



Instant Issuance

Ensuring Customer Protection Through Innovative Payment
and ID Solutions



ENTRUST

SECURING A WORLD IN MOTION

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Introduction

The modern business environment has undergone significant changes in recent years, with the pandemic accelerating the adoption of digital technologies as businesses shifted to remote work and online sales. This shift emphasized the need for flexibility and adaptability to meet changing consumer demands.

Additionally, there was a notable increase in e-commerce as consumers turned to online shopping for essential goods and services, resulting in the rapid growth of digital marketplaces and contactless payments. The pandemic accelerated these trends, driving transformation across industries and underscoring the importance of adaptability and innovation.

As a result, instant issuance solutions became essential tools in contemporary environments, extending their significance beyond banking to various sectors including enterprise, education, and entertainment and hospitality, where speed, security, and convenience are paramount.

Today, the widespread adoption of instant issuance solutions is fueled by evolving consumer behaviors, technological advancements, and industry integration. Despite this growth, however, ensuring the security of payment and ID solutions remains a top priority, leading to ongoing innovation and investment in safeguarding transactions across industries.

As a global leader in secure identity and payment solutions, Entrust prioritizes maintaining a security advantage, protecting sensitive information, and preventing prevalent threats. With our use of Trusted Platform Modules (TPMs) across our issuance systems, we offer unmatched security to protect both customers and businesses alike.

Best,

Tony Ball
President, Payments & Identity
Entrust

Security Market Trends

Instant financial issuance (IFI) and instant ID issuance (IID) have become pivotal components for institutions looking to strengthen their security measures. With an increasing emphasis on data privacy and fraud prevention, the market trends are shifting toward seamless integration of advanced security features such as encryption, biometrics, and multi-factor authentication (MFA).

In addition, there's a growing demand for solutions that offer real-time card activation and issuance, ensuring quick and secure access to financial services and sensitive information. Examining trends in the payment, casino, and education sectors reveals a similar focus on enhancing security and efficiency through instant issuance solutions.

As both physical and digital security continue to be prioritized, there will be additional emphasis on innovation and technology adoption to meet the evolving needs of consumers and organizations alike.



Payments

As consumer preferences and behaviors change, industries need to transform to align with these changes. For financial institutions, this opportunity lies in how they offer payment cards. To effectively attract and retain cardholders, financial institutions need to take advantage of instant financial issuance solutions, allowing them to differentiate their brand, acquire new market share, and grow revenue.

According to a recent McKinsey survey, 9 out of 10 Americans are using some form of digital payments.¹ Additionally, the global market for embedded payments is expected to increase from \$43 billion in 2021 to \$138 billion by the end of 2026.² As more transactions move online and become contactless, ensuring the security of cardholder data has become a top priority for the payment sector, which faces evolving security challenges, including fraudulent transactions and data breaches.

IFI solutions play a key role in enabling secure and efficient issuance of payment cards, meeting the demand for real-time transactions while maintaining security measures to protect against fraud and unauthorized access. Businesses leveraging IFI solutions can capitalize on customer data, enhance operational efficiency, and create positive brand experiences, positioning themselves for success.

¹ McKinsey & Company, October 21, 2022. [Consumer trends in digital payments.](#)

² Fintech Weekly, April 2023. [The growing foothold of embedded payments.](#)

Casino

If the pandemic taught casinos anything, it was to be adaptive to change and to act with decisive enhancements to operations and marketing. The gaming and sports betting industry is experiencing massive shifts driven by changing demographics and technological advancements. According to an American Gaming Association press release, "sports betting set a new quarterly revenue record of \$1.68 billion, up 80.6 percent year-over-year."³

As of September 2022, sports betting revenue reached an all-time annual high of **\$4.78 billion**, surpassing the previous full-year record of **\$4.34 billion** set in 2021.

High consumer demand continues to fuel the success of the casino industry. iGaming users, in particular, skew young, with 70 percent of online gamblers between the ages of 18 and 39.⁴ Casinos and sportsbooks handle large amounts of personal and financial data, in addition to managing transactions involving large sums of money, making them lucrative targets for cybercriminals. In September 2022, iGaming revenues reached \$412.5 million, marking a 20 percent increase from the previous year.⁴

ID issuance helps casinos by enabling efficient and secure verification of patrons' identities for age verification, loyalty programs, and compliance with regulatory requirements.

Education

Educational institutions are also looking for solutions and programs that can integrate and benefit the campus community. Liberty University in Virginia is one such institution to integrate various campus services onto a single identification card, including library services and meal plans, instigated due to the disruptions caused by the pandemic.⁵

Digital credentials and mobile payments are reshaping campus experiences, with more universities exploring mobile credential solutions through self-provisioning. With a growing focus on data privacy and enhancing the student experience, Entrust IIDi solutions enable institutions to streamline the issuance process, providing students with cards that enhance their overall campus experience while ensuring the security of campus facilities and resources.

In summary, instant issuance solutions enhance customer protection and security, allowing businesses and institutions to issue secure payment cards and ID credentials instantly. This capability streamlines the customer experience by eliminating the need for lengthy processing times, and enhances security measures by reducing the risk of fraudulent activities and identity theft. Instant issuance solutions allow businesses to stay ahead of regulatory requirements and compliance standards.

3 American Gaming Association, November 9, 2022. [Q3 2022 Sets Second Consecutive Record for Quarterly Commercial Gaming Revenue.](#)

4 Tribal Gaming and Hospitality, [Six Casino Trends for 2023.](#)

5 NACCU, August 11, 2021. [The Catalyst for Funding a Move to Mobile Credential.](#)

The Top 5 Security Considerations for Instant Issuance Solutions

From robust data security to the use of Trusted Platform Modules (TPMs), incorporating strict physical security and fraud prevention measures to strong authentication and authorization mechanisms, key security considerations are essential when selecting instant issuance solutions.



1. Data Security

Protecting cardholder data is not just critical to maintaining customer trust and confidence, but also for compliance with regulatory requirements such as the Payment Card Industry Data Security Standard (PCI DSS). The security of instant issuance devices is ensured through the following:

Encryption of Data Transmission: During the transmission of cardholder data between the issuer's systems and the instant issuance device, Transport Layer Security (TLS) or Secure Sockets Layer (SSL) encryption protocols are applied. These protocols encrypt the data during transmission over networks, keeping it confidential and making it impossible for interception by unauthorized parties.

Encryption of Stored Data: Encrypted data stored on instant issuance devices is protected by strong encryption algorithms. If the device is tampered with or accessed by an unauthorized individual, the stored data is protected and cannot be read without the required decryption keys.

End-to-End Encryption: Data remains encrypted when at rest, in transit, and during processing, providing maximum protection from unauthorized access at every stage of the data lifecycle.

Key Management: Key management protocols are implemented for generating, distributing, and protecting the keys used for encrypting and decrypting confidential data. These measures involve key rotation, encryption of keys, and secure storage of encryption keys so they cannot be used or accessed without authorization.

Compliance with Security Standards: Compliance with standards such as PCI DSS ensures that the instant issuance process follows best practices for securing cardholder data.



Data security is one of the most important aspects of an instant issuance process, namely because it involves sensitive information such as cardholder data.

Robust data security enhances the safety and integrity of transactions, building trust and confidence among consumers.

2. Trusted Platform Modules (TPMs)

Enhanced Overall Security: TPMs provide a trusted hardware-based foundation for secure instant issuance of payment cards, ensuring the integrity and confidentiality of cardholder data and enhancing trust and confidence among customers.

TPMs are the engine for encryption and decryption of sensitive data, playing an indispensable role in protecting classified information, securing communications, and defending against potential breaches. Without a TPM, instant issuance ID and payment card printers become vulnerable to security threats by hackers, malicious software, and unauthorized users.

Secure Storage of Identity Certificates and Keys:

As a specialized chip, TPMs integrate into a device's hardware, ensuring secure connections and data transmission between software and printers by securely storing identity certificates and encryption keys.

This establishes the printer's identity, ensuring authenticity and data integrity during processing.

Encryption and Decryption of Sensitive Data:

TPMs ensure encrypted customer data transmission and decryption only by authorized recipients.

This prevents data storage within the printer after printing and maintains cryptographic key security for instant issuance.

Protection Against Unauthorized Access: TPMs have strict access controls, preventing unauthorized access to stored certificates and keys. Using secure boot and trusted execution environments, they authenticate instant issuance devices, allowing only trusted software and firmware access. Even in situations of physical access or tampering, TPMs ensure stored certificates and keys remain secure and inaccessible.

Integrating TPMs into ID and payment card printers is a must in a world where data security and privacy take center stage. Consequences of not doing so can include:

- Data Breaches
- Counterfeit Card Production
- System Tampering

Entrust is the sole global provider to use TPMs across our line of issuance systems. In a recent survey, the majority of security leaders from financial institutions emphasized the **essential role of TPMs**.

3. Physical Security

Maintaining strict physical security measures at instant issuance locations is critical to prevent theft or tampering with card issuance equipment and supplies. Access controls, surveillance systems, and secure storage facilities are essential components of physical security card blanks, printers, and personalization devices.

Access Controls: Restricting physical access to authorized personnel ensures that only individuals with proper authorization can enter issuance locations. Implementing measures such as secure entry points, electronic access control systems, and biometric authentication are often used.

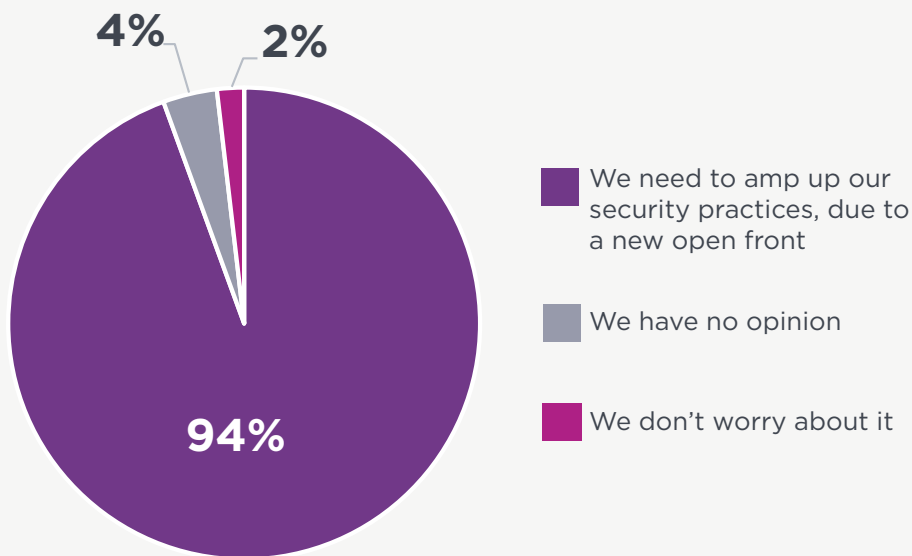
Surveillance Systems: CCTV cameras and video surveillance provide continuous monitoring of issuance locations, capturing footage within the premises and helping to deter unauthorized access or theft.

Secure Storage Facilities: Securing cabinets, safes, or vaults where card blanks, printers, personalization devices, and other equipment are stored is essential for safeguarding card issuance equipment, supplies, and sensitive data.

Tamper-Evident Measures: Tamper-evident seals, tapes, or labels on equipment and storage containers can help indicate if they've been tampered with.

Comprehensive staff training reinforces a culture of security awareness, and should include educating employees on security protocols.

How does implementing new technologies for your financial institution make you feel about security?



Source: 2024 Entrust survey of 162 security leaders across finance, government, and education sectors in the U.S., Canada, UK, and Australia

4. Authentication and Authorization

Authentication and authorization are key components of an instant issuance system to help prevent unauthorized access. Role-based access controls and strong password policies limit access to authorized personnel, reducing the risk of insider threats.

Authentication Mechanisms: Biometrics, smart cards, or two-factor authentication (2FA) verify the identity of users attempting to access the instant issuance system.

Authorization Mechanisms: Role-based access controls (RBAC) are commonly used to assign specific roles and permissions to users based on their responsibilities.

Multi-Factor Authentication (MFA): MFA adds an extra layer of security by requiring users to provide multiple forms of authentication before accessing the instant issuance system.

Regular Audits and Monitoring: Regular reviews of user activities are essential for detecting and preventing unauthorized access or suspicious behavior. This can include monitoring login attempts or access logs to identify any anomalies or potential security breaches.

5. Fraud Prevention

Incorporating fraud prevention measures into the instant issuance process helps mitigate the risk of fraudulent activities. Real-time fraud detection of algorithms, transaction monitoring systems, and validation checks identify suspicious patterns or anomalies in card issuance requests and transactions.

Real-Time Fraud Detection Algorithms: Algorithms analyze incoming card issuance requests and transactions in real time to identify potentially fraudulent patterns or anomalies. They can detect suspicious behaviors, such as unusual spending patterns, multiple card issuance requests from the same location, or transactions that deviate from the cardholder's typical behavior.

Transaction Monitoring Systems: Transaction monitoring systems continuously monitor card issuance requests and transactions to detect and prevent fraudulent activities. They can detect various types of fraud, including identity theft, account takeover, and counterfeit card usage by analyzing relevant parameters.

Validation Checks: Validation checks verify the authenticity and validity of card issuance requests and transactions to prevent fraudulent activities. A check may include verifying the accuracy of personal information provided during the issuance process, in addition to verifying the authenticity of supporting documents such as IDs or proof of address.

Entrust's Instant Financial Issuance Solutions

Entrust's Instant Financial Issuance (IFI) solutions cater to the evolving needs of financial institutions, enabling them to issue digital and physical cards seamlessly and securely worldwide. Through our proven expertise in both instant and central financial issuance, institutions can power their digital payment card strategies effectively.

Our solutions offer various methods of issuance, including mobile, branch, kiosk, and mail, providing flexibility and convenience to both institutions and consumers. Our solutions prioritize security and efficiency, leveraging advanced capabilities to fight identity fraud and protect cardholders.

Key benefits and capabilities of Entrust IFI solutions include:

- Accelerated payment card activation
- Improved card usage
- Strengthened customer loyalty
- Enhanced client acquisition and value delivery
- Reduced issuance and customer service costs

Entrust's IFI solutions are at the forefront of streamlining financial issuance processes

30M+

debit and credit cards are issued annually through our instant issuance systems

1,400+

of the world's leading financial institutions and retailers rely on Entrust for their instant issuance programs

1B+

financial cards are issued each year with our central issuance systems

Entrust's Instant ID Issuance Solutions

Entrust's Instant ID Issuance (IID) solutions empower organizations to issue safe and secure digital and physical IDs efficiently and in high volumes. Our solutions simplify the issuance process with options for various ID types, including photo ID cards and passports.

With Entrust's technology, organizations can personalize cards with ease, supporting multiple card types and technologies such as contact and contactless, magnetic stripe, proximity, and smart cards. Our solutions prioritize security, offering a range of overt, covert, and forensic security features to increase security and deter fraud, including holographic and ghost images, guilloche patterns, and microprinting. Our innovative software solutions enable seamless ID design, encoding, and management for multiple ID applications, ensuring compliance with industry regulations and standards such as C-TPAT, GDPR, HIPAA, and more.

Streamline ID issuance processes for various use cases, including:

- Student ID programs
- Hybrid workplaces
- Citizen ID issuance

Offering benefits to:

- IT managers
- Directors of Operations
- ID card issuers

With features such as durable and secure ID cards, simplified issuance processes, agile card issuance capabilities, and world-class security measures, Entrust's Instant ID Issuance solutions are designed to meet the evolving needs of organizations while ensuring the highest standards of security and efficiency in ID issuance.

The Numbers

125+

125-800 passport books-per-hour with our range of passport issuance systems

1,200+

1,200-4,000 cards-per-hour with our range of central issuance systems

55+

55-180 dual-sided cards-per-hour with our range of desktop ID card printers

Security Advantage in Real Life Using Entrust Solutions

Entrust enables institutions with the technologies they need to bring a security advantage to life. Through our IFI and IIDI solutions, we provide a seamless and secure experience for customers, ensuring their financial transactions and identities are protected at every step. Our case studies provide invaluable insights into the real-world applications and successes of Entrust solutions in various industries.

With Entrust, institutions can trust in a comprehensive suite of instant issuance solutions that:

- Enhance security
- Streamline operations
- Drive efficiency
- Deliver unparalleled peace of mind to business and consumers



BancoEstado Accelerates Digital Transformation with Cloud-based MFA & Card Issuance

Banco del Estado de Chile operating as the brand BancoEstado, is the only public bank in Chile with more than 14 million customers, 500 plus branches, and a strong history dating back to 1953. BancoEstado has a sustainability charter of financial inclusion and digitization to support the country's citizens and companies with products, services, and channels regardless of economic status or location.

The Chilean government relies on BancoEstado's CuentaRUT debit cards to distribute government benefits securely and efficiently without requiring in-branch service, including recent pandemic relief funds. With a Chilean identity card (RUT or DNI) being the only requirement to qualify for a CuentaRUT card, virtually every Chilean adult is a BancoEstado customer. Given the public reliance on these cards, the secure and fast delivery of new and replacement cards is paramount. Additionally, the security of the bank's 9 million plus mobile banking customers is equally critical to the stability of the country's public economic infrastructure.



Learn more about our solutions for financial institutions at [entrust.com](#)



Ghanian Gov't Instantly Issues National IDs Using CD800 Printers

Challenge

During its first attempt at mass registration, the National Identification Authority (NIA), relied on a centralized card printing system that required Ghanaian citizens to travel once for program enrollment and again to collect their cards, resulting in over 3 million uncollected personalized cards. The institution needed a way to quickly enroll Ghanaian citizens in the national ID program and instantly issue ID cards.

Solution

The NIA, via Identity Management Systems (IMS), a subsidiary of Margins ID Group and an Entrust partner, deployed almost 2,000 Entrust CD800 Direct-to-Card ID Printers with Card Lamination Module.

Results

- Fewer than 30 minutes from program enrollment to card issuance*
- Over 15.2 million cards issued in 12-month timeframe
- ID cards also serve as travel documents in the Economic Community of West African States (ECOWAS) subregion

*Results depend on the program and may vary.

CUSTOMER PROFILE

The NIA has been operational in Ghana since 2005, when a presidential mandate required the issuance of national ID cards. The Ghana Card, Ghana's current national identity card, is issued to the NIA to resident and non-resident Ghanaian citizens, as well as foreign nationals who reside in Ghana for a period of 90 days or more.

Objectives

- Issue ID card at time of enrollment
- Issue millions of cards in short time span
- Improve card security

Technology

- Entrust CD800 Direct-to-Card ID Printer with Card Lamination Module
- Entrust DuraShield™ Overlay

Learn more about the CD800 Printer at [entrust.com](#)



First Midwest Improves Customer Experience with Instant Issuance

Challenge

First Midwest Bank conducted a customer survey that produced a very clear message: Customers don't want to wait to receive their permanent, activated debit card. To improve that experience, First Midwest sought an instant issuance solution for new and replacement cards.

Solution

The bank selected Entrust's Instant Financial Issuance solution to deliver customers fully activated, ready to use bank cards - on-site and on-demand.

Results

- Customers are delighted to leave the branch with a fully activated card
- Transaction volume has increased
- Branch personnel love the program and have more time to focus on customers
- Significant cost savings have been realized via reduced spend on room fees

CUSTOMER PROFILE

First Midwest Bank provides a range of commercial, treasury management, investment banking, consumer wealth management, private banking, and trust products and services. Founded in 1940, it has 100+ branches in Indiana, Illinois, and Iowa.

Objectives

- Improving customer account opening experience
- Ensuring customers don't have to wait to make transactions
- Reducing card expedito fees on new and replacement cards

Technology and Services

- Entrust Financial Instant Issuance software
- Entrust Issuance Device Management software
- DATACARD® CED30™ Instant Issuance System
- On-Call and Issuance Supplies Management Service



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Leading service provider improves ID issuance process with cloud-based Entrust Instant ID as a Service

Challenge

A Customer-based utility provider had been using desktop printers with locally installed issuance software to issue ID cards on-site and in person to employees and contractors. However, COVID-19 introduced new challenges and restrictions. The customer needed a solution that enabled them to enroll employees and contractors remotely, then print badges centrally at their office using their current printers - from any device connected to the internet and from any location, without having to invest in additional infrastructure.

Solution

The company used their existing CD800 Direct-to-Card Printer with Card Lamination Module and added Instant ID as a Service.

Results

- Flexibility of the cloud creates maximum improvement in ID card delivery with minimal increase in costs
- Using any device connected to the internet to design cards, enroll employees and contractors, and print has created a more efficient process that is easier, faster, and more consistent for all involved
- Greater flexibility in card design and delivery allows employees to work from home and return printers to the workplace, resulting in fewer people on-site during the pandemic

The flexibility to design credentials, capture information easily, and print on any kind of architecture - all from a browser - is an incredible advancement in card issuance.

Senior Manager of Software Products



Learn about our ID card issuance solutions at [entrust.com](#)

IFI Solutions Case Studies

First Midwest Improves Cardholder Experiences and Decreases Costs

First Midwest Bank faced a challenge indicating customer dissatisfaction with the delay in receiving permanent, activated debit cards. In response, the bank sought an instant issuance solution for both new and replacement cards.

By partnering with Entrust, First Midwest Bank adopted the Instant Financial Issuance solution, allowing customers to leave branches with fully activated cards instantly. This resulted in increased transaction volume, improved efficiency for brand personnel, and significant cost savings through reduced rush fees. This streamlined process not only met customer demands but also aligned with the bank's objective of enhancing account opening experiences and reducing wait times for transactions.

BancoEstado Accelerates Digital Transformation With Cloud-Based MFA and Card Issuance

BancoEstado, the only public bank in Chile serving over 14 million customers, faced the challenge of securely and efficiently distributing government benefits through its CuentaRUT debit cards.

Entrust and BancoEstado collaboratively scale the cloud-based issuance solution to handle

27,000

cards daily with over

99.5%

uptime

By partnering with Entrust, BancoEstado successfully migrated over 7 million mobile banking customers to a cloud-based authentication solution, enhancing security and efficiency, and facilitating regulatory compliance. Entrust's solution resulted in the implementation of a cloud-based instant issuance system within 45 days across all 500+ branches.

IIDI Solutions Case Studies

Ghanian Government Instantly Issues National IDs Using CD800 Printers

The **National Identification Authority (NIA)** in Ghana faced a challenge with over 3 million uncollected ID cards due to a centralized card printing system that required citizens to make multiple trips. Seeking a solution, the NIA deployed almost 2,000 Entrust CD800 Direct-to-Card ID Printers with Card Lamination Module at more than 500 locations across Ghana. This led to impressive results, with citizens now receiving their national IDs within 30 minutes of enrollment, resulting in over 16.2 million cards issued in a 12-month timeframe.

The deployment of Entrust CD800 Printers has transformed the national ID issuance process in Ghana, enhancing security, efficiency, and citizen conveniences.

2,000

CD800 Printers

500+

locations across Ghana

Leading Service Provider Improves ID Issuance Process With Cloud-Based Entrust Instant ID as a Service

Veriddica, a Colombia-based utilities provider, faced challenges in issuing ID cards to employees and contractors due to COVID-19 restrictions. They looked for a flexible solution allowing remote enrollment and centralized printing.

By integrating Entrust's Instant ID as a Service with their existing CD800 Direct-to-Card Printer, the company achieved significant improvements in ID card delivery without substantial infrastructure investments.

“ The flexibility to design credentials, capture information easily, and print on any kind of architecture – all from a browser – is an incredible advancement in card issuance. ”

- Senior Manager of Software Products, Veriddica

Benefits of Instant Issuance Across Industries

With its unprecedented efficiency and convenience, instant issuance changes the way cards are issued across various industries. From streamlining consumer onboarding to operational innovation, instant card issuance brings a new era of productivity, security, and satisfaction to many verticals.

Improved Consumer Experiences

Financial	<ul style="list-style-type: none">• Hassle-free onboarding with self-service identity verification anytime, anywhere• Eliminate wait times for card delivery• Automatic card activation for immediate use• Real time issuance for lost or stolen cards
Enterprise	<ul style="list-style-type: none">• No waiting for mailed cards; immediate access to services, resources• Streamlined onboarding, instant access for employees
Education	<ul style="list-style-type: none">• Tailored student experiences meet modern, Gen Z expectations
Entertainment and Hospitality	<ul style="list-style-type: none">• Instantly receive membership cards, no waiting for processing, mail• Immediate access to benefits, discounts• Encourage members to enjoy perks right away, leave positive impression

Financial institutions embracing instant issuance enjoy enhanced security, compliance, and customer loyalty, driving productivity and tech adoption for secure transactions.

Enhanced Security and Compliance

Financial	<ul style="list-style-type: none">• Eliminate risk of lost, stolen cards in mail• Cardholders choose PINs at issuance, avoiding mail, PIN interception
Enterprise	<ul style="list-style-type: none">• Secure ID cards, badges control access• Meet highest security standards
Education	<ul style="list-style-type: none">• Issue student ID cards directly, reducing risk of unauthorized access• Instant issuance allows immediate deactivation, reissuance for compliance
Entertainment and Hospitality	<ul style="list-style-type: none">• Instant issuance systems include security features• Prevent fraud, ensure program integrity

Increased Profitability

Financial	<ul style="list-style-type: none"> • Increased profitability through higher card sales, activation, usage • Highly personalized cards enable higher annual fees
Enterprise	<ul style="list-style-type: none"> • Improve customer retention with faster, more convenient card issuance • Reduce operational costs associated with traditional methods • Upsell, cross-sell additional products at point of issuance for more profitability
Education	<ul style="list-style-type: none"> • Quickly, affordably add new features to ID card • Cost savings through efficient ID card operations
Entertainment and Hospitality	<ul style="list-style-type: none"> • Save on operational costs by reducing manual processing, card mailing • Increase efficiency, revenue generation

Instant issuance provides enterprises with enhanced security, efficiency, agility, and centralized control over identity management processes, enabling them to meet the demands of the modern digital business environment.

Increased Efficiency and Agility

Financial	<ul style="list-style-type: none"> • Offer secure card issuance at scale • Streamline operations, enhance productivity • Eliminate delays in card delivery • Quickly respond to customer needs and market demands
Enterprise	<ul style="list-style-type: none"> • Instantly issue ID cards and badges on-site • Efficient, agile identity management processes • Enhance workflows, improve operational efficiency • Quickly respond to changing business and workforce needs
Education	<ul style="list-style-type: none"> • Provide best-in-class ID card experiences for students and faculty while operating under tight budget constraints
Entertainment and Hospitality	<ul style="list-style-type: none"> • Instantly issue loyalty/membership cards • Streamline registration process, enhance satisfaction • Immediately replace lost/damaged cards • Minimize inconvenience, facilitate quick enrollment • Improve customer engagement, operational efficiency

Opportunities for Branding

Financial	<ul style="list-style-type: none"> • On-site card printing enables heightened customization options <ul style="list-style-type: none"> - Personalized photos - Co-branding logos • Cards aligned with institution's branding guidelines reinforces brand image and identity
Enterprise	<ul style="list-style-type: none"> • Enhance brand visibility and recognition <ul style="list-style-type: none"> - Incorporate logos, brand colors, and messaging on cards • Customize design and packaging to align with brand identity • Create a cohesive customer experience to reinforce brand loyalty
Education	<ul style="list-style-type: none"> • High-quality branding flexibility strengthens institution's brand image
Entertainment and Hospitality	<ul style="list-style-type: none"> • Gather patron/customer information at registration • Personalize membership cards for tailored experiences • Enable targeted marketing campaigns

Instant ID issuance contributes to streamlined operations, efficient customer service, and heightened patron and customer satisfaction in casino and store membership environments.

Conclusion

Instant issuance continues to grow across industries, businesses, and institutions. Each must leverage this solution to enhance customer experiences, drive revenue growth, and stay ahead in an increasingly digital age. At the same time, security and innovation must be prioritized to meet evolving consumer expectations.

Entrust's instant issuance solutions offer convenience, enhance the customer experience, increase engagement, enable personalization, facilitate data-driven decision making, enhance security, and lead to cost savings. By embracing instant issuance, businesses and institutions can not only streamline their operations but also gain a competitive edge in the market. As the payment and ID landscape continues to evolve, staying ahead of technological advancements and consumer preferences will be key for continued success in this ever-changing business environment.



ABOUT ENTRUST

Entrust fights fraud and cyber threats with comprehensive identity-centric security that protects people, devices, and data. Our solutions help enterprises and governments safeguard critical systems from every angle, enabling secure onboarding and issuance, providing everyday identity protection, and empowering them with 360-degree visibility and orchestration across keys, secrets, and certificates so they can transact and grow with confidence. Building on our decades as a pioneer and innovator in establishing trust, Entrust has a global partner network and supports customers in over 150 countries.

For more information, visit [entrust.com](https://www.entrust.com).