



**BANKS ARE SCALING  
FASTER NOW THANKS  
TO THESE REINFORCED  
SMART CARDS.**

**FINANCE**

## EMV PACKS REAL SECURITY

Debit, credit, and prepaid cards are the key drivers of financial institutions yet are equally at high risk of fraudulent activities. That is why banks are on the continuous lookout for the latest in card security solutions to produce impenetrable cards by integrating the latest technology features.

Money fraud is not the only threat. Financial institutions, especially banks, fiercely compete to introduce better cards and issuance services to attract more customers.

The challenge, therefore, is to serve customer cards at a remarkable speed and create unparalleled customer satisfaction by enabling immediate use of the cards without compromising on card security.



With Heidi's robust card issuance solutions, banks can achieve both security and speed with optimal results by reinforcing cards using EMV technology compliant with global standards within its CP55 printer features.

## WHAT DOES EMV MEAN?



In short, EMV stands for the combination of its founders – Europay, MasterCard, and Visa. It's a technical reference for financial cards that have a smart chip under global payment security standards. It applies to a payment method using credit, debit, and prepaid EMV smart cards, as well as payment terminals and ATMs (automated teller machines).

## WHY EMV-CERTIFIED?

Wouldn't it be great to walk into a bank, create an account, and leave with your very own card in a matter of minutes? With EMV-enabled printers, you can offer higher security levels and build more service satisfaction by issuing physical cards to customers on the spot. We're helping financial institutions transition and upgrade in less time.

Shifting towards smart [finance issuance solutions](#) has numerous advantages, including the frictionless implementation and quick customer adoption of this technology.

Let's take a closer look at the top advantages of having an instant card issuance solution at a financial institution and the challenges it tackles.

**The benefits of adopting this security standard go beyond fraud control.**

### BUILD REPERTOIRE

No more wait time. With instant card issuance, your customers no longer have to make frequent trips to fulfill card requests. Receiving cards instantly, especially in emergency cases, contributes towards positive reviews and top ratings for the bank at face value.

**Issuing cards onsite also saves time and provides more issuance flexibility.**

### CERTIFY TRUST

Instant issuance is not a tradeoff between convenience and security. It's the absolute support of both. Heidi's financial card issuance system is designed with end-to-end data encryption throughout the entire card printing lifecycle, in strict compliance with Europay, MasterCard, and Visa card security standards.

**These are Heidi's smart cards.**

Heidi CP55 are EMV-enabled printers that issue tamper-resistant physical cards with a chip onto which encrypted data is printed. Both the card and data confidentiality are firmly secured using this technology.



Smart cards are the perfect solution for online payment transactions and the safest storage vehicles. No matter where your customers go, their bank account information is protected and conveniently usable by a verified PIN code.

## PRINT RESPONSIBLY

Issuing and personalizing your cards in-house reduces administrative and operation costs. It also eliminates the chance for card misplacement or a security breach. By doing so, financial institutions are also succeeding at staying aligned with corporate social responsibilities by reducing the carbon footprints of operations and boosting team productivity.

**Choosing a smart card printing solution is the way to print.**

## CAPITALIZE ON CARDS

Debit, credit, and prepaid cards are top revenue generators for any financial institution. This vertical enjoys a steady growth as consumers are evermore trusting the medium and adopting it as their preferred means for secure purchases.



This purchase method even applies to low-margin transactions. By implementing an instant issuance technology at your premises, scaling is faster.

Customers can gain immediate access to their cards and begin using them sooner.

Customers would be more encouraged to request bank cards, especially if the issuing lead time is quicker.

By choosing safety first, you choose EMV-powered protection that can further strengthen customer loyalty. Customer service and card quality are critical factors for financial institutions.

Having a [bank issuance solution](#) onsite that enhances card experiences is a lifetime value investment. With an EMV-certified instant card issuance solution, financial institutions can gain market share faster and retain more customers. The Heidi team can help assess the ideal financial solution.

Share your inquiry with us in an email to [heidi@getgroup.com](mailto:heidi@getgroup.com)