THE ULTIMATE IDENTITY SOFTWARE
FOR HIGHER EDUCATION

Software to Energize Your ID Card Program

Entrust Datacard™
Trusted Identities | Secure Transactions
Gen Z students are tech-savvy, social multitaskers with short attention spans and five-star expectations. They have grown up in a world where they rate everything from online purchases to professors and phone apps. Five-star experiences are not an aspiration — they’re an expectation. To meet their unique needs and create great student experiences, you need to adapt your campus ID programs.

Want to attract Gen Z students to your campus? Want to engage these students in ways that enrich both their lives and your school? Want to create a campus experience that brings out their fierce loyalty?

It all begins with identity. Give your students an ID program that works for them — from initial enrollment to everyday use to life outside your walls. Give them the experience they want with the Ultimate Identity Solution from Entrust Datacard™.

IT ALL BEGINS WITH IDENTITY

The most tangible connection between your school and Gen Z is the student ID card. Simplifying the issuing process and making it highly personalized are key to a successful card program.

ENGAGING WITH GEN Z STUDENTS

MOBILE GENERATION

Only know life with the internet and are constantly engaged with social media.

MULTI-TASKERS

Able to manage five screens at once.

UNIQUE IDENTITIES

Want to be seen as individuals.

SHORT ATTENTION SPANS

Think waiting in line for IDs is an experience killer.
You face complex challenges, beginning with creating five-star experiences for Gen Z students. You have to do this with a limited budget while also meeting administration and staff demands. You also need to make sure technologies from multiple vendors work together — and ensure that everything you do supports your school’s branding initiatives. It’s not an easy job.

Entrust Datacard student ID solutions make it easy for you to issue technology-rich cards that integrate seamlessly with access controls and other systems on your campus. The issuance process is fast — and students will love that there are no long lines on orientation day.

EMPOWER CARD PROGRAM
ADMINISTRATORS WITH
FLEXIBLE ID TECHNOLOGY

CREATING TRULY INDIVIDUAL EXPERIENCES

We make it easy to give Gen Z what they want — student IDs that celebrate individuality and deliver five-star experiences, from orientation to graduation day.

BENEFITS OF ONE CARD WITH MULTI-USE APPLICATIONS

TECHNOLOGY MIGRATION

Move from magstripes to smart cards and RF technology.

BRANDING INITIATIVES

Strengthen your school’s name and image.

SCALABLE PROGRAMS

Scale to do more while staying in budget.

SIMPLE ORIENTATION

Issue ID cards to many students in a short time period.

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LEVERAGE ONE CARD TO DO IT ALL

Use machine-readable technologies to make cards work in all of the automated systems on your campus.

AVOID LONG LINES ON ORIENTATION DAYS

Give students the ability to pick up IDs at multiple places on campus — no more long lines waiting for IDs.

CAPTURE PHOTOS AND DATA ANYWHERE

Set up remote capture stations and equip mobile workers with tablets to capture ID card information anywhere on campus — go where the students are.

USE MOBILE DEVICES TO SAVE TIME AND MONEY

Use tablets and smartphones to streamline the capture process — even explore self-service capture with student mobile devices.

PRINT ID CARDS IN MULTIPLE LOCATIONS

Place card printers in multiple locations for peak days — and let students choose where they pick up their cards.

CREATE FIVE-STAR STUDENT EXPERIENCES

Make ID card issuance fast and easy — and issue highly personalized cards that celebrate the uniqueness of each student.

STREAMLINE STUDENT ORIENTATION

ELIMINATE LONG LINES OF STUDENTS WAITING FOR THEIR ID CARDS

Our server-based software lets you capture student images and demographic data for the ID issuance process anywhere on campus. Then, you can print at multiple locations or batch print IDs at your convenience. This means no more long lines in your student services department.

OTHER SOFTWARE PROGRAMS OFFER LESS FLEXIBILITY

Many student ID software products require station-by-station installation. In addition to slow deployment and time-consuming upgrades, this approach does not allow you to capture and print anywhere you choose. This can cause long lines during orientation. Other programs require you to use their cloud services. TruCredential software installs on your secure server and firmly places you in control of your school’s ID program.
GEN Z RATES EVERY EXPERIENCE — DELIVER FIVE STARS

A TRUE ONE-CARD EXPERIENCE

TruCredential software enables you to issue ID cards with smart chips, magnetic stripes or radio frequency capabilities to create a one-card environment for students and staff. ID cards can be programmed and used to pay for meals, do laundry, enter secure facilities and do everything in between.

- Use as payment for meal plans, cafeterias and coffee shops
- Access sporting events, plays, concerts and other campus activities
- Enter dorms, classrooms and other secure facilities
- Use for conducting laundry and vending machine transactions
- Access benefits in libraries, copy centers, computer labs and more
- Confirm identity for online or in-person class registration
- Capitalize on student and staff discounts offered by local merchants
- Integrate your school ID with local transit companies to create added value

PERSONALIZE CARDS FOR STUDENTS WHILE MAINTAINING YOUR BRAND

The flexibility of our card design software makes it easy to customize IDs for each student while staying within your school’s brand guidelines. Give students the ability to add logos or graphics representing academic achievements, fraternity and sorority affiliations, sports teams, volunteer organizations, student government positions and more.

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THE ULTIMATE IDENTITY SOFTWARE

IDENTITY SOFTWARE FOR THE MODERN CAMPUS

Five-star student experiences begin with purpose-built identity software. The design of Entrust Datacard™ TruCredential Software reflects decades of experience working side-by-side with card program administrators.

A server-based architecture allows for a distributed approach to your ID card program. TruCredential is installed on your school’s secure server, which provides access from any secure connected workstation or mobile device — anywhere on campus. You can capture photos and data anywhere and print in multiple locations or batch print to a central location. This means no long ID enrollment or issuance lines during orientation.

TruCredential software also offers seamless integration with access control systems. It lets you deploy:

• Smart cards
• RF cards
• Magnetic stripes

• Other machine-readable technologies
• Card designs with simple drag-and-drop functionality

These features make it easy to create highly customized ID cards that comply with your school’s branding standards while providing Gen Z students with ID cards that reflect their individuality.

THE POWER OF SERVER-BASED SOFTWARE

TruCredential is deployed on one central server, so you can access it from workstations and mobile devices anywhere. You can also drive multiple printers in multiple locations. This benefits any sized deployment — from a single printer to multiple printers. TruCredential cuts the cord on dedicated workstations.

DEPLOY QUICKLY — CAPTURE AND PRINT ANYWHERE

CAPTURE ANYWHERE ON CAMPUS

USE ANY CONNECTED DEVICE OR WORKSTATION

NO LOCAL SOFTWARE

CENTRALLY INSTALLED ID SOFTWARE

PRINT STUDENT ID ANYWHERE

USE ETHERNET-CONNECTED CARD PRINTERS

PRINT IN MULTIPLE LOCATIONS

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TECHNOLOGY SHIFTS PARADIGMS

The smartphone changed the mobile phone into a mobile enablement tool with infinite possibilities. A flip phone is still a solid functional device, but it only has a fraction of the smartphone’s capabilities. The same is true of old-school card issuance software — TruCredential Software enables new possibilities.

EASY TRANSFER OF EXISTING CARD DESIGNS

If you’ve used previous versions of our ID card software (IDWorks® or IDCentre™), you can transfer existing design templates to the TruCredential software suite and access them through any connected device. For most schools, this represents significant time savings. Instead of creating all new ID card templates and graphic elements, you can simply transfer them and save days of work.

ENTRUST DATACARD OFFERS A COMPLETE ULTIMATE IDENTITY SOLUTION FOR EDUCATION

Entrust Datacard delivers a wide portfolio of ID education solutions to ensure you are getting the Ultimate Identity Solution for your institution. We offer a broad range of ID card printers to meet your specific cost, functionality and aesthetic goals. Our innovative Retransfer and Direct-to-Card printers deliver best-in-class card quality and long-term reliability. No matter which Entrust Datacard printer you choose, you can count on one important outcome — quality.

Other solutions include:

- COST-SAVING MODULARITY
  The modular design of our software and printers allows you to add new features quickly and affordably — and protect your investment.

- TACTILE IMAGES
  Add innovative branding and enhanced security to your ID cards with our exclusive tactile impression feature.

- RAPID REPLACEMENT
  An available program ensures that your ID card operations remain productive — even if one of your printers requires service.

- SYSTEM-MATCHED SUPPLIES
  Easy-to-order printer supplies — including ribbons and holographic overlays — are designed to extend card life and reduce reissuance costs.

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WHY CARD PROGRAM ADMINISTRATORS PREFER TRUCREDENTIAL ID CARD SOFTWARE

SERVER-BASED INSTALLATION
We deploy our software on a central server, not on individual workstations. This means you can set up capture stations and printer locations throughout your campus. You can even use mobile devices to capture photos and demographic data anywhere.

INTEGRATION WITH OTHER SYSTEMS
The design of our software reflects decades of campus experience. Integration with other software solutions — such as access control systems — is seamless. Broad compatibility with other systems means you’re not stuck with a limited number of choices for your campus systems.

DRAG-AND-DROP SIMPLICITY
Creating the ideal ID cards for your campus is easy. Drag-and-drop features simplify the card design process, so you can issue truly personalized cards that align with your school’s branding guidelines. It’s also easy to add your choice of machine-readable technologies to ID cards.

DRIVERLESS PRINTING
This feature greatly simplifies card printing. There’s nothing to download, no version to track and nothing to update. Just connect your card printers to the network and print brilliant quality cards — anywhere.
Are you ready for ID card software that simplifies your life? TruCredential software from Entrust Datacard offers difference-making features that speed deployment, simplify card design and let you create student experiences that built loyalty and engagement with Gen Z. Whether it’s orientation weekend or just a demanding day during the school year, you’ll be glad you chose the flexibility of TruCredential software.

**COST-SAVING SCALABILITY**

Our software scales quickly to support changes in your ID card program. It’s easy to create any ID program you envision, from basic, single-printer configurations to deployments that span multiple sites and include mobile capture options.

**SUPPORT FOR MULTIPLE PRINTERS**

Our central server deployment model allows you to locate card printers anywhere you choose. On orientation weekend, you can set up multiple print sites to eliminate the typical long wait times for ID cards. Adherence to industry imaging standards allows you to drive virtually any brand of card printer.

**600 DPI IMAGE QUALITY**

Student ID cards serve as personal, portable billboards for your school, representing one of the most visible touchpoints for your school’s brand. Entrust Datacard printers deliver best-in-class image quality, so your ID cards always project the right image for your school.

**SMART CARD TEMPLATES AND MIGRATION TOOLS**

Smart cards provide a versatile foundation for multipurpose campus cards and other innovative ideas. Our software makes it simple. You get out-of-the-box templates and intuitive migration tools to build your smart card program. You don’t need programming skills — just a vision for your program.
REMOTE MONITORING AND MANAGEMENT SOFTWARE

When you take advantage of server-based software deployment, you create a highly efficient ID card network. You can capture images and data anywhere on campus — and set up multiple print stations to eliminate lines and maximize cardholder convenience.

Entrust Datacard™ Remote Monitoring and Management (RMM) Software lets you manage your fleet of card printers from one convenient dashboard. You can track all of the metrics important to you, including productivity, uptime, supply levels and service requirements.
PROTECT YOUR INVESTMENT WITH A SERVICE MAINTENANCE AGREEMENT

AN AFFORDABLE PATH TO PREDICTABLE OPERATING COSTS

In addition to best-in-class identity card software and printers, Entrust Datacard offers unmatched technical support. We’ve refined our service and support capabilities over decades of close collaboration with colleges and universities all over the world. The most economical way to access our service and support expertise is with a Service Maintenance Agreement (SMA).

In addition to highly responsive service and support, an SMA from Entrust Datacard gives you free access to software upgrades as they become available. This provides predictable operating costs. Focus on your students and card programs, rather than software obsolescence.

VALUE BEYOND PRINTERS, SOFTWARE AND SUPPLIES

Your investment in Entrust Datacard student ID card solutions is not only safe, it’s a foundation for a highly flexible future. We invest heavily in identity technologies — from image quality enhancements to mobile credential platforms — and we bring our customers a steady flow of innovations. We also surround our solutions with expertise. Whether you need responsive service and support or help designing the right student ID cards for your school, our college and university experts are highly accessible.
About Entrust Datacard Corporation

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust Datacard products and services, call 888-690-2424, email info@entrustdatacard.com or visit entrustdatacard.com/markets/education.