

# Card Product Solutions

Increase your revenue and market share by taking advantage of First Data's best-in-class card programs that utilize innovative, industry-changing business processes and program management techniques.

## The Challenge

In today's rapidly evolving marketplace, merchants seek to build their brands while improving their prepaid programs' relevance to consumers. Most card suppliers can take orders and produce basic plastics; however, many merchants want more—a reliable partner that can help them differentiate their prepaid businesses.

## The Solution

As an industry leader in card products, First Data can help you build your business through a unique combination of service and innovation. Whether you want a partner to provide traditional plastic cards at competitive prices, unique "one-of-a-kind" cards or end-to-end program management, we can provide you with the right solution for your needs.

## The First Data Difference

- Comprehensive consultation – with 13 years of prepaid experience, thousands of customers and nearly a billion card products managed, First Data shares best practices and recommendations specific to your situation to help you optimize your card products
- Excellent card quality – achieved through working with a certified network of card manufacturers that we actively manage with our supplier performance model; using Lean Sigma® fundamentals and a standard that is higher than the industry, we certify and monitor all aspects of card production, which results in consistently high-quality cards for your business
- Fast delivery times – leveraging a certified network of actively managed strategic partners with large capacities, we are able to produce cards quickly without sacrificing quality
- Innovative card technology – we continuously drive innovation through rigorous processes involving First Data customers, partners and our own industry experts that result in new technology, processes and products that can differentiate your business

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## Services

- Programs for gift, loyalty, mobile and spending cards
- Secure network-branded card management
- Consultation regarding order planning, scheduling, cost management, card innovation and design optimization
- Card design
- Program management
- Program training
- Program analysis and reporting
- Technology consultation regarding form factors: contactless, key fobs, etc.
- Inventory management
- Business-to-business card fulfillment
- Business-to-consumer card fulfillment
- Third-party distributor (e.g., gift card mall) management

## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

**For more information, contact your  
First Data Sales Representative  
or visit [firstdata.com](http://firstdata.com).**