

Loyalty Card Production Enabled with HID Global Printer/Encoder



AwardWallet's OneCard Relies on the Efficient FARGO® DTC4500 Printer/Encoder

AwardWallet LLC provides a free service that helps consumers manage and track loyalty programs, including air, hotel, car rental, and credit cards. AwardWallet also helps people keep track of award-program balances by accessing program balance information, aggregating data from the various loyalty programs, and then making the information easy to use for the card user.

The company's robust system tracks 432 loyalty programs, roughly four times more than any competitor. More than 82,000 active members depend on AwardWallet to manage over 15 billion miles/points representing \$304 million in value.

By notifying members when their balances change and before their points expire, members can stay on top of their travel assets with minimal effort.

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Alexi Vereschaga
AwardWallet

The Challenge

The average AwardWallet member belongs to approximately 10 loyalty programs. Some belong to as many as 60. Before AwardWallet, carrying around cards and keeping track of the information for every loyalty program was burdensome and ineffective.

AwardWallet's solution is the OneCard, a credit card-sized plastic card that lists up to 30 different loyalty program accounts on a single card. The OneCard also has a magnetic strip that enables users to check in for flights at airport kiosks without using their ID or credit card.

With the introduction of the OneCard and the rapidly growing user base, AwardWallet needed a way to print and encode these cards cost effectively and efficiently.

The Solution

AwardWallet's executives evaluated four printers, including HID Global's FARGO® Direct-to-Card (DTC) printer/encoder; the FARGO DTC4500 was recommended by AwardWallet's security systems integrator, IDESCO Corp.

AwardWallet found that with the DTC4500 printer, they could produce professional-quality, full-color ID cards with security encoding - all in one print transaction. In one pass, the device can print, encode, fluorescent print, and laminate security cards, single- or dual-sided, in less than half a minute per card. They also found the printer easy to use, and it integrates seamlessly with existing IT networks and databases.

- Top Reasons Why AwardWallet.com Chose HID Global FARGO DTC4500 Printer/Encoder:**
1. Robust printer that integrates with existing systems
 2. Low cost per print
 3. Fast print speed
 4. Double-sided printing
 5. Ease of use



AwardWallet selected the FARGO DTC4500 printer for the following reasons:

- Ease of integration with existing system at AwardWallet.** The DTC4500 printer's software gives programmers control over all the features that the company would use, including setting controls for card printing and encoding, diagnostics, upgrades, audits and enabling printer security.
- Simple to use.** AwardWallet provides its services to members with a staff of fewer than 15 people. Therefore, it was imperative that the printer be easy to use. The FARGO DTC4500 required only a few quick, simple steps.
- Low cost per print and fast print speed.** When compared to the other three printers, the FARGO DTC4500 featured the best cost per print and was the most efficient, which was a critical factor for AwardWallet and their ability to meet the growing demand for OneCards.
- Ability to print on both sides of the card.** Many members have so many loyalty programs that a one sided card does not hold all their information. Dual-side printing was a must to serve AwardWallet's clientele.

"Because AwardWallet is anticipating printing upwards of 10,000 cards per year, the best solution out there is the DTC4500 FARGO printer," said Andy Schonzeit, IDESCO Corp. "It's a robust printer that can handle a large volume of card printing while still maintaining the highest quality."

"We're growing rapidly and expect to hit 100,000 users by early 2012," said Alexi Verschaga, co-founder at AwardWallet. "Our supply is quickly depleting, so we just ordered ten thousand more OneCards for our growing demand."

Results

With the HID Global FARGO DTC4500 printer, AwardWallet can produce the new OneCard for their growing customer base, some of whom order two or three OneCards for the entire family. The FARGO printer can keep up with the demand for the OneCards at a low per-card cost, which also enables AwardWallet to continue offering the OneCard as a free value-added service, even as the company expands and keeps track of over 15 billion miles and points for its members.

"Every time I use the printer, it blows my mind at how easy it is to produce the cards," commented AwardWallet's Alexi Vereschaga. "I quickly and easily print cards that not only look very professional but also contain the data that enables our clientele to manage their many loyalty programs."

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