

Card and ID Issuance

Deliver Secure Cards and IDs Across Every Channel



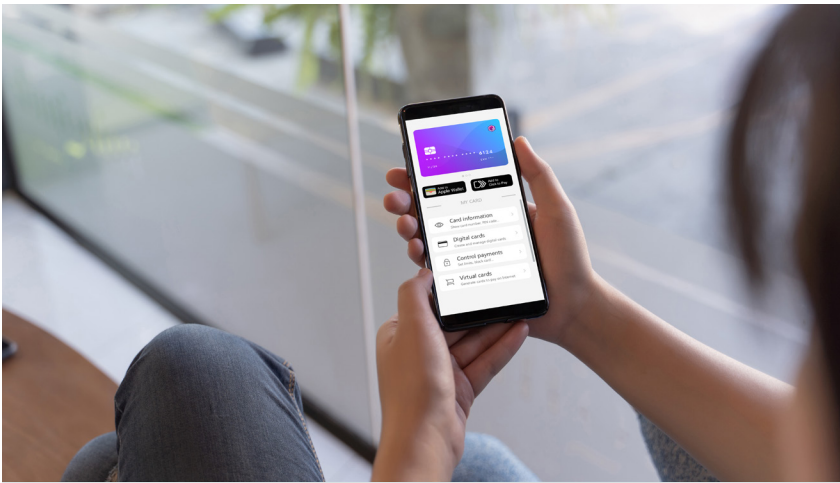
ENTRUST

SECURING A WORLD IN MOTION

Delivering Secure Credentials, at Scale

Organizations across financial services, government, and enterprises increasingly need to issue secure, ready-to-use credentials faster and more efficiently – whether those credentials are payment cards, employee ID badges, or citizen identity documents. Yet many still rely on fragmented, manual, or legacy issuance processes that have created delays, inconsistency, and operational overhead. For customers, cardholders, and citizens, this means long wait times to receive ID or payment cards. For organizations, it means rising costs, repeated credential reprints due to quality or programming issues, and bottlenecks that erode internal productivity.

Consumer expectations continue to shift toward seamless, anytime-anywhere access to payment cards and ID credentials – with ease of onboarding as a baseline expectation. But current systems often cannot scale, integrate, or automate in ways that support modern journeys. Inconsistent workflows across central facilities, branches, kiosks, and digital banking channels reduce activation rates, increase compliance and audit complexity, and limit organizations' ability to respond to demand spikes or new regulatory requirements.



Key Market Insights:

- 40% of consumers are ready to leave their primary financial institution for a superior digital banking experience ([Mastercard](#))
- 81% of consumers say anytime, anywhere accessibility and on-demand banking can motivate them to switch ([Mastercard](#))
- Only 37% of financial institutions in the U.S. offer both digital and physical instant issuance today ([Entrust](#))
- 1 in 3 U.S. financial institutions say delivering a frictionless experience is their #1 goal ([Entrust](#))
- 66% of debit card users would be more likely to request a replacement card online than at a branch ([Fiserv](#))
- In APAC, 80% of consumers preferred banking via mobile app ([Entrust](#))

“ We selected the Entrust Digital Card Solution for its strong technical capabilities and simple, all-in-one setup. The platform lets us integrate digital payments, tokenization, and wallet features smoothly into our app.” CREDITBANK PNG

Turn Issuance into a Business Differentiator

Customers benefit when onboarding is fast, issuance costs are lower, and fraud exposure is reduced.

Entrust delivers a holistic approach to issuance that brings consistency, security, and scalability across physical cards, digital credentials, and identity issuance environments – through central sites (in-house or bureau partners), branches, kiosks, and digital environments. This approach integrates seamlessly with leading digital banking platforms, processors, and access control environments, enabling organizations to modernize issuance across all channels. With 50+ years of global expertise, 150+ active government programs, and 10 million+ cards personalized daily using Entrust solutions, organizations rely on us for high-volume, mission-critical issuance with unmatched reliability and consistency.

Accelerated Customer Acquisition & Modern Credential Experiences

An orchestrated issuance approach enables organizations to deliver digital and physical credentials at the right time and through the right channel – reducing onboarding friction and accelerating time to activation. When augmenting central issuance with on-site and mobile issuance channels, many financial institutions see improved acquisition and activation rates through faster access and seamless activation, leading to stronger customer satisfaction. This empowers organizations to differentiate through personalized, modern, and secure credential experiences – whether produced in high-volume central issuance or delivered instantly and on demand on day one.

Operational Efficiency & Cost Reduction

Entrust helps organizations streamline previously fragmented or manual workflows by applying consistent, secure issuance practices across branches, kiosks, central sites, service bureaus, and digital channels. Automation, intelligent supplies, real-time diagnostics, quality controls, and proven hardware reliability reduce downtime and eliminate rework – enabling organizations to achieve meaningful reductions in servicing costs and faster issuance across channels.

Enhanced Security & Fraud Prevention

By standardizing security controls across issuance environments, Entrust helps customers and organizations reduce their exposure to AI-driven fraud, card-on-file fraud, mis-issuance, and insider risk. Capabilities like

role-based access control, tokenization, audit trails, secure boot, cryptographic services, and end-to-end encryption ensure each credential – physical or digital – is issued with strong protection. With certifications spanning PCI-CP, PCI-DSS, EMVCo, Visa, Mastercard, ICAO, and more, organizations gain a consistent security foundation without having to overhaul their architecture. This omnichannel security approach supports measurable fraud reduction across issuance events, including a 20-25% reduction in digital-first transactions ([Mastercard](#)).

The urgency to act is real. [Mastercard](#) has announced plans to eliminate manual card entry at web checkout pages by 2030, accelerating issuer adoption of digital wallets and tokenized payment methods. Both Mastercard and Visa are actively issuing mandates around Click-to-Pay implementation for users, and organizations that delay risk being caught unprepared when compliance deadlines arrive. Beyond network mandates, Apple Pay is supported in 80+ countries, and Google Wallet is expanding across 85-90 countries – it's clear that digital wallet capability is quickly becoming the default consumer expectation. Organizations that build on a certified, future-ready issuance platform today are best positioned to meet these mandates, adapt to evolving network requirements, and deliver the digital-first experiences cardholders increasingly demand.

The deep ecosystem integrations from Entrust – from processors and digital banking platforms to access control solutions – remove friction and simplify expansion into new channels or regions. The result: measurable cost and cycle-time improvements, higher quality and consistency at scale, and stronger trust at the first moment of interaction – whether issuance happens in a central facility, a branch or kiosk, or digitally.

“When we transitioned to the new system, it was surprisingly fast and seamless. The Entrust team handled everything efficiently, ensuring our payment card group continued to operate smoothly without any impact.”

DESERT FINANCIAL CREDIT UNION

Entrust Card and ID Issuance Solutions

Digital Card Solution

The Entrust Digital Card Solution enables in-app digital card issuance, allowing card issuers to make cards available to cardholders immediately after approval, rather than waiting for physical delivery. Built on tokenization, it enables cardholders to pay with and manage their card from day one, driving higher activation, increased card usage, and stronger top-of-wallet positioning. This immediate access shortens time-to-first-transaction and reduces card-related servicing through digital self-care features. Delivered through a single, scheme-certified SDK, the solution allows issuers to introduce the latest digital payment features over time while keeping integration and operational complexity under control.

Instant Financial Issuance

With Entrust Instant Financial Issuance, there's no reason for cardholders to wait more than a few minutes to get their debit or credit cards. In today's world, instant access is a necessity, and this applies to physical payment cards as much as anything else. Give your customers the freedom to pay anytime, anywhere – with instant card issuance.

Whether it's for new accounts, replacing lost or expired cards, or reissuing following a security incident or breach, instant issuance creates a positive customer experience by delivering cards on demand. With the right technology, banks can produce high-quality cards personalized with custom artwork that appeals to even the most demanding consumers. And today, 80% of payment financial cards are issued on Entrust Issuance systems – technology trusted at global scale.

Central Issuance

Centrally personalize and securely deliver high-quality physical credentials at scale – including payment cards,

passports, and government IDs – with Entrust Central Issuance solutions. Built for high-volume production environments, these solutions combine advanced personalization, integrated quality assurance, and robust physical and data security to protect identities throughout the issuance lifecycle. With modular, scalable systems designed for continuous operation, Entrust helps service bureaus, financial institutions, and governments improve efficiency, reduce risk, and consistently deliver trusted credentials to millions of citizens and cardholders worldwide. 90% of the world's financial payment cards are issued on Datacard® MX Card Issuance systems from Entrust.

Instant ID Issuance

Unlock the ability to securely print credentials in a distributed fashion while maintaining the highest levels of security and quality – with Entrust Instant Identity Issuance solutions. Our solutions support a wide array of use cases across multiple verticals, including enterprise employee badging, retail loyalty cards, quality event badging, and more – regardless of size and scale. Managed either on premises or via cloud, Entrust Instant ID Software enables easy credential customization and management. Entrust hardware also boasts additional modules for enhanced credentials including holo-lamination, tactile impression, fleet management, and top-of-the-line 600dpi printing – the highest resolution available in the industry in desktop formats – all while issuing credentials that reach 5+ and even 10+ year card lifespans.

Talk to an Issuance Expert

See how Entrust can help you deliver secure credentials faster, reduce operational costs, and modernize issuance across every channel.

[Connect with an Entrust expert today.](#)

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ABOUT ENTRUST

Entrust fights fraud and cyber threats with identity-centric security that protects people, devices, and data. Our comprehensive solutions help organizations secure every step of the identity lifecycle, from verifying identity at onboarding to securing connections and fighting fraud in everyday transactions. Ongoing monitoring supports compliance and safeguards keys, secrets, and certificates. With a foundation of identity-centric security, our customers can transact and grow with confidence. Entrust has a global partner network and supports customers in over 150 countries.

For more information, visit www.entrust.com.