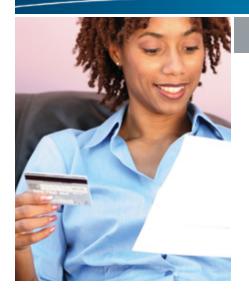
GIESECKE & DEVRIENT



CASE STUDY OVERVIEW

CUSTOMER: Giesecke & Devrient (G&D) is a global market leader in smart card solutions for telecommunications and electronic payment.

CHALLENGE: Upgrade the card delivery and mailing capabilities at its United Kingdom facility, a service bureau that produces millions of cards per month.

SOLUTION: Test and implement a variety of design enhancements to the Datacard® MXi[™] envelope insertion system.

RESULTS: The enhanced MXi system enabled G&D to make a step change in productivity, improving uptime by 50% in six months.

O P T I M I Z I N G P E R F O R M A N C E

- Giesecke & Devrient (G&D) is a leading supplier of payment cards, services, and smart card based solutions and serves as a reliable partner for banks and credit card organizations all around the world. G&D became a Datacard Group customer in 1996.
- The enhanced Datacard® MXi™ envelope insertion system makes it easy to produce personalized mail-ready packages quickly, efficiently and securely in a seamless, secure inline process.
- By collaborating with G&D to improve overall solution performance, Datacard helped G&D increase total uptime, consolidate volume among fewer systems and improve profitability.

WORKING TOWARD A COMMON GOAL

Giesecke & Devrient (G&D) is a leading international technology provider headquartered in Munich, Germany. Founded in 1852, G&D is a global market leader in smart card solutions for telecommunications, government and electronic payment, as well as banknote paper production printing, processing and associated managed services. The company employs more than 10,000 people worldwide.

Ashley Benfield is Operations Director at one of G&D's UK facilities—a service bureau within the company's Cards and Services division that issues millions of payment cards each month. Each of these cards reaches customers through the mail, so card delivery and envelope insertion are critical elements of the operation. When the time came to replace the bureau's card delivery equipment, Benfield saw an opportunity to push performance beyond the existing boundaries.

"We knew the integration between our card issuance systems and the MXi system could be improved and uptime could be better." Benfield said. When Datacard asked us to host a beta site to test MXi system enhancements, we seized the opportunity."

Driving higher efficiency and lower cost-per-card

The timing of the beta site worked out well for G&D, which was in the midst of a period of lower card volumes as a result of the global recession of 2008 and 2009. Datacard engineers worked on-site to examine the performance issues in detail, test different approaches and consult with the G&D team. Behind the scenes, Datacard was developing a long list of enhancements for the MXi system. The beta site offered a critical proving ground for new components and other changes designed to improve the system's duty cycle and operating efficiency.

"The Datacard engineers worked freely," Benfield said. "We weren't involved in the day-to-day detail, and we were not responsible for managing the process. Datacard took care of everything."



"We're using less floor space to do the same amount of work and we are spending less money to run the machines. Both of those factors help reduce our cost-per-card and improve overall profitability."

—ASHLEY BENFIELD,

OPERATIONS DIRECTOR, G&D

Once the final MXi system enhancements were proven to deliver the intended results, Datacard completed the changeover in just one shift. Interruption to ongoing operations at G&D was minimal.

Step change in productivity

Since the installation of the enhanced MXi system in June, G&D has experienced optimal performance levels. "The new MXi system helps us chew through high-volume jobs much more quickly than the previous version of equipment," Benfield said. In fact, downtime for the Datacard[®] Maxsys[®] card issuance system with the Datacard[®] MXD[™] card delivery system and MXi system dropped by 50% in just over six months.

Since the beta, G&D is now running two enhanced MXi systems. Volumes for both systems are significantly higher than their legacy versions. Throughput has increased up to 43% per shift. These improvements in productivity are vital for delivering the turnaround time that G&D's customers expect—especially for larger batches of cards.

Maxsys System Down Time



The enhanced MXi system was installed in June and helped G&D improve uptime by 50 percent in six months.

Minimizing operating costs

The improved reliability of the enhanced MXi system effectively allowed G&D to replace two Datacard® 9000 Series systems—each with a Datacard® UltraForm system and a Datacard® UltraPac system—with one Datacard® MX6000™ card issuance system, one MXD system and one enhanced MXi system. By consolidating workflow among fewer devices, G&D can conserve space and cut service costs in half.

"We're using less floor space to do the same amount of work and we are spending less money to run the machines," Benfield said. "Both of those factors help reduce our cost-per-card and improve overall profitability. This kind of solution is ideal for regions where labor costs tend to be higher."

CORPORATE HEADQUARTERS

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