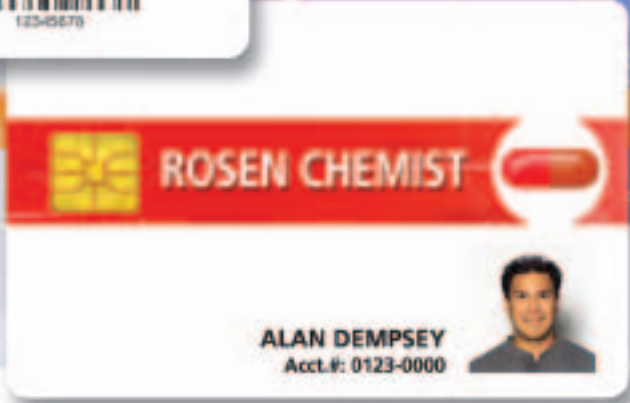
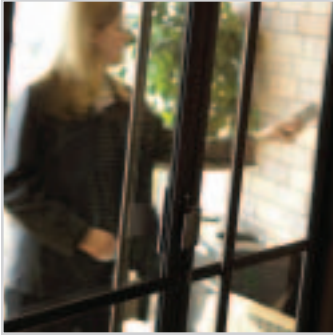


Datacard® Reseller Program

AUTHORIZED  
RESELLER PROGRAM  
FROM THE WORLD LEADER  
IN ID SOLUTIONS



# PROFITABLE NEW SELLING OPPORTUNITIES



## A TOP-SELLING BRAND

Datacard® photo ID systems, identification software, card printers, capture solutions and supplies provide Datacard Resellers with tremendous revenue potential. Profitable selling opportunities are now more widespread as security becomes a more pressing concern and as Datacard solutions become more powerful, cost-effective and easier to use.

You can integrate our solutions with access control and other automated systems—or sell them as stand-alone solutions to corporations, government agencies, hospitals, schools and other security-minded organizations.



PartnerPage<sup>SM</sup> is a powerful e-business site that provides you with ready access to Datacard products, information and technical resources.

## HIGH-DEMAND, HIGH-MARGIN SOLUTIONS

Searching for new ways to enhance your solutions portfolio, increase security offerings and drive both revenue and profit? Look to Datacard Group and our new Reseller Program. It is specifically designed to help you capitalize on intense market demand for Secure ID solutions.

Our industry-leading photo ID systems which include identification software, capture solutions, card printers and system-matched supplies provide you with high-margin opportunities in a variety of markets. You can integrate our systems, printers and software with access control, time and attendance, and other solutions in your portfolio — or sell Datacard® photo ID systems as complementary stand-alone solutions. Either way, your customers get superior products and you get tremendous opportunities to generate new revenue and greater profits.

### Datacard® Secure Identity Solutions

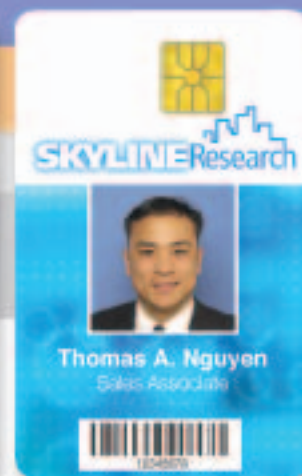
- Integrated photo ID systems
- Wide range of identification software
- Largest family of plastic card printers
- Digital cameras and image capture solutions
- High-security laminates and topcoats
- Proprietary print ribbons and other supplies
- Smart card and biometric device support

## THE TOOLS AND SUPPORT YOU NEED TO SELL

Great products with feature-rich designs are only part of the Datacard Reseller Program advantage. We aggressively market and promote the Datacard brand through advertising and publicity. We provide you with highly effective sales tools and responsive technical support for everything from product development through on-site customer service. We also offer a dedicated e-business portal called PartnerPage<sup>SM</sup>, a highly interactive portal for news, product information, pricing, selling tips and technical support.

### Authorized Reseller Program

- High-demand ID systems, software, printers, capture solutions and supplies
- Sales and marketing support
- Online and on-site sales training
- Dedicated Web site for product information, market analysis, training and news



## FAST FACTS

- Customers in 120+ countries
- 7 million+ cards issued each day with Datacard solutions
- Introduced digital photo ID systems
- World's best-selling photo ID systems
- Leader in digital imaging, smart cards and biometrics
- Enabled secure mass issuance of financial cards—a market leader today

## HIGH-POTENTIAL PROSPECTS IN EVERY MARKET

Secure ID cards and traditional badging programs are only part of a much bigger profit picture for Datacard Resellers. Vast new markets are opening because Datacard® card printers and identification software are more affordable, easier to operate and offer more features than ever. In addition to employee badging programs, high-margin opportunities are emerging rapidly with retailers, schools, casinos, resorts, hotels and others.

These enterprises are looking to build customer loyalty, drive sales, improve security, issue gift cards, identify VIP customers and more. High-quality plastic cards provide the perfect platform for each of these objectives — and create great new market opportunities for you.

### Emerging Card Applications

- Gift cards
- Customer loyalty programs
- Membership cards
- Door access keys
- Guest transactions
- Student identification
- Public transportation cards
- Patient identification
- Passes for amusement parks, pools, ski resorts, golf courses and more
- Visitor management
- Secure registration

## A HERITAGE OF INNOVATION AND RESELLER SUCCESS

Datacard first changed the world when we introduced embossing and encoding systems that made secure, high-volume issuance of credit cards possible. That was just the beginning. We continued to innovate with digital photo ID systems, identification software and desktop card printers. The expertise that first made Datacard a trusted provider of financial card programs has drawn us and Datacard Resellers into the very center of corporate security, telecommunications, transportation, retail, education, healthcare and government programs throughout North America and the rest of the world.

Today, Datacard photo ID systems, software, printers, capture solutions and supplies are market leaders. They are preferred by security professionals and card issuers worldwide because they deliver superior value, performance and reliability. Continuous expansion of this powerful portfolio will provide Datacard Resellers with the solutions they need to drive revenue, expand their own offerings and measurably enhance customer satisfaction.

# WORLD LEADER IN SECURE ID AND CARD PERSONALIZATION SOLUTIONS

Datacard Group offers the world's best-selling secure ID and card personalization solutions. The company's portfolio includes systems for high-volume card issuance, card delivery, secure ID issuance and passport production, plus extensive service and supply offerings. The privately held company serves customers in more than 120 countries. [www.datacard.com](http://www.datacard.com)

## COMMITTED TO RESELLER SUCCESS

In addition to high-demand ID solutions, we also offer a strong Datacard Reseller Program. This includes sales and marketing support, consulting, advertising and publicity, sales tools, expert technical support and a powerful e-business portal called PartnerPage. You can rely on Datacard to help create strong market demand and provide you with the tools and support you need to capitalize on promising new market opportunities.

## FOR MORE INFORMATION

For information about the Datacard Reseller Program, contact us at 1.800.328.8623 or visit us at [www.datacard.com](http://www.datacard.com).

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**Datacard**Group

SECURE ID AND CARD PERSONALIZATION SOLUTIONS

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