

DATACARD® CASHLESS PAYMENT SOLUTION

EASYSMART



The EasySmart solution is ideal for a variety of cashless payment applications, including:

- Copying and printing services
- Cafeterias and other food service areas
- Vending machines
- Internet access

Key benefits

- Improved cash flow
- More revenue
- Lower costs
- Enhanced customer service
- Less risk
- Simplified operations

IMPROVED CASH FLOW, LOWER COSTS

A profitable alternative to cash transactions

Handling cash at the point of sale negatively affects your cash flow. Theft, labor costs, human errors and other factors erode your profits more than you probably imagine. Datacard can show you how to mitigate these risks and improve your cash flow quickly and easily.

The new EasySmart cashless payment solution from Datacard Group makes it easy to incorporate stored value payment in your secure photo ID program. It replaces cash with the security, convenience and simplicity of stored value cards. Simply issue personalized smart card photo IDs to your customers, students, members, employees or other authorized users. Real cash value is stored on a smart card, which is then presented for payment when authorized users want to buy food, print documents, make copies, use vending machines or conduct other day-to-day transactions.

Configured to your enterprise, your budget

The EasySmart solution from Datacard is ideal for schools, health clubs, Internet cafes, copy centers, offices, factories and other enterprises looking for a fast, low-cost way to go cashless. The solution can be scaled to fit your organization and your budget. It requires no networking and minimal operator training, so it can be deployed quickly without interrupting your existing operations.

All EasySmart smart cards can accommodate two purses. Purse 1 contains the cardholder's personal cash. Purse 2, an optional add-on, can be configured in one of three ways:

- Daily allowance purse — allows an administrator to allocate an automatic daily subsidy to a cardholder.
- VIP allowance purse — allows an administrator to grant an allowance fund to a cardholder.
- Discount allowance purse — enables an administrator to grant a discount to cardholders.

The EasySmart smart card management software lets you configure cards to carry Purse 1 plus one additional optional purse. This gives administrators flexibility to tailor cards to different needs. For example, you can offer special discounts or daily allowance to specific individuals or groups, or grant certain cardholders a departmental allowance.

Save money and increase revenue

The EasySmart solution helps generate new revenue by creating strong customer loyalty. Your stored value smart cards serve as bulletin boards or advertisements that your customers carry with them in their wallets or purses. Plus, the stored value cards you issue can only be used within your system. When cardholders want to buy food, print documents, make copies or log onto the Internet, the easiest option is to use their stored value card.

Compatible with most existing systems

The EasySmart cashless payment solution offers a wide selection of point-of-sale (POS) terminals for cafeterias and a variety of card readers specifically designed for copiers, printers, computers and vending machines. A card revaluation center allows users to add value to their cards quickly and easily. Cardholders simply insert cash or coins and the revaluation center loads the exact value onto their cards. All hardware components can be installed quickly, and they are compatible with most existing copiers, printers, computers and vending machines.

Datacard Group

SECURE ID AND CARD PERSONALIZATION SOLUTIONS

Part of a fully integrated solution

The EasySmart solution is engineered to integrate with the entire portfolio of Datacard® photo ID solutions. When you choose Datacard for your photo ID program, you can easily incorporate smart card and proximity card technology, biometrics and advanced security features — in addition to cashless payment — all in a single photo ID. This creates unprecedented opportunities to configure your program to meet a wide variety of needs. Rely on Datacard to deliver everything you need to establish and maintain a secure, successful photo ID program, including printers, software, capture solutions, accessories and professional services.

Powerful, modular components

With these reliable components, you can easily configure the best EasySmart solution for your organization.

EasySmart Smart Card Management Software

- Makes it easy to issue smart cards and define parameters for daily/VIP/discount allowances
- Facilitates card encoding and allocation of subsidies
- Handles card revaluation and reporting

SmartPrint CENTRAL Software

- Charges users for network printing
- Accommodates multiple printers and print queues
- Configurable delay before print job deletion

Chipcard PC Time Charging Software

- Accurately charges users for time spent at PC workstations
- Controls network and stand-alone PCs
- Flexible pricing schemes include “happy hour” pricing

6550 Chipcard Operated Copier Terminal

- Adapts to a wide range of copier/printers
- Separate charges for up to four paper sizes
- Automatically deducts deposit upon insertion to improve security

8553 Chipcard Operated Micro-POS Terminal

- Provides a low-cost terminal for basic point-of-sale (POS) transactions
- Operator manually keys in value of deduction
- Includes refund capability to reconcile incorrect deductions

8550 Chipcard Operated Mini-POS Terminal

- Powerful and versatile point-of-sale terminal
- 24 hot keys, 200 price look-ups, 20 sales departments
- Facilitates revaluation of cash purse

7550 Chipcard Operated Vending Terminal

- Interfaces with long list of vending machine designs
- Includes revaluation and tax capabilities
- Handles subsidy/VIP/departmental payment for individual items

95XX Card Centers for Card Revaluation

- Enables user-friendly, self-service card revaluation
- Accepts up to six coin denominations and four different bills
- Flexible design handles coins only, bills only, or coin/bill combination

Fast implementation and highly intuitive operation

A great benefit of the EasySmart solution is simplicity. The solution installs quickly with little or no disruption to your operations. The software, terminals and revaluation centers are intuitive and easy to learn, so both staff and cardholders can begin using the solution immediately.

Complete integration and implementation options

You can count on Datacard to provide the professional services you need for a successful EasySmart implementation. We can help you with design, planning, project management, systems integration and training. We are a world leader in secure ID solutions and a trusted solutions provider for government agencies, corporations, schools and other enterprises worldwide. We bring all of that experience and expertise to every client engagement.

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Printed in U.S.A.

CM5-1301