WHITE PAPER

Instant Issuance

Ensuring Customer Protection Through Innovative Payment and ID Solutions

ENTRUST

SECURING A WORLD IN MOTION

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Introduction

The modern business environment continues to evolve at an accelerated pace, driven by digital transformation, distributed ecosystems, and rising expectations for seamless, instant experiences. Organizations today must support secure, real-time interactions across remote, mobile, and cloud environments, reinforcing the need for both agility and resilience in meeting changing consumer and workforce demands.

Additionally, digital engagement has expanded into fully integrated identity and payment ecosystems. Consumers now expect immediate access through both digital wallets and physical formats. This has fueled the rapid growth of instant issuance models, or credential and card issuance systems that deliver credentials on demand, on location, or in branch. The increasing complexity of securing those interactions against emerging threats such as AI-driven fraud, agentic automation, and identity misuse. The need for secure, efficient credential and card issuance is more important now than ever.

As a result, instant issuance solutions have become essential infrastructure across industries, extending far beyond banking into enterprise, education, and public sector use cases, where trust, security, and user experience must coexist.

Today, the widespread adoption of instant issuance solutions is fueled by evolving consumer behaviors, artificial intelligence, and the convergence of identity and payments. As agentic AI systems begin to independently initiate and interact within digital workflows, ensuring the security of both payment and ID issuance becomes even more critical. Organizations must now leverage AI-driven fraud detection and prepare for future risks, all while maintaining seamless user experiences. This is driving a new wave of innovation and investment focused on securing credentials throughout their entire lifecycle.

As a global leader in secure identity and payment solutions, Entrust prioritizes maintaining a security advantage by protecting sensitive data, enabling crypto-agility, and defending against advanced threats. Through our use of hardware-rooted security, including Trusted Platform Modules (TPMs), combined with scalable, cloud-native architectures and advanced fraud prevention capabilities, we deliver the trusted foundation organizations need to securely issue and manage identities and payment credentials, both today and into the future.

Best,

Ryan Zlockie
Vice President, Instant Issuance
Entrust

Security Market Trends

With an increasing emphasis on data privacy and fraud prevention, instant issuance solutions must shift toward seamless integration of advanced security features like encryption, biometrics, and multi-factor authentication (MFA).

In addition, there's a growing demand for solutions that offer real-time card activation and issuance in branch or on location, ensuring quick and secure access to financial services and sensitive information. Examining trends in the payment, casino, and education sectors reveals a similar focus on enhancing security and efficiency through instant issuance solutions.

As both physical and digital security continue to be prioritized, there will be additional emphasis on innovation and technology adoption to meet the evolving needs of consumers and organizations alike.

Payments

As consumer preferences and behaviors change, industries need to transform to align with these changes. For financial institutions, this opportunity lies in how they offer payment cards. To effectively attract and retain cardholders, financial institutions need to take advantage of instant financial issuance solutions, allowing them to differentiate their brand, acquire new market share, and grow revenue.

Research shows that over 90% of consumers in the U.S. and Europe used some form of digital payment in the past year, highlighting how deeply embedded digital transactions have become in everyday life.[1] Despite the growth of digital payment methods, physical card payments still represented $16 trillion in global transaction volume in 2025, making up 48% of in-store transactions and 31% of e-commerce purchases.[2]

At the same time, the embedded payments market is accelerating rapidly, with projections showing growth from roughly $51 billion in 2026 to more than $430 billion by 2033, driven by demand for seamless, in-app payment experiences.[3]

As more transactions move online and become contactless, ensuring the security of cardholder data has become a top priority for the payment sector, which faces evolving security challenges, including fraudulent transactions and data breaches.

Instant financial issuance (IFI) solutions play a key role in enabling secure and efficient issuance of payment cards, meeting the demand for real-time transactions while maintaining security measures to protect against fraud and unauthorized access. Businesses leveraging IFI solutions can capitalize on customer data, enhance operational efficiency, and create positive brand experiences, positioning themselves for success.

1 McKinsey & Company, October 25, 2024, State of consumer digital payments in 2024
2 Worldpay, 2026, Global Payments Report
3 Grand View Research, June 2026, Embedded Payment Market Report

Casino

The gaming and sports betting industry continues to evolve at an unprecedented pace, driven by digital innovation, expanding legalization, and shifting consumer behavior. Today's operators must adapt quickly to new technologies, rising customer expectations, and an increasingly complex threat landscape – all while maintaining customer loyalty through eye-catching player card designs and features.

Recent data highlights the scale of this transformation. The U.S. commercial gaming industry reached a record $78.7 billion in total revenue in 2025, marking continued year-over-year growth and reinforcing strong consumer demand across both physical and digital channels.

Sports betting revenue reached an all-time annual high of $16.96 billion in 2025, a 22.8 percent increase from the previous year.

Digital channels are accelerating even faster. iGaming revenue grew to over $10.7 billion in 2025, up more than 27% year over year, with online gaming now playing a central role in overall industry growth.

At the same time, the rapid expansion of digital gaming has significantly increased risk exposure. Casinos and sportsbooks manage large volumes of sensitive personal and financial data. This makes them prime targets for cybercriminals. In fact, the industry has experienced a surge in attacks, with major breaches impacting hundreds of thousands of records and repeated ransomware incidents across leading operators as recently as 2025–2026.

Developing and deploying secure ID issuance platforms can additionally help Tribal and privately-owned casinos by enabling efficient and secure verification of patrons' identities for age verification, loyalty programs, and compliance with regulatory requirements.

Education

While mobile student IDs continue to gain attention across higher education, physical credentials remain the dominant form of campus identification. Institutions such as the University of Virginia and Penn State have introduced mobile ID programs that allow students, faculty, and staff to use Apple Wallet or Google Wallet for campus access and services. However, adoption remains gradual. In 2025, 17% of U.S. students reported using mobile or digital IDs, compared to 54% who continued to rely on physical ID cards, underscoring the ongoing importance of traditional credentials across campus environments.

For many colleges and universities, physical credentials remain essential for visually verifying identity, supporting visitors and temporary users, providing access to campus services, and ensuring inclusivity for individuals who may not have compatible mobile devices. As a result, most institutions are pursuing a hybrid approach that combines traditional ID cards with digital credential options, rather than replacing physical credentials altogether.

As campuses evaluate mobile and digital ID initiatives, the need for secure, efficient physical card issuance remains critical. Entrust Instant ID Issuance (IIDI) solutions help educational institutions rapidly issue high-quality student, faculty, and staff credentials that support campus security, enhance the student experience, and provide a trusted identity foundation for both current and future credentialing models.

In summary, instant issuance solutions enhance customer protection and security, allowing businesses and institutions to issue secure payment cards and ID credentials instantly. This capability streamlines the customer experience by eliminating the need for lengthy processing times and enhances security measures by reducing the risk of fraudulent activities and identity theft. Instant issuance solutions allow businesses to stay ahead of regulatory requirements and compliance standards.

The Top 5 Security Considerations for Instant Issuance Solutions

Modern instant issuance is evolving rapidly. As digital transformation accelerates, fraud threats increase, and seamless user experiences become non-negotiable, organizations must rethink how credentials are issued, secured, and managed across their lifecycle.

1. Identity-First Security

Shift trust to the core: Identity

As issuance expands across physical and digital channels, the security perimeter isn't limited to cards and devices. Identity has become the primary security perimeter. Every credential must be securely bound to a verified identity from onboarding through ongoing use.

Organizations adopting identity-first models reduce fraud risk, eliminate gaps between identity proofing and issuance, and enable secure, seamless customer experiences.

Identity-first security provides:

Stronger fraud prevention at the point of issuance: By binding both physical and digital credentials to a verified identity from the start, organizations significantly reduce risks from impersonation, synthetic identities, and account takeover.

End-to-end trust across the identity lifecycle: Identity-first models eliminate gaps between identity proofing, issuance, and authentication, creating a continuous trust framework that attackers can't easily exploit.

Frictionless and secure user experiences: Users benefit from faster onboarding and seamless activation, while organizations maintain high assurance levels without introducing added friction.

> Whether issuing a physical card or a digital credential, trust begins with verified identity. Entrust's identity-first approach helps organizations deliver secure, convenient experiences at scale.

2. AI-Driven Fraud & Identity Verification

Stay ahead of next-generation fraud

Fraud is becoming more advanced by leveraging AI, deepfakes, and synthetic identities. In instant issuance environments, where decisions happen in real time, organizations must rely on intelligent, adaptive fraud detection.

AI-driven verification enhances onboarding while enabling continuous monitoring throughout the credential lifecycle.

Real-time, high-accuracy fraud detection: AI models are critical to instant issuance, analyzing biometrics, documents, and behavior to identify fraud patterns that traditional rules-based systems miss.

Reduced false positives and improved customer experience: Advanced machine learning enables better decisions, minimizing disruptions for legitimate users while still flagging high-risk activity.

Continuous monitoring beyond onboarding: AI extends into the credential lifecycle, flagging abnormal activity in usage and triggering adaptive authentication when needed.

Faster, scalable onboarding and compliance: Automated verification processes accelerate issuance while helping organizations meet increasing regulatory expectations for identity assurance.

The speed of instant issuance should never come at the expense of security. Entrust helps organizations verify identities, detect sophisticated fraud attempts, and issue credentials in real time.

3. Convergence of Physical + Digital Credentials

Deliver one seamless credential experience

Users expect immediate digital access alongside the reliability of physical credentials. Organizations must unify these experiences, enabling credentials to work consistently across devices, channels, and use cases.

The result is a single identity powering multiple credential formats being managed through a unified system.

Immediate access with long-term usability: Users can transact instantly using digital credentials while still relying on physical cards or IDs when needed.

Unified identity across credential types: Linking physical and digital credentials to a single identity ensures consistent security policies and a seamless, unified user experience.

Streamlined lifecycle management: Organizations can manage issuance, updates, revocation, and reissuance across all credential formats from a centralized system.

4. Cloud-Native, API-First Issuance Platforms

Scale with speed and flexibility

Legacy issuance systems cannot keep pace with modern demands for real-time provisioning and multi-channel delivery. Cloud-native, API-first platforms provide the agility needed to launch and scale issuance programs quickly.

Rapid deployment and innovation: Cloud-native platforms allow organizations to launch new issuance programs quickly and adapt to changing market demands.

Scalability to meet fluctuating demand: Institutions can scale issuance volumes up or down without infrastructure constraints, which is critical for instant issuance and large ID programs.

Seamless integration into digital journeys: API-first architectures enable issuance to be embedded directly into onboarding apps, citizen services, or enterprise workflows.

Lower complexity with centralized control: Unified cloud platforms reduce reliance on fragmented systems while maintaining strong security, compliance, and governance.

Entrust Instant Financial Issuance as a Service (IFIaaS) and Instant ID as a Service (IIDaaS) provide cloud-native functionalities that enable secure, on-demand issuance without the burden of managing infrastructure.

5. Building Future-Ready Issuance Programs for the Long Term

Future-ready security for a changing landscape

For financial institutions, instant issuance is a long-term investment. While today's programs are built to meet current security, compliance, and customer experience requirements, future success depends on the ability to adapt as standards, payment technologies, and regulatory expectations evolve. Crypto-agility provides the flexibility needed to support this ongoing evolution without disrupting issuance operations.

Adapt to changing payment and security standards: Flexible issuance platforms enable organizations to respond to changing industry standards and implement updates more efficiently while maintaining security and operational continuity at scale.

Support future innovation in payments and digital credentials: As digital wallets and new forms of payment credentials continue to expand, crypto-agility provides a foundation for adopting new technologies with greater confidence.

Strengthen governance through centralized cryptographic control: Integrated key management and hardware-backed security help organizations maintain consistent security policies, improve oversight, and reduce risk across the issuance ecosystem.

Entrust's Instant Financial Issuance Solutions

Entrust's Instant Financial Issuance (IFI) solutions cater to the evolving needs of financial institutions, enabling them to issue digital and physical cards seamlessly and securely worldwide. Through our proven expertise in both instant and central financial issuance, institutions can power their digital payment card strategies effectively.

Our solutions offer various methods of issuance, including mobile, branch, kiosk, and mail, providing flexibility and convenience to both institutions and consumers. Our solutions prioritize security and efficiency, leveraging advanced capabilities to fight identity fraud and protect cardholders.

Key benefits and capabilities of Entrust IFI solutions include:

- Accelerated payment card activation
- Improved card usage
- Strengthened customer loyalty
- Enhanced client acquisition and value delivery
- Reduced issuance and customer service costs

Entrust's IFI solutions are at the forefront of streamlining financial issuance processes

30M+
debit and credit cards are issued annually through our instant issuance systems

1,400+
of the world's leading financial institutions and retailers rely on Entrust for their instant issuance programs

1B+
financial cards are issued each year with our central issuance systems

Entrust's Instant ID Issuance Solutions

Entrust's Instant ID Issuance (IIDI) solutions empower organizations to issue safe and secure digital and physical IDs efficiently and in high volumes. Our solutions simplify the issuance process with options for various ID types, including photo ID cards and passports.

With Entrust's technology, organizations can personalize cards with ease, supporting multiple card types and technologies such as contact and contactless, magnetic stripe, proximity, and smart cards. Our solutions prioritize security, offering a range of overt, covert, and forensic security features to increase security and deter fraud, including holographic and ghost images, guilloche patterns, and microprinting. Our innovative software solutions enable seamless ID design, encoding, and management for multiple ID applications, supporting compliance with industry regulations and standards such as C-TPAT, GDPR, HIPAA, and more.

Streamline ID issuance processes for various use cases, including:

- Student ID programs
- Hybrid workplaces
- Citizen ID issuance

Offering benefits to:

- IT managers
- Directors of Operations
- ID card issuers

With features such as durable and secure ID cards, simplified issuance processes, agile card issuance capabilities, and world-class security measures, Entrust's Instant ID Issuance solutions are designed to meet the evolving needs of organizations while ensuring the highest standards of security and efficiency in ID issuance.

The Numbers

125+

125-800 passport books-per-hour with our range of passport issuance systems

1,200+

1,200-4,000 cards-per-hour with our range of central issuance systems

55+

55-180 dual-sided cards-per-hour with our range of desktop ID card printers

Security Advantage in Real Life Using Entrust Solutions

Entrust enables institutions with the technologies they need to bring a security advantage to life. Through our IFI and IIDI solutions, we provide a seamless and secure experience for customers, ensuring their financial transactions and identities are protected at every step. Our case studies provide invaluable insights into the real-world applications and successes of Entrust solutions in various industries.

With Entrust, institutions can trust in a comprehensive suite of instant issuance solutions that:

- Enhance security
- Streamline operations
- Drive efficiency
- Deliver unparalleled peace of mind to business and consumers

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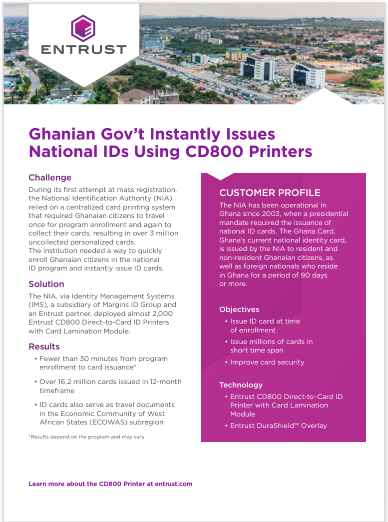
BancoEstado Accelerates Digital Transformation with Cloud-based MFA & Card Issuance

Banco del Estado de Chile operating as the brand BancoEstado, is the only public bank in Chile with more than 14 million customers, 500 plus branches, and a strong history dating back to 1953. BancoEstado has a sustainability charter of financial inclusion and digitization to support the country's citizens and companies with products, services, and channels regardless of economic status or location.

The Chilean government relies on BancoEstado's CuentaRUT debit cards to distribute government benefits securely and efficiently without requiring in-branch service, including recent pandemic relief funds. With a Chilean identity card (RUT or DNI) being the only requirement to qualify for a CuentaRUT card, virtually every Chilean adult is a BancoEstado customer. Given the public reliance on these cards, the secure and fast delivery of new and replacement cards is paramount. Additionally, the security of the bank's 9 million plus mobile banking customers is equally critical to the stability of the country's public economic infrastructure.

BancoEstado

Learn more about our solutions for financial institutions at entrust.com



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Ghanian Gov't Instantly Issues National IDs Using CD800 Printers

Challenge

During its first attempt at mass registration, the National Identification Authority (NIA) relied on a centralized card printing system that required Ghanaian citizens to travel once for program enrollment and again to collect their cards, resulting in over 3 million uncollected personalized cards.
The institution needed a way to quickly enroll Ghanaian citizens in the national ID program and instantly issue ID cards.

Solution

The NIA, via Identity Management Systems (IMS), a subsidiary of Margins ID Group and an Entrust partner, deployed almost 2,000 Entrust CD800 Direct-to-Card ID Printers with Card Lamination Module.

Results

- Fewer than 30 minutes from program enrollment to card issuance*
- Over 16.2 million cards issued in 12-month timeframe
- ID cards also serve as travel documents in the Economic Community of West African States (ECOWAS) subregion

*Results depend on the program and may vary

CUSTOMER PROFILE

The NIA has been operational in Ghana since 2003, when a presidential mandate required the issuance of national ID cards. The Ghana Card, Ghana's current national identity card, is issued by the NIA to resident and non-resident Ghanaian citizens, as well as foreign nationals who reside in Ghana for a period of 90 days or more.

Objectives

- Issue ID card at time of enrollment
- Issue millions of cards in short time span
- Improve card security

Technology

- Entrust CD800 Direct-to-Card ID Printer with Card Lamination Module
- Entrust DuraShield™ Overlay

Learn more about the CD800 Printer at entrust.com

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First Midwest Improves Customer Experience with Instant Issuance

Challenge

First Midwest Bank conducted a customer survey that produced a very clear message: Customers don't want to wait to receive their permanent, activated debit card. To improve that experience, First Midwest sought an instant issuance solution for new and replacement cards.

Solution

The bank selected Entrust's Instant Financial Issuance solution to deliver customers fully activated, ready to use bank cards – on-site and on-demand.

Results

- Customers are delighted to leave the branch with a fully activated card
- Transaction volume has increased
- Branch personnel love the program and have more time to focus on customers
- Significant cost savings have been realized via reduced spend on rush fees

First Midwest Bank

CUSTOMER PROFILE

First Midwest Bank provides a range of commercial, treasury management, equipment leasing, consumer, wealth management, private banking, and trust products and services. Founded in 1940, it has 100+ branches in Indiana, Illinois, and Iowa.

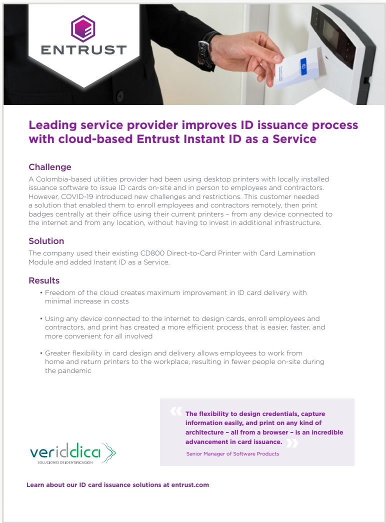
Objectives

- Improving customer account opening experience
- Ensuring customers don't have to wait to make transactions
- Reducing card expedite fees on new and replacement cards

Technology and Services

- Entrust Financial Instant Issuance software
- Entrust Issuance Device Management software
- DATACARD® CE870™ Instant Issuance System
- On-Call and Issuance Supplies Management Service

LEARN MORE AT ENTRUST.COM



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Leading service provider improves ID issuance process with cloud-based Entrust Instant ID as a Service

Challenge

A Colombia-based utilities provider had been using desktop printers with locally installed issuance software to issue ID cards on-site and in person to employees and contractors. However, COVID-19 introduced new challenges and restrictions. This customer needed a solution that enabled them to enroll employees and contractors remotely, then print badges centrally at their office using their current printers – from any device connected to the internet and from any location, without having to invest in additional infrastructure.

Solution

The company used their existing CD800 Direct-to-Card Printer with Card Lamination Module and added Instant ID as a Service.

Results

- Freedom of the cloud creates maximum improvement in ID card delivery with minimal increase in costs
- Using any device connected to the internet to design cards, enroll employees and contractors, and print has created a more efficient process that is easier, faster, and more convenient for all involved
- Greater flexibility in card design and delivery allows employees to work from home and return printers to the workplace, resulting in fewer people on-site during the pandemic

veriddica
SOLUCIONES DE IDENTIFICACIÓN

"The flexibility to design credentials, capture information easily, and print on any kind of architecture – all from a browser – is an incredible advancement in card issuance."
Senior Manager of Software Products

Learn about our ID card issuance solutions at entrust.com

IFI Solutions Case Studies

First Midwest Improves Cardholder Experiences and Decreases Costs

First Midwest Bank faced a challenge indicating customer dissatisfaction with the delay in receiving permanent, activated debit cards. In response, the bank sought an instant issuance solution for both new and replacement cards.

By partnering with Entrust, First Midwest Bank adopted the Instant Financial Issuance solution, allowing customers to leave branches with fully activated cards instantly. This resulted in increased transaction volume, improved efficiency for brand personnel, and significant cost savings through reduced rush fees. This streamlined process not only met customer demands but also aligned with the bank's objective of enhancing account opening experiences and reducing wait times for transactions.

BancoEstado Accelerates Digital Transformation With Cloud-Based MFA and Card Issuance

BancoEstado, the only public bank in Chile serving over 14 million customers, faced the challenge of securely and efficiently distributing government benefits through its CuentaRUT debit cards.

Entrust and BancoEstado collaboratively scale the cloud-based issuance solution to handle

27,000

cards daily with over

99.5%

uptime

By partnering with Entrust, BancoEstado successfully migrated over 7 million mobile banking customers to a cloud-based authentication solution, enhancing security and efficiency and facilitating regulatory compliance. Entrust's solution resulted in the implementation of a cloud-based instant issuance system within 45 days across all 500+ branches.

IIDI Solutions Case Studies

Ghanian Government Instantly Issues National IDs Using CD800 Printers

The National Identification Authority (NIA) in Ghana faced a challenge with over 3 million uncollected ID cards due to a centralized card printing system that required citizens to make multiple trips. Seeking a solution, the NIA deployed almost 2,000 Entrust CD800 Direct-to-Card ID Printers with Card Lamination Module at more than 500 locations across Ghana. This led to impressive results, with citizens now receiving their national IDs within 30 minutes of enrollment, resulting in over 16.2 million cards issued in a 12-month timeframe.

The deployment of Entrust CD800 Printers has transformed the national ID issuance process in Ghana, enhancing security, efficiency, and citizen conveniences.

2,000

CD800 Printers

500+

locations across Ghana

Leading Service Provider Improves ID Issuance Process With Cloud-Based Entrust Instant ID as a Service

Veriddica, a Colombia-based utilities provider, faced challenges in issuing ID cards to employees and contractors due to COVID-19 restrictions. They looked for a flexible solution allowing remote enrollment and centralized printing.

By integrating Entrust's Instant ID as a Service with their existing CD800 Direct-to-Card Printer, the company achieved significant improvements in ID card delivery without substantial infrastructure investments.

> "The flexibility to design credentials, capture information easily, and print on any kind of architecture – all from a browser – is an incredible advancement in card issuance."

- Senior Manager of Software Products, Veriddica

Benefits of Instant Issuance Across Industries

With its unprecedented efficiency and convenience, instant issuance changes the way cards are issued across various industries. From streamlining consumer onboarding to operational innovation, instant card issuance brings a new era of productivity, security, and satisfaction to many verticals.

Improved Consumer Experiences

Financial	• Hassle-free onboarding with self-service identity verification anytime, anywhere • Eliminate wait times for card delivery • Automatic card activation for immediate use • Real time issuance for lost or stolen cards
Enterprise	• No waiting for mailed cards; immediate access to services, resources • Streamlined onboarding, instant access for employees
Education	• Tailored student experiences meet modern, Gen Z expectations
Entertainment and Hospitality	• Instantly receive membership cards, no waiting for processing, mail • Immediate access to benefits, discounts • Encourage members to enjoy perks right away, leave positive impression

Financial institutions embracing instant issuance enjoy enhanced security, compliance, and customer loyalty, driving productivity and tech adoption for secure transactions.

Enhanced Security and Compliance

Financial	• Eliminate risk of lost, stolen cards in mail • Cardholders choose PINs at issuance, avoiding mail, PIN interception
Enterprise	• Secure ID cards, badges control access • Meet highest security standards
Education	• Issue student ID cards directly, reducing risk of unauthorized access • Instant issuance allows immediate deactivation, reissuance for compliance
Entertainment and Hospitality	• Instant issuance systems include security features • Prevent fraud, ensure program integrity

Increased Profitability

Financial	• Increased profitability through higher card sales, activation, usage • Highly personalized cards enable higher annual fees
Enterprise	• Improve customer retention with faster, more convenient card issuance • Reduce operational costs associated with traditional methods • Upsell, cross-sell additional products at point of issuance for more profitability
Education	• Quickly, affordably add new features to ID card • Cost savings through efficient ID card operations
Entertainment and Hospitality	• Save on operational costs by reducing manual processing, card mailing • Increase efficiency, revenue generation

Instant issuance provides enterprises with enhanced security, efficiency, agility, and centralized control over identity management processes, enabling them to meet the demands of the modern digital business environment.

Increased Efficiency and Agility

Financial	• Offer secure card issuance at scale • Streamline operations, enhance productivity • Eliminate delays in card delivery • Quickly respond to customer needs and market demands
Enterprise	• Instantly issue ID cards and badges on-site • Efficient, agile identity management processes • Enhance workflows, improve operational efficiency • Quickly respond to changing business and workforce needs
Education	• Provide best-in-class ID card experiences for students and faculty while operating under tight budget constraints
Entertainment and Hospitality	• Instantly issue loyalty/membership cards • Streamline registration process, enhance satisfaction • Immediately replace lost/damaged cards • Minimize inconvenience, facilitate quick enrollment • Improve customer engagement, operational efficiency

Opportunities for Branding

Financial	• On-site card printing enables heightened customization options
	  - Personalized photos
	  - Co-branding logos
	• Cards aligned with institution's branding guidelines reinforces brand image and identity

Enterprise	• Enhance brand visibility and recognition - Incorporate logos, brand colors, and messaging on cards • Customize design and packaging to align with brand identity • Create a cohesive customer experience to reinforce brand loyalty
Education	• High-quality branding flexibility strengthens institution's brand image
Entertainment and Hospitality	• Gather patron/customer information at registration • Personalize membership cards for tailored experiences • Enable targeted marketing campaigns

Instant ID issuance contributes to streamlined operations, efficient customer service, and heightened patron and customer satisfaction in casino and store membership environments.

Conclusion

Instant issuance continues to grow across industries, businesses, and institutions. Each must leverage this solution to enhance customer experiences, drive revenue growth, and stay ahead in an increasingly digital age. At the same time, security and innovation must be prioritized to meet evolving consumer expectations.

Entrust's instant issuance solutions offer convenience, enhance the customer experience, increase engagement, enable personalization, facilitate data-driven decision making, enhance security, and lead to cost savings.
By embracing instant issuance, businesses and institutions can not only streamline their operations but also gain a competitive edge in the market. As the payment and ID landscape continues to evolve, staying ahead of technological advancements and consumer preferences will be key for continued success in this ever-changing business environment.

ABOUT ENTRUST

Entrust fights fraud and cyber threats with identity-centric security that protects people, devices, and data. Our comprehensive solutions help organizations secure every step of the identity lifecycle, from verifying identity at onboarding to securing connections and fighting fraud in everyday transactions. Ongoing monitoring supports compliance and safeguards keys, secrets, and certificates. With a foundation of identity-centric security, our customers can transact and grow with confidence.
Entrust has a global partner network and supports customers in over 150 countries.

For more information, visit entrust.com.

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