

VIETNAMESE BANK MAKES PROFITABLE TRANSITION



CASE STUDY OVERVIEW

CUSTOMER: Sacombank is an innovative and fast growing bank in Vietnam. It has built the largest branch network in the country.

CHALLENGE: Empower Sacombank to respond quickly to emerging opportunities in the financial card market — and make a successful transition to EMV® chip card issuance.

SOLUTION: A central card issuance strategy featuring the Datacard® MX6000™ card issuance system with inline Datacard® MXD™ and MXi™ card delivery systems, and Datacard® Affina® smart card software.

RESULTS: Sacombank received special recognition from VISA International and began issuing EMV chip cards in October 2010.

DATACARD SOLUTION

- The Datacard® MX6000™ card issuance system combined with the Datacard® MXD™ card delivery system and Datacard® MXi™ envelope insertion system
- The MX6000 system included a full range of issuance capabilities, including smart card modules, magnetic stripe encoding, graphics printing, embossing and topping
- Datacard® Affina® smart card software



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GROWING BUSINESS VOLUMES CALL FOR EMV® COMPLIANT CARDS

Sacombank, founded in 1991, is a leading bank in Vietnam and is a premier brand in Indochina. It is the first bank to be listed on the Ho Chi Minh City Stock Exchange in Vietnam, it boasts the largest branch network among private sector banks and its innovative growth strategies have attracted prominent investors globally.

Sacombank has issued a variety of financial cards since 2005, including branded debit and ATM cards, as well as a wide range of Visa® and MasterCard® products. The bank's card issuance infrastructure featured two Datacard® 280P card personalization systems. The desktop systems accommodated the bank's needs for several years, but rapid growth in both the number of cardholders and the variety of products offered created the need for a central issuance strategy. In addition, Sacombank was aggressively planning a migration to EMV® chip cards in accordance with Visa and MasterCard chip card standards.

The Datacard solution

Datacard worked closely with senior leaders and card operations managers at Sacombank to evaluate the bank's financial card program, including productivity, profitability, security and opportunities for growth. A central card issuance strategy was developed, which featured the Datacard® MX6000™ card issuance system, Datacard® MXD™ card delivery system, Datacard® MXi™ envelope insertion system and Datacard® Affina® smart card software.

The MX6000 system was configured with a full range of card issuance capabilities, including modules for smart card personalization, magnetic stripe encoding, graphics printing, embossing and topping. Affina smart card software integrated seamlessly with the issuance hardware. The system configuration instantly increased productivity in the bank's card program and streamlined migration to in-house EMV chip card issuance.



“Sacombank has been using Datacard systems to issue cards for more than five years and we know that Datacard provides us with an effective solution.”

— NGUYEN DANG THANH,
DEPUTY GENERAL DIRECTOR,
SACOMBANK

“Sacombank has been using the Datacard systems to issue cards for more than five years,” said Nguyen Dang Thanh, Sacombank Deputy General Director, “and we know that Datacard provides us with an effective solution.”

Datacard Group’s strategic partner in Vietnam, MK Technology Group, has been working with Sacombank since 2005. As an approved distributor, the company specializes in helping banks and service bureaus in Indochina develop highly productive and profitable card operations.

Measurable results

Datacard and MK Technology Group configured the MX6000 system and made it fully operational in a matter of days. From late 2009 to late 2010, Sacombank issued hundreds of thousands of Visa prepaid cards and built strong, lasting relationships with cardholders in Vietnam and throughout Indochina. As a result, Visa awarded Sacombank for “Exemplary Delivery of New Card Payment Products and Services to Market” and “Visa Top 5 Clients 2005–2009.” The bank officially launched its EMV card program in October 2010.

The speed and capacity of the MX6000 system has allowed the bank to issue cards efficiently, minimize costs and introduce a variety of financial card products to a rapidly growing customer base. Sacombank also uses the MXD and MXi systems to deliver cards, print statements and conduct direct mail programs.

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