



SECURITY THROUGH SIMPLICITY:

Instant Card Issuance Services

Get an optimal operational experience by selecting the right services for your devices



ENTRUST

SECURING A WORLD IN MOTION

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This white paper is the final installment in a three-part series focused on providing a more secure solution for instant card issuance. This series discusses three aspects of secure instant card issuance: hardware, software, and services.

INTRODUCTION

Services are essential to a positive operational experience for instant financial issuance

It is common knowledge that instant financial issuance (IFI) is an important benefit for cardholders of financial institutions. What about the staff of these financial institutions? It's just as important that IFI be a streamlined experience rather than a complex one. In fact, if the process for instant issuance is problematic, frustrating, and unreliable, the negative impact on branch staff and cardholders will be substantial.

IFI solutions must deliver a positive experience for everyone involved. Therefore, it is essential that the IFI vendor of choice offers best-in-class services, which are the foundation of a great experience for branch employees. Your IFI solutions provider must ensure that numerous issues affecting branch operations issues are handled efficiently and effectively to deliver a positive experience.

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It starts with availability

When devices fail, it's not just an inconvenience for the customers who are left stranded; it disrupts branch staff. And if the repair isn't completed promptly, the disruption will continue. That's why your IFI partner's process for maintenance and service must be fast and simple. They should also take care of supplies management, ensuring supplies are always available, and securely managed.

Ensuring security is a crucial service component that IFI should offer. Look for IFI vendors that provide the same kind of security and fleet management tools that your institution receives from its ATM vendor. This requires that the vendor sufficiently invests in both human and technology resources so that your institution can reduce or, ideally, eliminate the operational demands of IFI devices on branch staff.

Putting the responsibility for securing IFI services and protecting the device on the branch staff won't work in the long run. Bank and credit union employees are not IT, cybersecurity, or device management experts. They are experts in building meaningful relationships with your customers or members. Because the routine maintenance and system management are not done very often by the same person in any one branch, the employees who get the training don't have an opportunity to practice their skills, and they are likely to forget much of what they learned in training in the weeks that pass between problems. Moreover, turnover at many branches is fairly high, so the person at the branch who has gained a little knowledge could leave, with no one ready as backup. And fundamentally, managing IFI equipment is a task that is not among management's goals for branch employees.



In fact, ensuring security is a crucial service component that the IFI vendor should offer. Look for IFI vendors that provide the same kind of security and fleet management tools that your institution receives from its ATM vendor.



Comprehensive services create seamless IFI operations

The bottom line is that the company that builds your IFI solution is best suited to keep it running. But not all IFI partners are committed to building and delivering the comprehensive set of services necessary to ensure seamless and positive operations in the branch. Providing best-in-class services means investing in a team that delivers and ensuring sufficient resources to guarantee fast, reliable service.

One sign of a commitment to the services your institution needs is an IFI partner invested in a sufficiently large and well-trained staff, which shows a serious commitment to service. It also lets the IFI partner control the training, so that it can ensure that employees' knowledge about the equipment is at the required level. And employees working in a service organization are much more likely than contractors to open lines of communication with the factory, which makes knowledge transfer more efficient.

Key things to look for in an IFI partner

To identify IFI partners committed to providing best-in-class services, ask about specific services offered, and who delivers them. Key services or service investments include:



- **In-branch service and maintenance:** Some IFI vendors provide hardware support via mail or package delivery. That means branch staff must store and then find all the packing materials to send the device back. They must disconnect and later reconnect the device. In addition, someone must manage both picking up the package and mailing the box. All of this makes in-branch service a “go/no-go” issue. If it isn't offered, the vendor isn't committed.



- **Service provided by vendor employees:** Service done by badged company employees as opposed to a third-party organization is far better. Employees are more focused, better trained, and devoted to a single vendor's products. And the customer doesn't have to struggle to figure out who is responsible when a problem arises.



- **Fast service availability:** When an IFI device is unavailable, the chance of a poor customer experience increases. IFI devices must be brought back online quickly. Look for an IFI partner that makes a service-level commitment based on response time.



- **A comprehensive supplies management program:** It is essential that your IFI partner can assist the branch staff by handling the appropriate aspects of supplies management. In addition, supplies must be managed securely to remove the risk of blank cards ending up in the wrong hands.



- **Device fleet management services:** Supporting seamless branch operations requires an IFI vendor build and deploy systems that can support each IFI device as part of a fleet, much as is done with ATMs. This provides your IT or management team a comprehensive view of all devices. It also enables central management of security feature updates.



- **Comprehensive coverage (across the solution and geographies):** Needing to work with multiple vendors for different services to support IFI can be problematic. It opens the possibility of finger-pointing, with the various service providers blaming each other when something goes wrong. Using one partner across the entire IFI deployment/operations/management simplifies the ownership experience.

Entrust delivers a full and compelling set of services

With over 50 years of experience and leadership in the issuance industry, plus a history of “firsts” in products and secure technologies, Entrust has invested in a full suite of services to ensure that instant issuance programs across the globe are always ready to help cardholders in a time of need. This strategy makes it possible for a financial institution to gain all the benefits of IFI without burdening employees. Our approach focuses on delivering on-site service for both equipment and supplies with our own staff.

In addition, Entrust has gone a step further by providing secure services, to protect data, supplies, and the device itself. This extends the security efforts put in place by the financial institution and helps deliver more complete protection. Another important investment is our fleet management tools, like what is common for ATMs.

Key takeaways

The services that support seamless IFI in the branch are as important as the device and the attendant software. Without effective and comprehensive services, deploying IFI can create numerous headaches and operational interruptions for branch staff. Rather than a benefit, an IFI solution without services becomes a hassle. Select an IFI partner that provides comprehensive on-site services using its own staff.

Entrust is a leader in providing best-in-class IFI products and services, and we understand the importance of a holistic offering to provide the best experience to both the financial institution and its customers. For more information about this topic, to view the other white papers in this series, or to learn more about the Entrust IFI offerings, please go to: [entrust.com/issuance-systems/instant/financial-card/products](https://www.entrust.com/issuance-systems/instant/financial-card/products).



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ABOUT ENTRUST CORPORATION

Entrust keeps the world moving safely by enabling trusted identities, payments, and data protection. Today more than ever, people demand seamless, secure experiences, whether they're crossing borders, making a purchase, accessing e-government services, or logging into corporate networks. Entrust offers an unmatched breadth of digital security and credential issuance solutions at the very heart of all these interactions. With more than 2,500 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

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