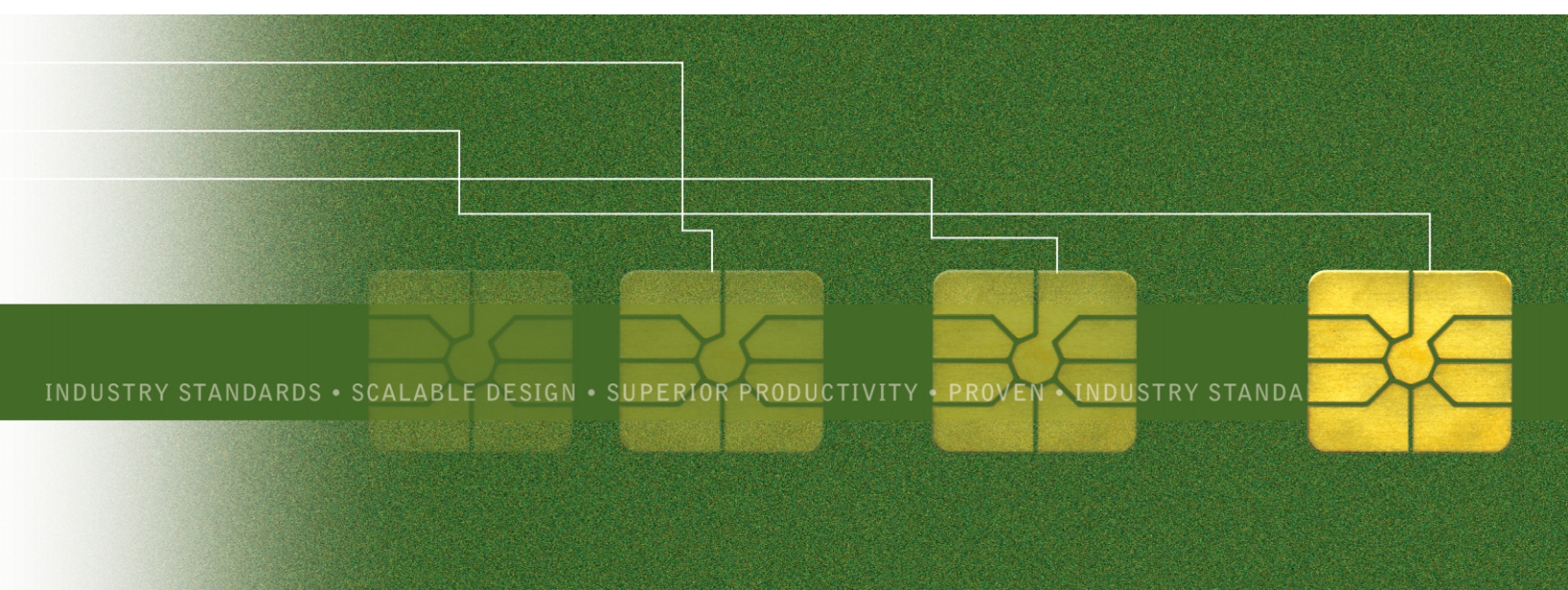

Datacard®
Smart Card
Personalization Manager

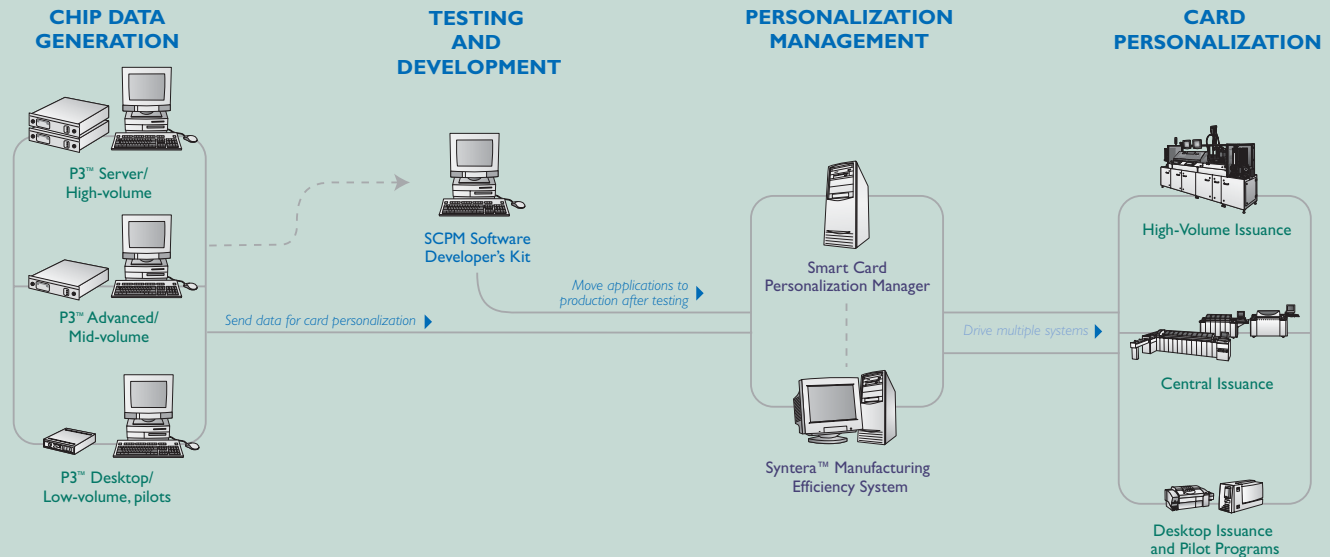


INDUSTRY STANDARDS • SCALABLE DESIGN • SUPERIOR PRODUCTIVITY • PROVEN • INDUSTRY STANDARDS

DatacardGroup

SECURE ID AND CARD PERSONALIZATION SOLUTIONS

An essential system for launching your smart card program



Fast, cost-effective smart card issuance

Smart card issuance requires fresh thinking and intelligent, new systems like the Datacard® Smart Card Personalization Manager (SCPM) software.

Unlike traditional magnetic stripe cards, smart cards require large, complex personalization applications. They also force card issuers to handle large amounts of data that must be encrypted and protected throughout the personalization and loading process.

This is why you need the SCPM software. Our innovative system lets you store smart card data and personalization applications on a central server, then drive any number of personalization systems via a high-speed network connection. This server-based approach offers two important advantages.

First, it boosts productivity. Instead of each independent issuance system managing its own data and running its own personalization applications, the SCPM software

offers a central database and a single application execution environment. After set-up and card loading, a card issuance system automatically contacts the SCPM software over a network line. The SCPM software then collects the appropriate data and keys, and executes the application that personalizes the cards. Using the SCPM software this way saves time and helps reduce errors.

Second, the SCPM software makes your transition to smart cards much smoother and far more affordable. Instead of buying, installing and maintaining personalization applications for each card system, you can maintain a single set of software at the server level.



Drive any Datacard high-volume or desktop system

You can use the SCPM software to personalize smart cards on a full range of Datacard® high-volume and desktop card issuance systems, including the new Datacard® Maxsys™ card issuance system. The ability to drive a full range of systems makes it easier to develop a program that includes both central and high-volume smart card personalization, as well as desktop issuance and pilot programs.

Move quickly from pilots to high-volume issuance

The SCPM software provides you with the power and flexibility you need to develop personalization applications and implement low-cost pilot programs. Then, when you are ready to transition to full-scale production, you can use the SCPM software and the personalization applications you have developed to drive Datacard® high-volume card issuance systems. Proven scalability provides you with critical investment protection and greatly simplifies your transition to smart cards.

Built on industry smart card standards

Datacard has worked closely with GlobalPlatform to establish profile and scripting standards that will bring efficiency and reliability to the issuance of both single- and multi-application Datacard® smart cards. As a result of this work, we have developed the Datacard® GlobalPlatform Software Pack, which provides seamless compatibility for all scripts and data that comply with the new standards. This means you can accept GlobalPlatform profiles and scripts from virtually any provider to load and personalize smart cards. You can also use the SCPM software to drive virtually any high-volume or desktop card issuance system from Datacard. This standards-based approach brings the benefits of scalability, flexibility and investment protection to your card program. It also provides an open, standards-based environment for card issuers who want to develop their own GlobalPlatform-compliant profiles and scripts.

Supports popular EMV™ programs

Profitable and productive issuance of EMV-compliant smart cards requires proven solutions like the SCPM software. The system supports Visa® Smart Debit/Credit (VSDC), VisaCash®, MasterCard® M/Chip Select and M/Chip Lite, as well as other popular EMV programs.

Multiple Platforms

The Smart Card Personalization Manager is used to support a variety of programs and card types around the world, including:

EMV Programs

- ◆ Visa® Smart Debit/Credit
- ◆ VisaCash®
- ◆ Mondex® e-Purse for MULTOS™
- ◆ MasterCard® M/Chip Select
- ◆ MasterCard® M/Chip Lite
- ◆ JCB J/Smart on MULTOS™, GlobalPlatform or Java™ Cards
- ◆ Proton® Prisma®

Card Types

- ◆ GlobalPlatform
- ◆ MULTOS™
- ◆ TIBC
- ◆ Java™
- ◆ Many proprietary card types

Better processes for managing key cards and cryptographic resources

The design of the SCPM software provides an efficient and effective way to manage cryptographic resources. Instead of tying cryptographic devices directly to a specific card issuance system, the SCPM software makes devices network-addressable, so they can be used during personalization by any number of issuance systems. When working with the Maxsys System, the SCPM software also makes key cards network-addressable. You can manage complex applications, accommodate extremely large and diverse card volumes and easily expand the system as your smart card program grows.

Built on standard computing systems

The SCPM software runs on Microsoft® Windows® and requires only a standard PC for full-scale operation. Windows provides a standard execution environment and allows card issuers to use readily available development, debugging and support tools to create smart card applications. The system also stores keys, data and applications on industry-standard Microsoft® SQL or Microsoft® Access databases.

The most trusted brand in card solutions

For a smart card program to be successful, there must be tremendous trust between the card issuer and the cardholder. Similarly, card issuers must be able to trust their solutions providers. That is why Datacard outsells other brands of card issuance solutions. Datacard has earned the trust of leading card issuers by delivering the quality, value and fresh thinking required for productive and profitable smart card programs.

Expert service through planning, implementation and maintenance

Datacard is committed to providing outstanding support for all its solutions, no matter where they are installed around the globe. Our network of service specialists provides support in more than 120 countries worldwide. Our comprehensive professional service offerings include smart card planning and consulting, integration and customization, card issuance, program management, implementation planning, onsite installation, software support and training. These offerings extend beyond traditional hardware services to provide complete turnkey solutions for our customers.

For more information

To learn more about Datacard and our complete portfolio of smart card solutions, please contact the Datacard office in your region or visit us at www.datacard.com.

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