

# ATTRACT NEW CARDHOLDERS DRIVE REVENUE INSTANTLY



**DATACARD® FINANCIAL INSTANT ISSUANCE**

**LET US SHOW YOU THE  
POWER OF INSTANT ISSUANCE  
DEMOS. SAMPLES. ROI MODELS. CUSTOMER TESTIMONIALS.**

**VISIT: [www.instantissuance.com](http://www.instantissuance.com)**

**EMAIL: [sales@instantissuance.com](mailto:sales@instantissuance.com)**

# **INSTANT ISSUANCE OFFERS INSTANT CONSUMER ENGAGEMENT**

Instant issuance allows banks, credit unions, retailers and other issuers to put permanent personalized cards in consumers' hands instantly. This empowers you to attract new cardholders, enhance loyalty and increase program security. It also arms your cardholders with instant buying power — which means instant revenue for you.

**ISSUE PERMANENT  
CARDS INSTANTLY**

**INSTANT CONSUMER  
BUYING POWER**

**INSTANT REVENUE  
FOR YOU**

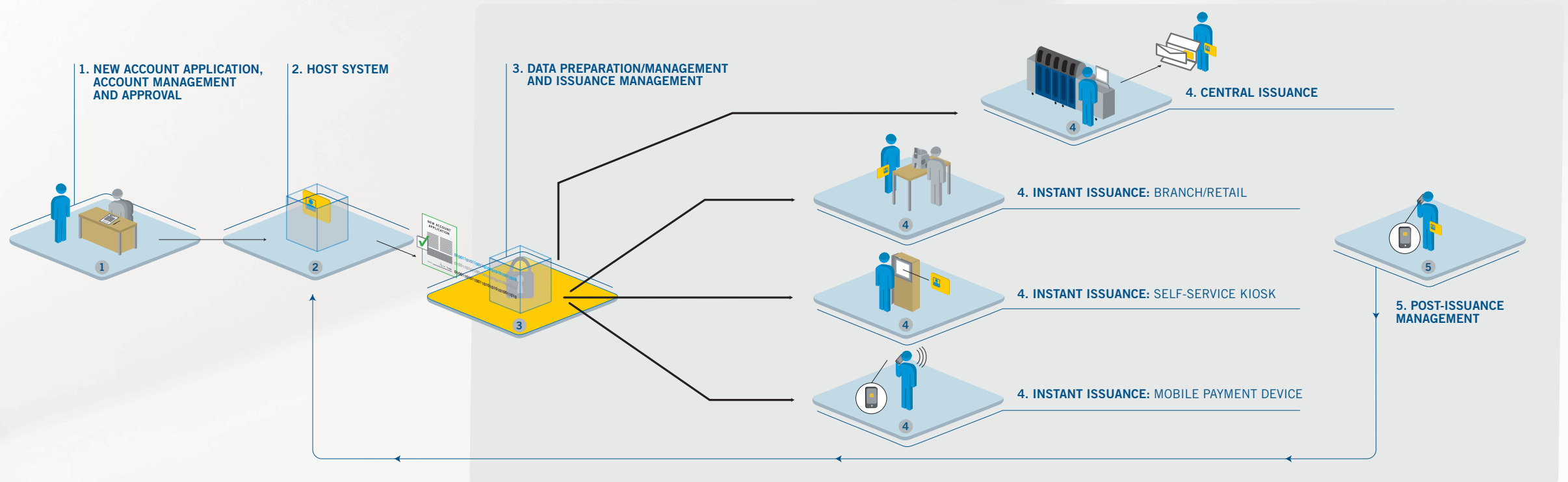
# SECURE ISSUANCE ANYWHERE™

## INTEGRATED ISSUANCE MANAGEMENT PLATFORM

Datacard Group allows you to issue secure, personalized cards and payment tokens in any location. Secure Issuance Anywhere™ gives you the confidence to issue centrally, locally or even to a mobile device – and with the flexibility to issue anytime, even instantly.

## PUT CARDS IN CONSUMERS' HANDS – ANYTIME, ANYWHERE

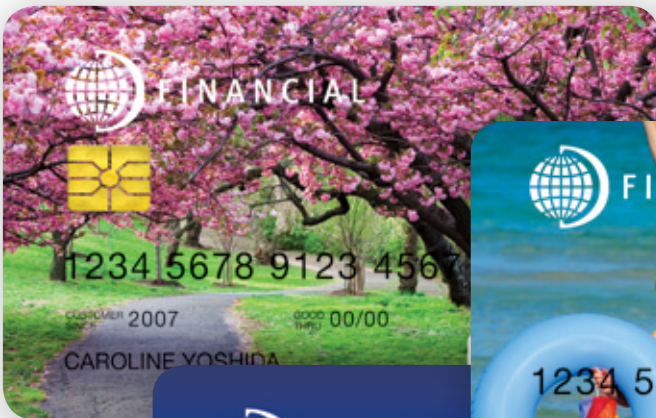
It is all possible with Datacard Group's fully integrated platform that combines hardware, software, supplies and consulting into a seamless, secure, scalable solution.



# END-TO-END SOLUTIONS DESIGNED TO MEET YOUR SPECIFIC NEEDS

Datacard provides the broadest range of instant issuance offerings, including:

- Datacard® CardWizard® issuance software
- Desktop retransfer printers
- Desktop direct-to-card printers
- Desktop embossers
- PIN select and management solution
- Datacard® Certified Supplies
- Comprehensive global services and support



**HARDWARE  
SOFTWARE  
SERVICES  
SUPPLIES**

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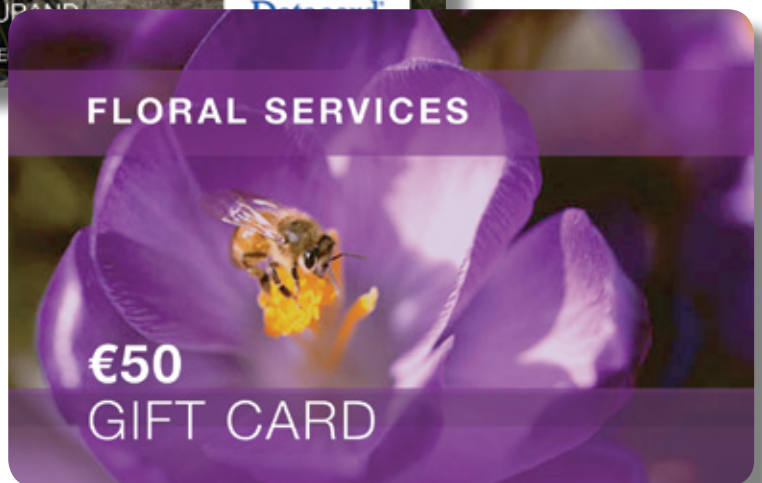
**FULLY INTEGRATED SOLUTIONS**



# INSTANT ISSUANCE EMPOWERS YOU TO COMPETE IN AN INSTANT-ACCESS WORLD

Today's consumers demand service and convenience.

Whether you're issuing a new card, replacing a lost card or updating an existing account — instant issuance offers immediate satisfaction.



## BENEFITS

### **INCREASE REVENUE OPPORTUNITIES**

- Attract new cardholders
- Raise card activation rates
- Increase card usage
- Gain loyalty and top-of-wallet placement
- Reduce paper and mailing costs
- Cross-sell other products and services

### **MAXIMIZE CARDHOLDER CONVENIENCE**

- Issue and activate permanent cards for immediate use
- Provide instant purchasing power
- Issue new replacement cards quickly
- Offer a choice of card designs
- Deliver information and education directly to cardholders

### **STRENGTHEN PROGRAM SECURITY**

- Ensure secure data transfer
- Reduce risk of cards lost or stolen in the mail
- Centralize control of data preparation and issuance management
- Allow cardholders to select their own PINs
- Authenticate users, data and devices
- Personalize and issue smart cards securely



# IMPRESS CARDHOLDERS WITH UNIQUE AND HIGHLY PERSONALIZED DESIGNS



## RETRANSFER PRINTING

Prints directly to a clear transfer ribbon, which is then fused to the card — offering brilliant, over-the-edge, picture-perfect images.

### ADVANTAGES

- Utilize blank white cards and increase convenience, while reducing card stock inventory
- Satisfy consumer demand for personalization by using cardholder-selected images or designs
- Improve card durability and reduce program costs by extending the life of each card

# MAKE AN IMMEDIATE IMPACT WITH HIGH-QUALITY EMBOSSING



## EMBOSSING

Raised letters and numbers physically alter the card, making it highly resistant to fraud.

### ADVANTAGES

- Create printing economies by using preprinted card stock
- Instantly issue a card onsite that matches the look of centrally-issued cards
- Convey a sense of security to cardholders compared to unembossed cards

# UNEMBOSSSED CARDS OFFER A LOW TOTAL COST OF OWNERSHIP



## DIRECT-TO-CARD PRINTING

Direct contact between the printhead, dye ribbon and the card creates near edge-to-edge printing coverage.

### ADVANTAGES

- Minimize deployment expenses with cost-effective technology
- Utilize single-color print ribbons to easily personalize preprinted cards
- Create unique, full-color card designs for maximum impact

# **CONSULTATIVE COLLABORATIVE PROFITABLE**

Datacard makes it easy to deploy instant issuance card programs. From the early concept stage to planning the details, running a pilot and implementing the entire program, Datacard is with you every step of the way. Our 24/7 service and support are unmatched in the industry.

**PLANNING AND  
EVALUATION**

**PILOT/TRIAL  
PROGRAM**

**IMPLEMENTATION**

**INSTANT ISSUANCE  
PROGRAM ROLLOUT**

**SERVICE AND SUPPORT**

# LET US SHOW YOU THE POWER OF INSTANT ISSUANCE

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EMAIL: [sales@instantissuance.com](mailto:sales@instantissuance.com)

## 40+ YEARS

of industry leadership issuing secure payment cards

## 10 MILLION CARDS

are issued using Datacard technologies every day

## FIVE MILLION SMART CARDS

are issued using Datacard technologies every day

## MORE THAN 200

successful EMV® installations worldwide

## 25,000+

instant issuance installations worldwide

## 6,500+

CardWizard® installations

## WORLD LEADER IN SECURE ID AND CARD PERSONALIZATION SOLUTIONS

Datacard Group is building on a 40-year heritage of innovation and customer success. Our portfolio of solutions, backed by expert service and support, enable card and secure ID programs for financial, government and other institutions worldwide. With an unmatched commitment to customer satisfaction, Datacard remains the industry's best-selling brand of secure ID and card personalization solutions. [www.datacard.com](http://www.datacard.com)

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