



CASE STUDY

Dort Financial Uses Cutting-Edge Flat Card Technology to Elevate Their Operations

Business Challenge

As a not-for-profit financial cooperative, Dort Financial Credit Union provides savings, checking, loans, and credit card services via online, telephone, and mobile banking. As with most financial institutions, the bank card is at the heart of every account. The ability to issue debit and credit cards quickly, reliably, and securely is paramount in maintaining a positive customer experience.

Technical Challenge

Dort Financial was using Entrust's CE870 card printers but knew it was time to update their card issuance printers to Sigma DS4 with Light Curing Module. As part of this implementation, the team at the credit union wanted to ensure that they were able to provide in-branch instant issuance with modern trends like the use of flat cards (unembossed cards), personalized card designs, and dual-side printing.



Customer Profile

Dort Financial Credit Union is a notfor- profit financial cooperative whose mission is enriching people's lives... members, employees, community. We stand behind our values, as they help drive our mission and vision for the credit union. Dort Financial Credit Union serves more than 103,000 members, with assets over \$2 billion and 11 locations.

As a member of Dort Financial, each member owns one share of the cooperative, represented by the initial deposit made to a primary savings account. Unlike other financial institutions, credit union "profits" are returned to the membership in the form of lower loan rates, higher dividend rates, and affordable services.



ENTRUST

SECURING A WORLD IN MOTION



Entrust's cutting-edge, dependable printers, coupled with exceptional customer service, have been a game changer. Despite the usual challenges during the initial period, their swift response ensured minimal downtime. The user-friendly dashboard is a hit among staff, offering a streamlined process for monitoring printer status and managing supplies.

KANDICE DEAN, CARD SERVICES MANAGER AT DORT FINANCIAL CREDIT UNION

Solution

Dort Financial started the process of transitioning their card printer inventory in January 2023. As an existing customer, they collaborated with Entrust. The project began with a single Sigma DS4 printer with Light Curing Module solution for trial and testing, and over the next few months Entrust sent an additional 11 printers to support their issuance needs.

Although the project was not overly complex, it was imperative that uptime was maintained throughout the implementation because Dort Financial is a financial provider with more than 100,000 customers. This meant a key part of the project was to ensure that any challenges or issues were dealt with swiftly.

THE TRANSFORMATION

Sigma DS4 with Light Curing Module

The Sigma DS4 Instant Financial Issuance System empowers banks, credit unions, and retailers to provide instantly activated, permanent debit and credit cards in minutes. With the addition of the Light Curing Module, card issuers can take the brilliance and durability of card designs and personalization to new heights:

- Up to 2x card life
- 4 brilliant monochrome ribbon colors including industry-first durable white text printing and metallic gold and silver for a seamless switch from emboss to flat
- Elevated brand impact with frontside, backside, horizontal, and vertical orientations supported



ENTRUST

SECURING A WORLD IN MOTION

NEXT-GEN FLAT CARDS BRING PERFORMANCE, RELIABILITY, AND PROTECTION

Business need

- Transition from emboss to flat printing by adopting nextgeneration flat card technology
- Keep up with modern financial card trends

Technology need

- Seamlessly transition to new printers
- Train staff on new printer format and capabilities

Solution

- 12 Sigma DS4 Multi-hopper with Light Curing Module solutions
- Entrust Instant Financial Issuance on-premises software

Result

- Successful transition from CE870 to Sigma DS4 printers with Light Curing Module
- Elegant new flat cards with enhanced efficiency, brilliance, and durability
- Quieter, easier to access, and more aesthetically pleasing printers
- Lack of embossing on cards means more secure when sending via mail format and capabilities

Results

Rolled out over several months, the implementation of the new Sigma solutions went smoothly, with any challenges and faulty components dealt with quickly.

The frontline staff at Dort Financial have praised the new card printers for a variety of reasons including:

- Easier to access from the front – simplifying monitoring and loading card inventory
- Attractive, modern flat cards that represent Dort Financial in the hands of their customers
- Quieter and more aesthetically pleasing
- Security benefits for cardholders; the name and number printed on the cards sent by mail can't be determined by pressing against the outside of the envelope