



First Data® Instant Issuance

Provide new or replacement cards to your customers on the spot.

The process of personalizing, mailing, and activating payment cards through centralized issuance can take up to a week. With First Data's **Instant Issuance**, your customers can walk into your retail location and quickly receive a fully-functioning, active payment card — providing them with immediate purchasing power.

Help drive customer loyalty and transaction spend by issuing personalized, ready-to-use payment cards within minutes of them opening a new account. Customers also can rely on your retail locations to replace damaged, lost, or stolen payment cards.

Instantly issue EMV® and magnetic stripe payment cards. First Data combines security, operational efficiency, and reliability to support the card personalization elements you need to issue EMV® chip cards real-time.

Benefits to Your Business



Customer Satisfaction

Quickly manage card issuance in-person. It's a good customer experience that helps drive satisfaction — and provides you with product cross-sell opportunities.



Drive Card Usage

Provide your customers with immediate purchasing power. They can use their instantly issued payment card immediately, upon leaving your branch location.



Operations Efficiencies

Re-issue and replacement cards are created within a First Data PlastiCard facility that coincides with issuance at your location. Instant issuance is available 24 / 7 with very few exceptions.

Card Production Solutions

An industry leader, First Data offers card production accuracy, flexible design options, data security safeguards, and continuous innovation to help you meet your business goals.

Getting payment cards into the hands of your customers is easier and efficient with First Data's production capabilities and issuance services, including:

PlastiCard Management

- Procurement services
- Inventory management

Payment Card Production

- Embossed or Flat
- EMV[®] chip card technology

Marketing

- Digital or Design-Your-Own-Card
- Customized card carriers

Delivery

- Special handling
- Onsite mail presort

For more information, please contact your Account Executive or visit FirstData.com.

First Data[®] Instant Issuance

First Data makes it easy for you to instantly issue payment cards with just a few steps:

Client

- Instant issuance hardware / software required
- Hardware Security Module (HSM) required
- Purchase card stock inventory from the card manufacturer for use at your retail locations
- Establish unique Key Management Center (KMC) for exchange with card vendor
- Apply for appropriate card association approvals
- Transmit your new account or card replacement request to First Data using web services or Open Data Stream (ODS)
- Retrieve processed cardholder data from First Data
- Your staff issues payment card on-site

First Data

- Creates the new customer account on the First Data host
- Assigns the card sequence number and builds the chip row – data needed for EMV[®] chip card personalization
- Updates the authorization system
- Chip / card information provided back to you

Your Customer

- Able to use their instantly issued payment card upon leaving your branch location
- Provides immediate purchasing power

Operations Benefits

- Our process allows re-issue and replacement cards to be created within a First Data PlastiCard facility that coincides with issuance at your location
- Instant Issuance is available 24 / 7 with the following exceptions:
 - First Data DecisionQuest[®] (DQ) maintenance
 - Major installs
 - Planned outages
- First Data Instant Issuance is compatible with all vendor hardware