Allynis CardCompiler

IIIIII The fast track to card creation and issuing
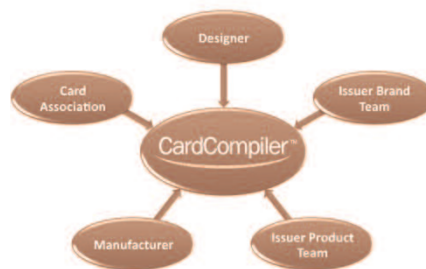
gemalto
security to be free

Allynis CardCompiler

⫿⫿⫿⫿⫿ The fast track to card creation and issuing

User demand for new and more imaginative card products that reflect their preferences and commitments has never been higher - the problem is, the traditional card creation process is not designed to foster the creativity and responsiveness this new market demand. And issuers are growing increasingly frustrated.

That frustration is understandable. From the issuer's product team initiating the requirement for a new card, through gathering the elements to be included in line with association guidelines, to taking in account the branding team's needs, briefing the designer and then passing the design (and any subsequent modifications) back through various levels of approval, this laborious analogue process typically takes around eight weeks. That's two months, to create just one card...

Today's issuers want processes that foster creativity and responsiveness. They want fast turnaround with lots of flexibility. They want to use their own professional design tools. They want to focus on design and creativity, not worry about verification and validation. And they're keen to take advantage of the latest technologies, like on-demand printing, to take the guesswork out of order volumes.

That's why we developed **CardCompiler** - to streamline traditional offline processes and provide a single point of collaboration for card creation and approval. It's designed to offer issuers unprecedented control over managing

Issuers can now create more artworks at a lesser cost and save between 4 and 8 precious weeks when introducing a new one.

their entire card portfolio, with streamlined and effective processes that save time and, ultimately, costs.

Gemalto CardCompiler

CardCompiler is an online collaborative and interactive package of software and services that streamlines and automates the process of creating and managing payment card artworks. It incorporates:

- A fully **configurable wizard**, with multiple language options, for creating and modifying card artworks
- A database of compliant card **artworks elements**, including Visa and MasterCard logos, holograms, and magstripes
- **Secure storage** for card artworks and any associated documents (such as specifications and relevant emails)
- Output **file generation facilities** (JPEG, PNG, EPS or PDF formats) for production or validation purposes
- Optional **plug-ins for Photoshop and Illustrator**, enabling designers to retrieve templates and upload designs to CardCompiler from their favorite design tools

By providing easy access to relevant data for all the individual interests concerned with the development of a new card, CardCompiler helps ensure a manufacturable product that conforms to brand rules, without stifling the creativity that will, ultimately, give that card an edge over its competitors.

CardCompiler handles key processes smoothly and transparently:

- artwork creation and modification
- artwork validation requests
- sample ordering
- transfer of artwork to production

In addition, for small batches, CardCompiler offers the option of digital on-demand printing, dramatically shortening timescales. For creating new artwork, for example, this can cut timescales from two or three months to two weeks or less, while an artwork modification can be implemented within a day, rather than weeks.

A better solution for card issuers

CardCompiler offers financial institutions and their partners in retail, service and events organizations a service which fits smoothly with existing production processes to deliver:

- **Faster route to market** - new cards can be launched and existing cards modified, quickly, easily and safely
- **Better results** - CardCompiler improves collaboration between teams and smooths the validation process
- **Greater creativity** - simpler, streamlined processes and unlimited storage give designers all the scope they need
- **Better control** - CardCompiler stores and organizes the entire card portfolio
- **Greater opportunities** - the print-on-demand option opens up fast and effective access to niche markets

www.gemalto.com

gemalto
security to be free