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*General Manager
Vara Group, SRL
Dominican Republic*



PARTNER PROFILE — VARA GROUP, SRL

Vara Group, SRL, based in Santo Domingo, Dominican Republic, provides ID card solutions to satisfy the present and future demands of its customers. Founded in 1995, this valued partner of Entrust Datacard serves a wide range of industries from education, telecommunications and education, to healthcare and government. The company offers complete solutions that include technology consultancy, project management, sales and installation of hardware and software, training, and more.

CHALLENGE: ARS Humano, a health insurance company, was unable to rely on their current printer and supplies provider to deliver printers and consumables to fulfill their orders.

SOLUTION: Entrust Datacard presented ARS Humano with a one-year fixed price for the Datacard® SD260™ card printer and black ribbon — and guaranteed that printers and ribbons would always be in stock for replacement.

RESULT: ARS Humano now continues issuing approximately 450,000 annual insurance cards without interruption in service due to always having enough printers and ribbon available from Entrust Datacard.



FEATURED PRODUCT

The Datacard® SD260™ card printer provides extremely reliable, best-in-class printing that saves time and increases efficiency. With this printer, organizations can produce vibrant, crisp images and increase productivity with speeds that are faster than competitive printers in the same class.

“The SD260 printer fits very well with our business strategy and is an important part of what we do here.”

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Delays Derail Instant Issuance

Being able to issue health insurance cards to policy holders in a timely manner is critical for a health insurance provider. Delays can lead to customer frustration at best — and poor health outcomes at worst.

When ARS Humano, a health insurance company in the Dominican Republic, kept experiencing shortages of card printers and supplies from its current provider, the company decided enough was enough. The company set out to find a partner who could continually supply printers and ribbons — as well as provide fast, reliable service — to ensure the roughly 450,000 health insurance cards instantly issued each year made it into customers’ hands quickly.

The Right Mix of Price, Service and Availability

ARS Humano had approximately 50 card printers installed throughout 40 locations that were used to print single-sided health insurance cards for its policyholders. The printers personalize pre-printed cards with each customer’s name and policy number.

The company’s previous hardware, service and supplies provider had a single-channel of distribution serving the entire Dominican Republic. Therefore, there were times that the supplier was unable to fulfill an order, which led to suspended printing until ARS Humano could find a new printer or replenish their supply of ribbons.

The health insurance company talked to several potential new providers before awarding the business to Vara Group. This Entrust Datacard partner was chosen because they presented ARS with a fixed price for one year on new Datacard® SD260™ card printers and ribbons — and guaranteed they would be in stock at all times.

Furthermore, Vara Group stood out by offering the health insurance company a swap on printers if any problems arose. A 30-month warranty and reliable local service — in addition to the permanent stock of printers and consumables — sealed the deal.

“The mix of having a fixed price for the printers and good, local service helped us beat out the competition,” said the general manager of Vara Group.

Meeting Expectations. Satisfying Customer Needs

Equipped with the new SD260 card printers, the health insurance company now issues cards to policyholders instantly, without delay. They also know that Vara Group will come through when they need new ribbons or if a printer breaks down. In turn, Vara Group values having the SD260 card printers as part of its overall portfolio of offerings.

“The SD260 printer fits very well with our business strategy and is an important part of what we do here,” said the general manager. “The more volume of equipment we install gets us the best price, plus we’re able to sell more consumables and services. It helps us be more competitive overall.”



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