



“We provided a complete solution for the university — database connectivity, reliable printers, local service, a great previous customer experience and local supplies inventory. We had no competition on this deal.”

*Simcha Yurcowicz  
Product Manager  
Identificación Plástica S.A.S  
Colombia*



## PARTNER PROFILE — IDENTIFICACIÓN PLÁSTICA S.A.S

A leading Latin American provider of integration services and technology solutions for the identification market, Identificación Plástica S.A.S (IPS) is involved in more than 95 percent of all credit cards, debit cards and ID documents issued in Colombia and Venezuela. This valued Entrust Datacard partner offers a broad array of secure ID solutions to produce smart cards, secure holograms, bar codes, magnetic stripes and more. With over 240 business partners nationwide and more than 100 direct employees, IPS is dedicated to delivering the most advanced technology and comprehensive support in the field.

**CHALLENGE:** CUMDC — a university with multiple locations — had a centralized issuance model that delayed the issuance of new IDs to students and staff at other campuses.

**SOLUTION:** Transform to an instant issuance model — using the same ultra-reliable Datacard® card printers, seamlessly integrate software into the university database and provide local service and support to each campus location.

**RESULTS:** CUMDC now quickly issues highly durable and secure ID cards on demand to help protect people, facilities and critical assets at all its campuses.



## FEATURED PRODUCT

The Datacard® CP80™ Plus card printer delivers a powerful and unprecedented combination of security and reliability. This printer produces secure ID cards that help protect people, facilities and other critical assets. It offers the high quality, security and dependable operation that colleges, universities and other cost-conscious organizations require from a desktop card printer.

“We are very focused on universities and this is one of our biggest customers in this market today.”

*Simcha Yurcovicz  
Product Manager  
Identificación Plástica S.A.S  
Colombia*

## Saying Goodbye to Centralized Issuance

Keeping customers satisfied and loyal often requires problem solving and occasionally, saving the day. This was certainly the case for IPS, as it set out to decentralize ID card issuance at CUMDC, a major Latin American university with multiple campuses.

The university relied on IPS to provide the technology and support for its centralized issuance model that produced approximately 30,000 ID cards for students and employees annually. But this model created a lag between the time the card was produced at one site and then delivered to cardholders at the other sites. The university needed a way to get new IDs into the hands of students and staff immediately.

“We are very close to this customer and they trust our company and products,” said Simcha Yurcovicz, product manager at IPS.

## Instant Issuance Saves the Day

The university had been producing highly secure and durable IDs for three years with its centralized issuance technology provided by IPS. Using Datacard® CP80™ Plus card printers and ID Centre™ Silver issuance software, the university personalized MIFARE 4K preprinted cards with color on the front and then added Datacard® DuraGard® virtual edge-to-edge holographic laminate to extend card life to five years and deter fraud.

IPS saw an opportunity to help the university overcome its delivery delays by replicating this process in an instant issuance environment. The company worked with the university to integrate the issuance software with the university's database so cards could be produced onsite at any of the locations. The software connects to the database, imports cardholder information and cards are printed instantly at each of the campuses.

“The university was very pleased to be able to use this card application immediately,” said Yurcovicz.

## Local Service and Supplies Seal the Deal

However, shifting from a centralized issuance model to instant issuance at dispersed locations could potentially cause delays in service and supplies. IPS agreed to provide local technical service if issues arose with the card printers, hands-on installation and training services at each location and maintain supplies in inventory that could be delivered immediately.

“We provided a complete solution for the university — database connectivity, reliable printers, local service, a great previous customer experience and local supplies inventory,” said Yurcovicz. “We had no competition on this deal.”



CONNECT WITH US EVERYWHERE

