HOW MAKING IT EASIER FOR PEOPLE TO GET A CARD WILL INCREASE THE NUMBER OF CARDHOLDERS

INTRODUCTION: The Regional Government of Andalusia is the government of an autonomous community south of Spain serving the interest of 8.3 million citizens.

CHALLENGE: A need to conveniently supply secure ID cards for citizens to access a variety of public services and benefits from public libraries, social, sport and retirement centers, as well as recent changes to regulatory rules for public tenders pushed the Regional Government of Andalusia adapt a unique solution.

SOLUTION: In order to better serve public needs, the Regional Government of Andalusia wanted to make it easier for their citizens to get secure ID cards. By adding 20 points of issuance each equipped with a Datacard® CD800™ Card Printer, the Regional Government of Andalusia was able to increase the number of applications for public service access cards.

RESULTS:

• 55% increase in cards issued
• 2,100 new cards issued daily
• 60 issuance-points in use
• More than 800,000 cards issued annually
Featured Solution
Datacard® CD800 Card Printer with Datacard® Certified supplies
• One or two-sided printing
• Modular one-to-two-sided printing upgrade
• Magnetic stripe encoding and/or smart card personalization
• Extended 100-card output hopper
• Extended 200-card input hopper
• Six-compartment multi-hopper
• Kensington® security lock for printer

A PRINTING SOLUTION THAT ADAPTS TO EVOLVING NEEDS
The Regional Government of Andalusia provides critical services to citizens. Ensuring citizens can access these services with they need to is a government’s responsibility no matter what abiding and emerging regulations dictate how a government spends public funds.

Such factors pushed the Regional Government of Andalusia to evolve its approach to card printing, compelling them to add 60 more issuance points for citizens to request cards, while being very conscious about how public funds would be utilized to acquire these.

Selecting the Datacard® CD800™ with Datacard® Certified Supplies as their solution made an immediate impact on the number of card applications.

AN IMMEDIATE INCREASE IN ACCESS
The Regional Government of Andalusia wanted to increase access for its citizens to public services. Making it easier for their citizens to get secure ID cards for a variety of public services was seen as the obvious approach, to do that.

With an initial plan to create 20 points of issuance, the Regional Government of Andalusia increased the number of locations to 60. As a result, waiting times have virtually disappeared, and citizens are able to enjoy access to services immediately.

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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 sales@entrustdatacard.com or visit entrustdatacard.com.