

### Instant Issue Advantage™: Equipment

#### Instantly Issue Personalized Payment Cards in the Branch

The ability to instantly issue permanent payment cards in your branches improves cardholder experiences, raises activation and usage rates, and differentiates your financial institution. Fiserv provides seamless card program management including instant issue hardware and software, consumables, and central issuance.



Instant issue solutions enable cardholders to walk out of a branch with an activated ATM, debit or credit card, including EMV™ chip cards. In the Fiserv 2015 Consumer Experience Survey, 36 percent of respondents stated that the option of receiving instant issuance of a debit card at the branch would influence where they choose to bank.

Instant Issue Advantage: Equipment from Fiserv allows your financial institution to offer fast, in-branch personalization and issuance of permanent debit, credit, ATM, EMV chip, gift, and photo cards. You have access to the same product suite that is available for centrally-issued cards, such as The Card Collection™ from Fiserv—a portfolio of designs that you can use without creating your own custom design, and full-image photo cards that can be personalized with the cardholder's favorite images.

#### Simple, Single Source Card Delivery

Instant Issue Advantage: Equipment provides the tools to offer a Visa® or MasterCard® branded card, personalized with the cardholder's name and primary account number (PAN), with the option of embossed (raised print) or unembossed (flat print). Fiserv makes it easy to issue personalized cards with seamless integration to your account processing system, eliminating the need for dual entry.

Fiserv also provides the supplies needed for in-branch card fulfillment including plastic, labels, inserts, carriers, envelopes and glue dots. With the online ordering portal, CustomSource™ from Fiserv, replenishment and inventory management is fast and easy.

Implementation varies depending on branch configuration and the types of cards you offer, including EMV chip cards. Common components include:

- Integration with your account processing system and/or EFT card management system
- The application, running on your financial institution's main server and software
- Desktop application running at the branch
- Hardware to produce cards and enable PIN selection
- Physical and logical Data Encryption Standard (DES) key management component



Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit [fiserv.com](http://fiserv.com) and [fiserv.com/speed](http://fiserv.com/speed) to learn more.

Central issuance will continue to be an integral part of payment card production and delivery strategy for most financial institutions. Fiserv is uniquely positioned to support seamless card program management including instant issuance of cards in your branches, central issuance and reissues. The solution is integrated with the Fiserv card processing platform for seamless activation and single entry. Your financial institution must register with your card association to be an instant card issuer and obtain approval of card designs.

### **Built-in Troubleshooting and Configuration Tools**

Our equipment enables efficient, error-free card production through a variety of features. Helpful error messages minimize system downtime, activity logs document all errors, and an administrator is automatically notified by email if a service interruption occurs. Daily self-tests are automatically performed and reported via email to prevent lapses in monitoring.

An easy-to-use utility configures the equipment to meet your financial institution's specific needs. The utility enables simple service test scheduling, customized email notifications and effortless adaptation to internal IT changes.

### **Optimal Efficiency From One Solution Provider**

Central issuance will continue to be an integral part of payment card production and delivery strategy for most financial institutions. Fiserv is uniquely positioned to support the instant issuance of cards in your branches, central issuance and reissue process. We consult with you to determine what role instant issuance will

### **Key Benefits**

- Easy in-house production and issuance of all card types including credit and debit, ATM, gift, payroll, photo and EMV cards
- Seamless integration with your core processing system and central card issuance facility
- Comprehensive support for a customized, strategic solution including central issuance, instant issuance or a strategic combination of the two
- One source for in-branch card fulfillment including hardware, software and supplies
- Compliance with MasterCard and Visa reporting requirements and PCI standards
- Built-in troubleshooting software, easy to use configuration tools and equipment replacement programs to maximize card fulfillment capabilities and prevent delays

play within your card issuance environment based on your business goals, operating environment, personnel experience, and risk tolerance.

Whether you choose central issuance, instant issuance or a strategic combination of the two, Fiserv can help you determine the approach that maximizes the cardholder experience and delivers a competitive advantage.

### **Connect With Us**

For more information about Instant Issue Advantage: Equipment, call 800-872-7882, email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [www.fiserv.com](http://www.fiserv.com).



**Fiserv, Inc.**  
255 Fiserv Drive  
Brookfield, WI 53045

800-872-7882  
262-879-5322  
[getsolutions@fiserv.com](mailto:getsolutions@fiserv.com)  
[www.fiserv.com](http://www.fiserv.com)