Consulting for Personalization activities

Improvement opportunities for personalization facilities and processes
Efficient personalization operations and Security system upgrade

Gemalto offer
Key elements
> Introduction to Visa/Mastercard principles for card personalization
> Audit of the personalization premises in operation
> Gap analysis between the existing production and security systems vs. optimized models
> Selection of adapted equipments and solutions, advice on procedures definition
> Detailed project costing: certification fees, improvements
> Support in staff training
> Pre-audit before certification

Some of our references
Internal
> 5 Gemalto personalization centers launched for the last 2 years:
  • Breda, Netherlands [2013]
  • Manila, Philippines [2013]
  • Montgomeryville, USA [2013]
  • Melbourne, Australia [2012]
  • Shanghai, China [2012]

External
> Major Italian bank [2011]: improvement of personalization processes and productivity, audit of the security system to comply with certification standards
> Personalization vendor in Nigeria [2012]: assistance in Mastercard certification of the bureau with on-site audits and training, support in procedures definition

Key customer benefits
> Personalization center productivity increase, compliance with business plan
> Expertise from the industry leader
  • Implementation of proven efficient systems and machines
  • Best practices for deployment, optimized time-frame
  • Experienced consultants acting as operations managers as well
> Reduction of operational risks (breakdown, security, peak management)
> Skilled staff, reference documents
> Comprehensive preparation for certification at first attempt and its maintenance

SERVICE DESCRIPTION

Audit of the personalization bureau
> Site visit: building security, interior and exterior layout, shop floor
> Assessment of the personalization network and key management system
> Appraisal of protocols and processes consistency
> Interviews with staff holding key positions
> Access to other relevant documentation (production plan, HR organization...)
> Presentation of schemes’ requirements to the management

Detailed guidelines for improvement
> Performance of personalization operations
  • Advice for facilities, equipments and perso infrastructure upgrades. New workshop layout
  • Organization of production processes
    - Workflow optimization
    - Quality management
    - Maintenance
    - Logistics
    - New Product Introduction
> Security specifications/Best practices
  • Physical security elements (building, vault, CCTV...)
  • Logical security system (network, data encryption...)
  • Security Management System documentation (SMS)

On-site implementation
> Project follow-up in the customer premises
> Final audit and recommendations (before certification authorities’ visit)
> Organization of staff training

Note: Gemalto offer their assistance in all the steps of the project through an exhaustive and effective approach. Nevertheless customers may require Gemalto’s services during some phases only according to their priorities and needs.

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