



BANK SOUTH PACIFIC

Bank South Pacific (BSP) is the largest bank in Papua New Guinea and a leading bank in the South Pacific. BSP offers personal, business, corporate and international banking solutions and is committed to investing in innovative technology.

KEY CHALLENGES

- Establish a new, in-house card issuance process to avoid delays and keep up with customer demand
- Overcome printer reliability issues
- Expand the card issuance solution to new locations

TECHNOLOGY

- Datacard® MX2100™ Card Issuance System
- Datacard® Adaptive Issuance™ EMV Data Preparation and Perso Software

BANK SOUTH PACIFIC INCREASES CARD PRODUCTION WITH ENTRUST DATACARD™ EMV ISSUANCE AND PERSONALIZATION SOLUTIONS

CHALLENGE: To keep up with customer demand, BSP needed an in-house EMV card issuance solution that could increase production volume to speed time-to-delivery to its growing base of cardholders.

SOLUTION: BSP implemented the Datacard® MX2100™ Card Issuance System and Datacard® Adaptive Issuance™ EMV Data Preparation and Perso Software for their ability to scale to meet growing debit card demands.

RESULTS:

- Slashed card production time from days to hours enabling customers to receive cards in record time;
- Created a new competitive advantage for BSP with the provision of high volume, high availability and scalable platform to accommodate current and future requirements; and
- Minimized production downtime with a highly reliable solution and always-available customer support.

Overcoming Operational Inefficiencies

To meet demand, BSP needs to produce nearly 500,000 local debit cards and 30,000 scheme EMV and contactless debit cards annually. Unfortunately, operational inefficiencies in their card issuance program, such as the use of a third-party solution that requires sending card data to the United States for enrichment, made this impossible. Despite using printers designed to produce 300 cards a day, this data enrichment process resulted in an average processing time of six minutes per card. As a result, BSP output a daily average of 150 cards, putting it far below its production goals.

As a longtime partner to BSP, Entrust Datacard understood BSP's issuance challenges and the pain points that prevented it from scaling to meet card production goals.

“The customer support experience has been excellent. The team has always exceeded our expectations, and this is a true testament to the values of the organization. Throughout our very long association with Entrust Datacard, the team always delivers.”

— John Wakeham,
Head of Transaction
and Channel Support, BSP

Finding a Trusted Partner

In addition, BSP was plagued by printer reliability issues and inconsistent customer service. Its card-printing machines were prone to frequent breakdowns, often bringing an already arduous process to a complete halt. When issues arose during the enrichment or printing stages, BSP struggled to get assistance, as its service provider operated its customer service center in a different time zone.

While many banks might have issued a request for proposal (RFP) from a variety of card equipment providers, BSP staff knew exactly who they wanted to partner with for their new in-house issuance solution — Entrust Datacard. After receiving years of reliable service for the Datacard® FP65i™ Financial Card Printers, BSP felt confident Entrust Datacard could deliver a product that would increase EMV and contactless card volume while minimizing production headaches.

Simplifying the Issuance Process

The Datacard MX2100 system — complete with the adaptive issuance EMV suite — offered BSP the features it needed to more effectively integrate high-speed processing into an end-to-end card production system without sacrificing quality or security.

Throughout the transition, Entrust Datacard used existing card profiles and keys from the previous solution to ensure a consistent product — saving BSP from the time-consuming and costly process of reissuing cards to existing customers. This decision allowed BSP to move to its new solution quickly with minimal customer impact.

After installation, Entrust Datacard continued to provide support services to train BSP operators on the new card issuance system. The bank also has the security of an always-available Entrust Datacard team to quickly address any system issues and minimize downtime.

Building for Future Growth

By simplifying the issuance process from start to finish, BSP now produces cards at a previously impossible rate. On average, production times shrank from three days to just one. This enables the bank to get cards into the hands of customers much more quickly, encouraging card usage that drives new revenue for BSP. Due to initial success, BSP already plans to expand its new card issuance program to other locations.

About Entrust Datacard Corporation

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust Datacard™ products and services, call **888-690-2424**, email sales@entrustdatacard.com or visit entrustdatacard.com.



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