Thales Gemalto Instant Issuance
Easy and secure on the spot issuance
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Banking & Payment Services

Customers become more and more demanding, expecting everything in the moment. Our state-of-the-art Instant Issuance SaaS solution empowers Financial Institutions to address this need. Instant Issuance means that the card is issued and activated on the spot and can be used there and then. It’s essential for today’s market, enabling financial institutions to get new customers up and running with their bank card instantly.

Thales Gemalto Instant Issuance gives you complete control of card delivery and ensures your customers receive their cards faster than with central issuance. Whether you print cards at each and every branch, or print them from one central location and mail them out for next day delivery, you are going to save money and generate incremental revenue. Also the extra time spent with a customer in the branch is a golden opportunity to build your relationship and cross-sell other products and services.

Gemalto Instant Issuance delivers an incremental revenue impact for your card program by:

- **Increases activation rates**
  - Immediate activation on receipt of card 82% vs 50%
- **Drives more card usage**
  - Instant card issuance increased the number of purchase transactions by five transactions per month
- **Increased Spend & Volume of Purchases**
- 10 more transactions are made in first 30 days
- **Reduces risk of Card Interception & Fraud**

All while adding value by delivering differentiation and increasing consumer satisfaction with:

- **Reducing waiting time**
  - A faster process for card delivery
- **Greater satisfaction**
  - A personal and dedicated face-to-face service
- **Less stress**
  - Lost cards can be replaced faster, increasing confidence
- **Increased convenience**
  - Greater ease and choice in how to retrieve a card

Security and convenience

Thales is the world leader in Digital Security and this applies to all our services. Our Gemalto Instant issuance solution is a certified service and compliant with industry standards.

- Latest Visa and MasterCard security requirements
- PCI-PPS-compliant
- End-to-end data encryption during the entire card issuance process

This solution builds on Thales’s expertise of running numerous **EMV instant issuance** projects worldwide. We have already succeeded in supplying a 4,000-strong branch network production more than **3 million EMV cards a year**.
We aim to deliver beyond ‘just a secure software’. Our purpose is to ease the delivery and usage of the service by complementing it with cards, PIN devices and most importantly being compatible with world leading desktop printers whether you choose to do flat, embossed or full edge to edge printing.

**DIRECT TO CARD PRINTER**
- Most economical printer
- Fastest print technology
- Monochrome or color printing
- 100-card input hopper
- Card bypass capability
- Physical and electronic locking
- Kineclipse print security feature

**RE-TRANSFER PRINTER**
- Hi-definition color printing
- Over-edge print technology
- 200-card input hopper
- Card bypass capability
- Physical and electronic locking