

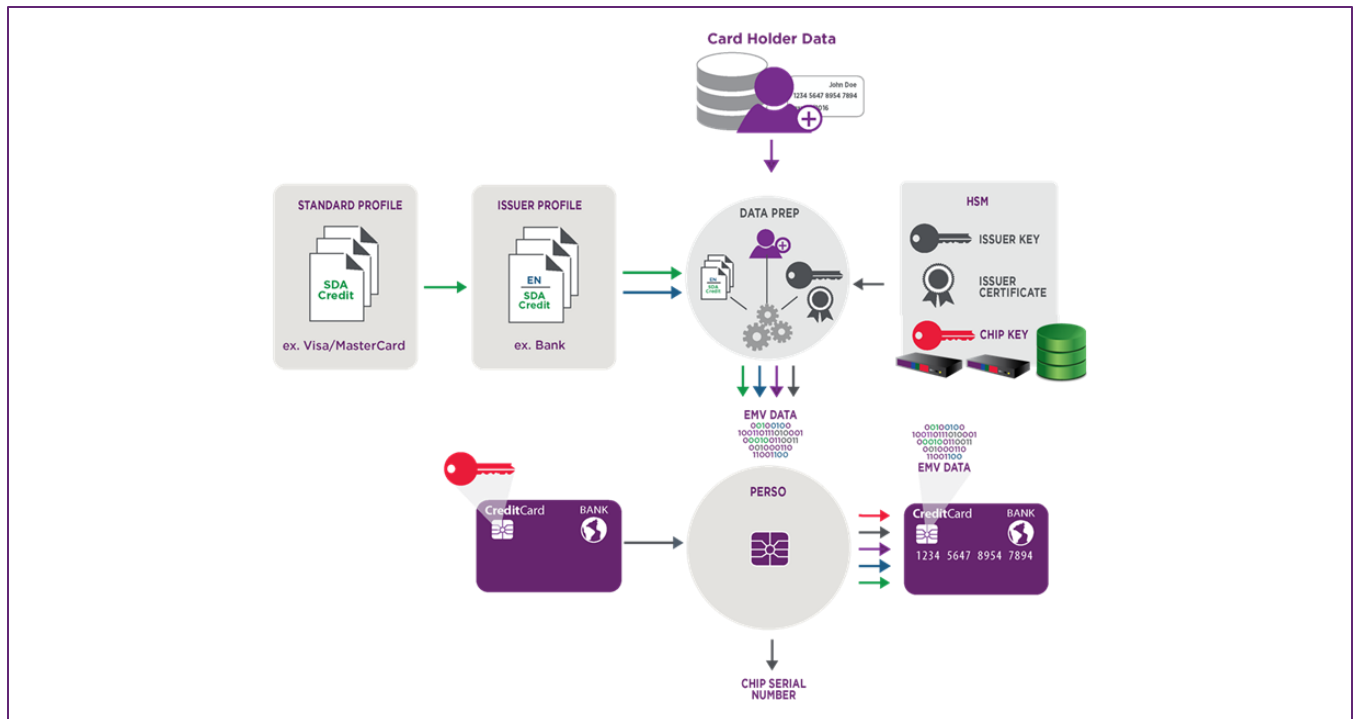


EMV Card Manufacturer Technology Program Track

EMV technology has become the global standard for credit and debit payment cards. But, as with any changing technology, card manufacturers and chip vendors have faced personalization and issuance challenges, including cost, quality, compliance, and security concerns of issuers.

Entrust helps Card Manufacturers integrate their EMV product suite with Entrust personalization applications to improve project implementation times and de-risk costly development errors, resulting in customer satisfaction.

Global card Manufacturers who wish to securely and effectively develop joint personalization applications, can register for the Entrust EMV Card Manufacturer Technology Program Track to expand their competencies and grow market share. . Entrust and the partner will review product roadmaps and market drivers for technology advancements and mandates affecting product specifications or card personalization.



The EMV – Card Manufacturer Technology Program Track

The EMV – Card Manufacturer Technology Program Track is part of the Entrust Technology Alliances Partner Program and is designed to allow partners to leverage the full functionality of personalization applications.

Entrust will develop personalization applications in conjunction with card manufacturers’ technical specifications in response to customer project requests. A determination on which cards and profiles will be integrated with the issuance product will be determined by Entrust with input from card manufacturers, customers, and reseller partners. Testing and validation of the personalization capability for EMV profiles will happen as part of the overall customer project.

Entrust and the partner will review product roadmaps and market drivers for technology advancements and mandates affecting card specifications or profiles and applications.

The EMV - Card Manufacturer Technology Program Track gives partners access to:

- Information on personalization applications to implement customer projects
- Letter of confirmation of developed Entrust Ready card product
- Be listed as a Entrust Ready card manufacturer on Entrust partner directory and customer presentation

Benefits of the EMV – Card Manufacturer Technology Program Track

There are a number of clear benefits to partners and their customers for joining the Entrust EMV – Card Manufacturer Technology Program Track. Partners will be able to:

- Reduce the risks to issuers by ensuring all product technical specification and personalization guides needed for customer projects have been shared with Entrust
- Provide visibility to market leading Entrust customers
- Partner Directory listing
- Product listing with the Entrust Ready cards

Program Track Obligations

There is no fee to participate in this Program Track.

Partner Commitments

As a partner, by joining the EMV – Card Manufacturer Technology Program Track you are committing to the following:

- Card technical specification documents for each product
 - Personalization guide for each product
 - Test cards as needed for a customer project
 - Letter of Approval (LOA) certification document per payment brand
 - Technical support as needed
 - Communication to your sales team and channel on the definition of Entrust Ready and what this means to your customers
 - Promote Entrust partnership on your corporate website
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Entrust Commitments

In support of the EMV – Card Manufacturer Technology Program Track, Entrust is committed to:

- Letter of confirmation of developed Entrust Ready card product (one time only per card product)
 - The Entrust Ready designation will continue on the approved products as long as customer testing follows issuance requirements or product end-of-life, whichever date is met first.
 - Partner business and Entrust Ready EMV card products listed online in the Entrust Partner Directory
 - Entrust sales and channel communication of EMV Technology – Card Manufacturer partners
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Joint Commitments

Entrust and partner jointly commit to:

- Press release announcing Technology Partnership and program participation
- Review product roadmaps at least every six months for technology advancements, mandates affecting card specifications or personalization process, market drivers, business review

Upon completion of the required partner Agreement, submission of program requirements, and approval by Entrust, the Partner will be allowed to:

- Use the Entrust Ready trademark

Summary of the Elements Provided

Stage	Resources/Tasks	Provided by	
		Entrust	Partner
Integration	Technical Specifications of the card		√
	Personalization Guides/Logs		√
	Test Cards		√
	LOA certification documents		√
	Card Identification: CPLC ID & ATR		√
	Test Key		√
	Customer Profile Development plan	√	
	QA Testing with issuance solution (HW &SW)	√	
Approval	Entrust Ready status awarded	√	
	Letter of confirmation for a developed Entrust ready card product	√	
Sales and Marketing	EDC Ready promotional material (logo, company overview, etc.)	√	
	List partnership on corporate website, partner directory or web portal	√	√
	Communication to direct sales and channel teams about program participation	√	√
	Joint Press Release – Partnership in EMV - Card Manufacturer Technology Program Track	√	√
Ongoing	EMV profile development driven by customer initiated projects	√	
	Technical support	√	√
	Business and solution review at minimum every 6 months	√	√



Corporate Headquarters
1187 Park Place
Minneapolis, MN 55379 USA

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Phone: +1 952 933 1223
info@entrust.com
entrust.com