



# Instant Financial Issuance Solutions

Connect consumers with instant purchasing power,  
build loyalty, and drive revenue



**ENTRUST**

SECURING A WORLD IN MOTION

## OVERVIEW

# Connect with consumers instantly

Entrust instant financial card issuance solutions provide banks, credit unions, retailers, and other financial card issuers with powerful new ways to drive revenue and engage consumers. Imagine the power of a consumer walking into one of your locations and - within minutes - walking out with a personalized, permanent payment card with instant purchasing power.



## THE OPPORTUNITY

# Optimize omni-channel experiences

Today's consumers expect the convenience of choosing between mobile, online, and in-branch channels as they conduct essential transactions – and they expect to move seamlessly between these worlds with a consistent, high-quality experience. Instant issuance is a key component of this omni-channel experience. Offering instant purchasing power and an immediate solution for card re-issuance, you can make an immediate and lasting impression that helps you earn, retain, and deepen customer loyalty.

## KEY BENEFITS

- Exceptional customer experience
- Increase activation rates
- Cards are used 32% more in the first 30 days than those delivered by other methods
- Cross-sell additional offerings
- Reduce paper, postage, and mailing costs
- Lower card printing and inventory expenses
- Strengthen brand loyalty

## Give consumers what they want

- Immediate purchasing power
- Instant replacement of lost or stolen cards
- Choice of personalized payment products

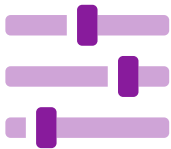
## HOW IT WORKS

Any card. Any device.  
Any way you choose.

Entrust offers everything you need for a successful instant issuance program, including software, printers, supplies, and a full range of consultative services and technical support. We configure fully integrated solutions to align with the way you do business, offering the largest portfolio of desktop issuance systems.



**Instant Issuance software** – Our instant issuance software offers compatibility with most card management and card authorization systems, making implementation fast. Add on IDM to better monitor and manage your printer fleet to ensure availability to your card issuance service.



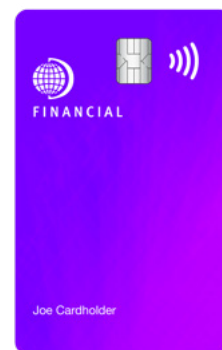
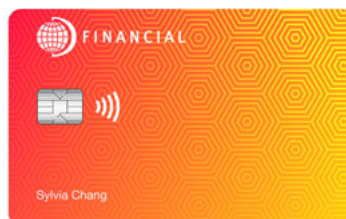
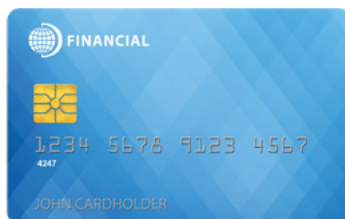
**Intelligent supplies** – We offer a full range of standard and customized supplies designed to optimize productivity and minimize per-card costs.



**Professional services** – Our service experts can help you with everything from initial assessments and solution design to deployment and ongoing optimization.



Transform blank or preprinted card stock into ready-to-use credit or debit cards – instantly.



## Retransfer, Over-the-Edge Printing



### Artista CR825™ Instant Issuance System

- Photo-quality, high resolution, and extreme precision printing
- Minimize card inventory and preprinting costs by using blank stock
- Add an additional layer of retransfer film to extend the life of the card
- EMV smart card capabilities

## Direct-to-Card, Near-Edge Printing



### Sigma™ DS4 Instant Issuance System

- Issue secure, flat financial cards instantly
- Full-color or monochrome direct-to-card printing
- Magnetic stripe encoding
- Contact or contactless smart card encoding
- Optional multi-card input hopper or embosser unit

## Direct-to-Card, Near-Edge Printing with Embosser



### Sigma™ DS4-ES1 Instant Issuance System with Embosser

- Embossing and indent printing of up to 150 characters
- Full self-service or assisted self-service instant card issuance capabilities
- Six-compartment hopper, 125-card capacity each (750 cards total)
- EMV smart card capabilities

## Retransfer, Over-the-Edge Printing with Embosser



### Artista CE875™ Instant Issuance System

- Photo-quality, high-resolution, and extreme-precision printing
- Minimize card inventory and preprinting costs by using blank stock
- Embossing and indent printing of up to 150 characters
- EMV smart card capabilities

For more information

**888.690.2424**

**+1 952 933 1223**

**sales@entrust.com**

**entrust.com**

## ABOUT ENTRUST CORPORATION

Entrust keeps the world moving safely by enabling trusted identities, payments and data protection. Today more than ever, people demand seamless, secure experiences, whether they're crossing borders, making a purchase, accessing e-government services, or logging into corporate networks. Entrust offers an unmatched breadth of digital security and credential issuance solutions at the very heart of all these interactions. With more than 2,500 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

Learn more at  
**entrust.com**



Global Headquarters  
1187 Park Place, Minneapolis, MN 55379

U.S. Toll-Free Phone: 888 690 2424  
International Phone: +1 952 933 1223

**info@entrust.com** [entrust.com/contact](https://entrust.com/contact)

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