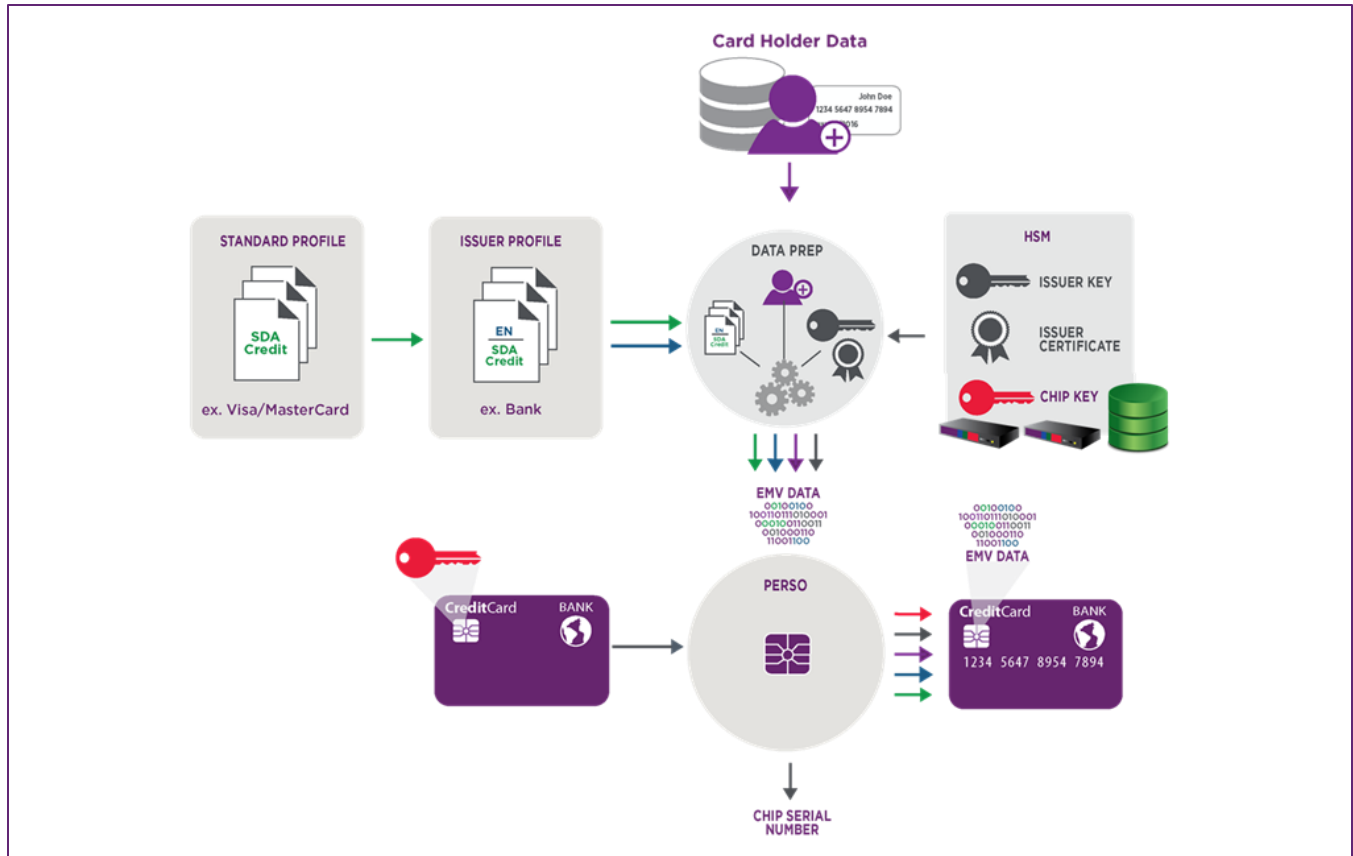# EMV – Chip Vendor Technology Program Track

EMV chip 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 Chip Vendors 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 Chip Vendors who wish to securely and effectively develop joint personalization applications, can register for the Entrust EMV – Chip Vendor 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 – Chip Vendor Technology Program Track

The EMV - Chip 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 chip vendors' technical specifications in response to customer project requests. A determination on which chips 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 – Chip Vendor Technology Program Track gives partners access to:
- Information on personalization applications to implement customer projects
- Be listed in Entrust partner directory and customer presentation

Benefits of the EMV - Chip Vendor Technology Program Track

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

- Reduce the risks to your customers by ensuring all product technical specifications 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 – Chip Vendor Technology Program Track you are committing to the following:

- Chip technical specification documents for each product
- Personalization guide for each product
- Test cards as needed for a customer project
- Letter of Approval (LOA) certification documents per payment brand
- Technical support as needed
- Promote Entrust partnership on your corporate website or web portal

Entrust Commitments

In support of the EMV – Chip Vendor Technology Program Track, Entrust is committed to:

- List Chip Vendor partners in the Technology Alliance Partner Directory
- Chip product name noted along with the Entrust Ready designated card developed on behalf of a customer

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

Summary of the Elements Provided

Stage	Resources/Tasks	Provided by	
		Entrust	Partner
Integration (dependencies with customer project and card manufacturer)	Technical specifications of the chip		√
	Personalization Guides/Logs		√
	Test cards		√
	LOA certification documents		√
Sales and Marketing	List partnership on corporate website, partner directory or web porta	√	√
	Press release or blog article	√	√
Ongoing	EMV profile development driven by customer initiated project	√	
	Technical support	√	√
	Business and product roadmap review at minimum every 6 months	√	√

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