CUSTOMER

GHP Card Systems is a full-service specialist in the production, personalization and delivery of high-quality cards for a variety of markets. The company offers solutions for smart cards, financial cards, customer loyalty cards, prepaid cards and telephone cards. The company is known for rapid, reliable and flexible completion of all card issuance projects.

CHALLENGE

GHP Card Systems wanted to personalize cards faster and reduce per-card costs without compromising the company's reputation for superior quality. Company officials wanted to offer their customers faster turnaround times and lower operating costs, especially those incurred because of jobs requiring night and weekend work.

SOLUTION

After watching a system demonstration at the Datacard facility in Orleans, France, GHP chose to integrate a Datacard® Maxsys™ card issuance system into its operation. The new Maxsys system replaced three existing high-volume card personalization systems and provided GHP with the power to aggressively pursue internal goals for increasing speed-to-market and reducing costs.

RESULTS

The new Maxsys system has provided GHP with significant cost reductions in three important areas — labor, supplies and service. The company is personalizing 30,000-40,000 cards per day with the new Maxsys system and is delivering cards to market much faster than before.

A premier shop grows stronger

GHP had built a productive, cost-effective card issuance operation. Costs were low, production speeds were high and the customers who trust GHP for issuance of financial, loyalty, retail, petroleum and telecom cards knew that card quality, data security and overall value were impeccable. But as strong as the operation had become, GHP executives wanted to make it better — they wanted to make it faster, smoother and even more cost-effective. They knew offering shorter lead times and superior value was the best way to attract new business and strengthen customer loyalty.

The company has a heritage of investing in systems and technologies that deliver measurable results. So, when GHP executives saw the Datacard® Maxsys™ card issuance system in Orleans, they immediately recognized the potential impact the system could have on their business. After only two months, GHP began using the Maxsys system to drive down costs and provide customers with shorter lead times.

One system doing the work of three

GHP personalizes 30,000-40,000 cards per day with the new Maxsys system, which has allowed the company to replace the capacity of three older card personalization systems. Each of the older systems issued about 9,000-10,000 cards daily. The increased speed and throughput is allowing GHP to better utilize labor and reduce the need for weekend and nightshift work. This helps reduce overtime labor costs, a significant cost-driver for the company.

Special value-added features enabled through intelligent technology are also driving supplies cost reductions of approximately 25 percent and contributing to a measurable lower cost per card.

The Maxsys system's robust and industrial design is also empowering GHP to reduce service costs. Instead of servicing three systems and maintaining a large parts inventory, GHP is maintaining one ultra-reliable card issuance system. In addition to the obvious service and parts savings, system uptime is increased, which improves card throughput.

"Cost reduction is critical for us, because it gives us a strong competitive advantage," said Andre Amler, Facility Manager for GHP. "We have been pleasantly surprised to see how many different ways the Maxsys system is helping us reduce our production costs."

Ready to run in three days

While the move to a Maxsys system represented a major shift in productivity, the implementation process was fast and easy. The system was assembled in one day and production testing was completed in a second day. After a third day of operator training and job set-ups, the system was ready to run. GHP simply did some front-end work to change its batch sizes to match the speed and capacity of the Maxsys system.

Because the previous systems were also Datacard® products, the transition was quick and smooth and the new Maxsys system was instantly productive. "The implementation and training process was extremely fast," Amler said. "We were able to greatly improve our operations without interrupting the jobs in process."

A powerful customer loyalty strategy

The new Maxsys system has made operations faster, smoother and more reliable for GHP. Costs are down, productivity is up and operators enjoy working with the industry's newest system. It is a point of pride for many system operators to be working with the latest technology.

But most important, GHP is delivering even better service to its customers. "We are known for speed and value," Amler said. "Now, we are delighting our customers even more, because we are able to get their cards personalized and in the mail faster than ever before.

"The Maxsys system is providing us with an important advantage in a competitive market place," Amler said. "The speed and quality of the system are enhancing our strong reputation as a leader in the markets we serve."

CARD PRODUCTION THROUGHPUT COMPARISON

- Improved labor utlization
- Reduced supplies costs
- Superb reliability
- Triple production output

GHP
...is dialog

DatacardGroup

SECURE ID AND CARD PERSONALIZATION SOLUTIONS