



CASE STUDY

Enabling Scalable Digital and Physical Card Issuance Across Three Continents

Challenge

CSC's transformation into a digital-first payment provider was driven by a combination of market momentum, regional regulatory shifts, and the need to scale across a diverse client base. While CSC has partnered with Entrust for physical card issuance for over two decades, the company's growth strategy called for a more coordinated approach – adding digital issuance to complement its existing infrastructure and better meet evolving customer expectations.

The company faced several strategic and operational hurdles:

Limited scalability of existing digital solutions: CSC had implemented digital card display with a fintech provider, but the solution couldn't be extended across its entire client base, creating fragmentation and inefficiencies.

Tokenization readiness: With mobile wallets and online checkout experiences rapidly evolving, CSC needed to support key capabilities like Push to Google Pay (planned for June 2025) and Click to Pay.

Geographic complexity: Operating across 30+ countries in Europe, Asia, and Africa meant CSC needed a global partner capable of supporting diverse regulatory environments and high-volume issuance.

Workflow inefficiencies: The lack of convergence between digital and physical issuance created operational silos, slowing down provisioning and increasing support overhead.

To meet its goals, CSC recognized that it needed a partner with deep expertise in both digital payments and physical issuance, and the ability to deliver a unified, scalable solution, especially as it launched a new personalization bureau in Cyprus.

Customer Profile

CSC Europe Limited, headquartered in Cyprus, is a licensed electronic money institution (EMI) authorized by the Central Bank of Cyprus. CSC provides financial institutions across the Middle East, Africa, and Europe with a turnkey solution from card issuance to merchant acquiring, ATM/counter cash dispensing, and mobile payments.

CSC is a trusted partner for banks and fintechs seeking secure, scalable payment infrastructure. With operations in over 30 countries, the company's platform is fully compliant with key global standards, including EMV, 3D Secure 2.2, and PCI DSS.

To support the company's growth strategy and expansion into Europe, CSC established a full-fledged personalization and issuance bureau in Cyprus. Having used Entrust for physical card issuance, CSC turned to Entrust again – this time to add digital issuance capabilities, helping them deliver fast, flexible, and secure card delivery to customers.



ENTRUST
SECURING A WORLD IN MOTION

Solution

CSC implemented the Entrust Digital Card Solution as part of a broader partnership model, allowing them to integrate the Entrust's iTSP hub – a central component that enables secure digital card provisioning and tokenization – into their own infrastructure. This setup gives CSC the flexibility to offer Entrust-powered digital issuance capabilities to their clients across multiple regions.

Key components of the solution included:

Push to X-pays: Enabled seamless provisioning to third-party wallets like Apple Pay and Google Pay, supporting CSC's tokenization roadmap.

Click to Pay: Provided readiness for this emerging digital payment standard in Lebanon.

Datacard® MX2100™ Card Issuance System with Durable Graphics Printing Module Gen 2: Supported high-volume central issuance for CSC's new personalization bureau in Cyprus, ensuring print durability and operational efficiency.

The Entrust platform offered CSC the flexibility to serve both fintech clients and traditional financial institutions, while helping to maintain compliance and performance across its operations. The convergence of digital and physical issuance under a single technology stack was a game-changer—allowing CSC to scale rapidly and confidently into new markets.

Results

In While the solution has only been recently implemented, CSC is already seeing strategic benefits from its partnership with Entrust:

Operational convergence: CSC now manages digital and physical issuance through a unified platform, reducing complexity and improving efficiency.

Scalable tokenization: The company is well-positioned to meet tokenization milestones, including Push to Google Pay and Click to Pay, with minimal disruption, for more seamless and intuitive yet secure payment options.

Geographic expansion: The new personalization bureau in Cyprus is a cornerstone of CSC's European growth strategy, supported by Entrust high-volume issuance technology.

Future-proofing: Entrust's flexible architecture allows CSC to adapt to evolving payment standards and customer expectations, ensuring long-term relevance and competitiveness.

As implementation progresses, CSC expects measurable improvements in providing speed, customer satisfaction, and operational cost savings – laying the foundation for broader adoption and innovation.



ENTRUST
SECURING A WORLD IN MOTION



Entrust's unified approach to card issuance allows us to scale digital and physical issuance across three continents – supporting our clients with speed, security, and flexibility.

THURAYA MASRI ZEID, ASSISTANT GENERAL MANAGER OF IT, CSC

The Entrust Advantage

CSC's partnership with Entrust is central to its long-term vision of becoming a pan-regional leader in secure, scalable payment solutions. With digital and physical issuance now aligned, the company is exploring additional enhancements such as advanced fraud detection, and expanded wallet support.

Entrust technology supports CSC's current goals and provides the agility to evolve with the market and deliver cutting-edge financial services across its global footprint.



©2026 Entrust Corporation. All rights reserved. Entrust, Datacard, and the hexagon logo are trademarks, registered trademarks, and/or service marks of Entrust Corporation in the U.S. and/or other countries. All other brand or product names are the property of their respective owners. FS27Q1-csc-and-entrust-cs

[entrust.com](https://www.entrust.com) Toll-Free: 888.690.2424 | International: +1.952.933.1223 | sales@entrust.com



ENTRUST

SECURING A WORLD IN MOTION