of electrical power opens up new development possibilities. We are currently working on a power supply terminal and a dedicated station that could satisfy the needs of drivers who would like to charge their vehicle in built-up areas. At the same time, with Eralis's video expertise, we are studying the possibility of integrating new services into management and the use of access terminals. Thus by distinguishing ourselves through innovation, we are strengthening our capacity to satisfy customer expectations and at the same time protecting our future ...