



## Effortless and Affordable Instant Issuance

Combining the industry's best printers, cards and software  
in one easy SaaS solution

Cards in an INSTANT is an end-to-end solution that makes in-branch card issuance easy, affordable and fast! Shoreline's unique SaaS (Software as a Service) solution ensures your Instant Issuance program is easy to maintain and light on IT resources.

# Effortless and Affordable Instant Issuance

## The world's leaders in Instant Issuance and payment cards join forces

At Shoreline, a Gemalto company, we've developed a unique solution in the market, tailor-made for community financial institutions. We combine Entrust Datacard's industry-leading CardWizard® software and printers with payment cards and issuance from the world's #1 payment card supplier, Gemalto.

The printers installed at your branch run the CardWizard® software from a secure cloud-based shared infrastructure, which means you pay less to set up and maintain the solution.

Today, hundreds of credit union and community bank branches use Shoreline's Cards in an INSTANT solution.

**"The Shoreline Instant Issue system saved us upwards of \$50,000 versus our previous in-house solution. The state-of-the-art, cloud-based Instant Issue system continues to give us that 'wow' factor with new and existing members."**

*Christopher Brown, VP Operations, MassMutual Federal Credit Union*

## How SaaS Instant Issuance works

Shoreline believes Instant Issuance should be affordable for any size financial institution. Our cloud-based solution is designed to minimize any IT overhead, including costly and time-consuming infrastructure changes. The printers are installed and set up at the branch, while the personalization software is operated securely from Shoreline's data centers, where it's pre-integrated with the processors.

## Instant Issuance boosts customer relationships

Instant Issuance is one of the most readily available ways to elevate your customer relationships. Thanks to on-site printing, customers no longer have to wait for their debit cards to come by mail.

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. And 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.

## Why Instant Issuance?

Increase new card activation, usage and transactions



Improve engagement through increased branch face-time



Instantly replace lost, stolen or damaged cards



Reduce paper, postage and mailing costs



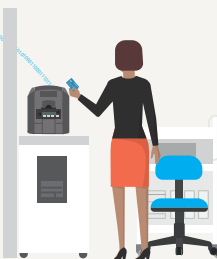
**1** You initiate the debit card production through an easy-to-use web page.

**2** You help the customer select a card design.

**3** Shoreline processes the customer data and card profile in real-time at our secure Visa & MasterCard certified data center.

**4** Shoreline securely returns encrypted EMV and magstripe data to the onsite printer.

Shoreline Secure Data Center



**5** The card is instantly programmed and printed.

**6** You activate the card with the customer on the spot and they leave the branch ready to start using their card.



### Key features of Shoreline's solution



**Secure and certified:** with electronic dual-control for full audit trail and fraud prevention, PCI/DSS compliant, pre-CPV certified



**Easy and affordable:** A hosted end-to-end solution with no software to install or infrastructure to update, 99.0% up time with full warranty



**Reliable:** Easy-to-use web interface, including the CardWizard® rich reporting suite



**Multiple printing technologies:** access to the industry's widest portfolio of desktop issuance systems including direct-to-card, retransfer and embossing







**Future proof:** supports magstripe, EMV chip and contactless EMV (dual-interface) cards, as well as Dynamic Code Verification (DCV) cards

The same card quality,  
printed at your branch.

Just because you are printing in the branch doesn't mean you have to compromise on printing quality. Our solution includes several types of printers, so you can choose the one best suited to your needs.

### High quality printing guarantees customer satisfaction and card durability

	NEAR-EDGE, DIRECT-TO-CARD PRINTING	EMBOSSING AND NEAR-EDGE, DIRECT-TO-CARD PRINTING	RETRANSFER OVER-THE-EDGE PRINTING	EMBOSSING AND OVER-THE-EDGE, RETRANSFER PRINTING
<b>Model:</b>	CD820™ Instant Issuance System 	CE870™ Instant Issuance System 	CR825™ Instant Issuance System 	CE875™ Instant Issuance System 
<b>Printing features:</b>	<ul style="list-style-type: none"> <li>&gt; Full-color or monochrome printing</li> <li>&gt; Edge-to-edge duplex printing</li> <li>&gt; Optional multi-card input hopper</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Embossing and indent printing of up to 150 characters</li> <li>&gt; Up to six hoppers allow multiple card types such as preprinted, gift, debit and credit</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Photo-quality, high resolution and extreme precision printing</li> <li>&gt; Adds an additional layer of retransfer film to extend the life of the card</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Photo-quality, high resolution and extreme precision printing</li> <li>&gt; Embossing and indent printing of up to 150 characters</li> </ul>
<b>Full-color printing throughput</b>	<ul style="list-style-type: none"> <li>&gt; Up to 195 cards per hour, single-sided (YMCKT)</li> <li>&gt; Up to 133 cards per hour, two-sided (YMCKT-KT)</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 64 seconds to print monochrome graphics, encode mag stripe, indent, emboss and top the card</li> <li>&gt; 78 seconds to print color graphics, encode mag stripe, indent, emboss and top the card</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Dual-sided (CMYP-KPi): up to 66 cards per hour</li> <li>&gt; Dual-sided (CMYKP-KPi): up to 60 cards per hour</li> </ul>	<ul style="list-style-type: none"> <li>&gt; CMYP-KPi – up to 66 cards per hour (cph)</li> <li>&gt; CMYKP-KPi – up to 60 cards per hour (cph)</li> </ul>
<b>Monochrome printing throughput</b>	<ul style="list-style-type: none"> <li>&gt; Up to 371 cards per hour, two-sided (black HQ*)</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 60 seconds to encode mag stripe, indent, emboss and top the card</li> </ul>	N/A	N/A
<b>Physical Dimensions:</b>	<ul style="list-style-type: none"> <li>&gt; Single hopper system: 8.8 in. W x 21.2 in. D x 8.8 in. H</li> <li>&gt; Six-compartment multi-hopper system: 16.5 in. W x 27.5 in. D x 14.5 in. H</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Top module (single hopper system): 8.8 in. W x 21.2 in. D x 8.8 in. H.</li> <li>&gt; Top module (six-compartment multi-hopper system): 16.5 in. W x 27.5 in. D x 14.5 in. H</li> <li>&gt; Bottom module (embosser): 15 in. W x 27.5 in. D x 10.5 in. H</li> </ul>	<ul style="list-style-type: none"> <li>&gt; L 21.4 in. x W 10.1 in. x H 15.6 in.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Top module: L 21.4 in. x W 10.1 in. x H 15.6 in.</li> <li>&gt; Bottom module (embosser): L 27.5 in. x W 15 in. x H 10.5 in.</li> </ul>
<b>Weight:</b>	<ul style="list-style-type: none"> <li>&gt; Single input hopper, encoding, printing: 12 lbs.</li> <li>&gt; 6-compartment multi-hopper, encoding, printing: 33 lbs.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Top module (single input hopper, encoding, printing): 12 lbs.</li> <li>&gt; Top module (six-compartment multi-hopper, encoding, printing): 33 lbs.</li> <li>&gt; Bottom module (indenting, embossing, topping, card output): 40 lbs.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 28 lb.; with options will vary</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Top module (input hopper, printing, encoding): 28 lbs. – with options may vary</li> <li>&gt; Bottom module (indenting, embossing, topping, card output): 40 lbs.</li> </ul>

Other printer models available.

## 25 YEARS OF DEDICATION TO COMMUNITY BANKS AND CREDIT UNIONS

For 25 years, Shoreline has been serving community banks and credit unions with optimized solutions to meet your needs. Our purpose is to bring you the best, most innovative solutions adapted to the way you do business. Shoreline is dedicated to providing a personal touch and superior customer service while remaining on the cutting edge of technology in payment cards and banking solutions. In May 2014, Shoreline was acquired by Gemalto, a world leader in digital security and a global provider of EMV.

As financial activities increasingly go digital, Shoreline's next generation technology for in-branch and digital enablement helps increase customer engagement and retention.

**Entrust Datacard** empowers financial institutions to deliver omni-channel experiences that create trusted identities and secure transactions™. With 45 years of industry-leading expertise and experience, Entrust Datacard has deployed more than 30,000 successful instant issuance solutions worldwide.

**For more information, contact a Shoreline sales representative at 800.290.3706**