

ENTRUST DATACARD TURN THE BASE PROGRAM

NOVEMBER 2015

INCREASE REVENUE – TURN THE BASE

- Large installed base of SP75/SP75+ and CP80/CP80+
- Great opportunity to upgrade the installed base with new SD460 and CD800 CLM
 - The new laminating printers have the highest level of quality and reliability in the industry
 - New, innovative security features and durability options
 - More than 30% of installed base is utilizing the new tactile impression feature
 - Creating a new base in a wide variety of markets including government, education and corporate
 - Security features promote use of a multilayered approach for enhanced security

New Turn the Base Program will provide tools to enable partners to be effective in upgrading the installed base.

INSTALLED BASE - SP75 AND CP80 SALES DATA

Data to help target “Turn the Base” activity

- List of printer purchases for the past 10 years by partner
- List of custom holographic laminate orders for the past 5 years by partner
- Provide this data to regional Channel Managers
- Channel Manager to work with partners to review data and program details and put together an action plan for TTB

Order #	SP75 Count of Units	Sum of Revenue	Total Count Of Units	Total Sum Of Revenue
440961	1	5628	1	5628
447701	1	2429	1	2429
449033	1	5628	1	5628
450827	1	2429	1	2429
451770	1	5628	1	5628
453301	1	2429	1	2429
Grand Total	118	783984	118	783984

Sample Data

This historical data provides a targeted list of opportunities

BARRIERS TO TURNING THE BASE

Typically there are many barriers to overcome. These are also opportunities. Customers may have/need:

- A large fleet of printers in the field
- A current custom holographic program
- A secure print origination
- Traditionally seen success in NID and DL programs
- Enhanced security or durability needs or both
- Issue with the cost of customization & minimum quantity orders on overlays and laminates
- Recently purchased new printers
- Large amount of supplies on hand
- Issue with up front cost of replacement
- Budgeting – timing and/or limitations
- A custom application or driver

The Turn the Base Program has been developed to provide options to address these concerns/objections

OVERCOME BARRIERS WITH TURN THE BASE PROGRAM

There are many options in the Turn the Base Program:

- Aggressive Smart Trade for SP75/CP80 as well as competitive printers
- Free Re-Origination of Custom Holographic Laminate
- Free Upgrade from Single-sided to Dual-sided Laminator
- Pick 6 – Order 6 printers and get a 15% discount off buy price of each
- Free Tactile Impression Module – factory or field upgrade kit
- Free Custom Tactile Die with factory install or field upgrade kit & Free Custom Tactile Origination Fee
 - With option to add the following
 - Free UV ribbon 1 x 300 images
 - Complimentary Plus version of Tru Credential

Program effective November 23, 2015 through November 30, 2016

SMARTTRADE PROGRAM

Special Offer

Upgrade any existing SP75/SP75+ or CP80/CP80+ to an SD460 or CD800 CLM and receive a SmartTrade allowance.

- With tactile impressor module - \$700
- Without tactile impressor module - \$600

Key Benefits

- Perfect option for customer that has a large, installed base of existing printers with generic laminates
- No limit to the number of printers that can be exchanged

Requirements

- Must provide photos and serial numbers of printers being replaced
- Submit information to tradeup@entrustdatacard.com

FREE RE-ORIENTATION OF CUSTOM LAMINATES/OVERLAYS

Special Offer

Upgrade any existing SP75/SP75+ or CP80/CP80+ with a custom holographic laminate to an SD460 or CD800 CLM and receive FREE re-orientation to a new custom holographic laminate or overlay

Key Benefits

- Perfect option for customer that has a medium to large, installed base of existing printers with a custom, holographic laminate
- Can be used to re-originate from:
 - DuraGard to a new DuraGard custom laminate
 - DuraGard to a new DuraShield custom overlay

Requirements

- Use of DuraShield holographic overlay requires a special laminating cartridge assembly; refer to PricePages for ordering information.

FREE RE-ORIENTATION OF SECUREPRINT LAMINATE

Special Offer

Upgrade any existing SP75/SP75+ or CP80/CP80+ with a Secureprint laminate to an SD460 or CD800 CLM and receive FREE re-orientation to a new custom OptiExpress holographic laminate & overlay

Key Benefits

- Perfect option for customer that has a medium installed base of existing printers with a custom, Secureprint
 - Going from a UV custom ink effect to 2D holographic OVD security design in 600 dpi
 - Still maintain a lower roll commitment
 - Laminate – 50 x 350 images per roll = 17500 cards
 - Overlay – 50 x 500 images per roll = 25000 cards

Requirements

No special requirements

FREE DUAL LAMINATION UPGRADE

Special Offer

Upgrade any existing SP75/SP75+ or CP80/CP80+ to a new SD460 or CD800 CLM Laminating printer and receive dual lamination for the price of single lamination

Key Benefits

- Ideal for customers that are looking to increase the durability and/or security of their card program

Requirements

- If using DuraShield holographic overlay as an option, note a special laminating cartridge assembly; refer to PricePages for ordering information.

PICK 6

Special Offer

Get a 15% discount off the buy price when upgrading any existing SP75/SP75+ or CP80/CP80+ to a new SD460 or CD800 CLM Laminating printer

Key Benefits

- Ideal for customers with a large installed base of existing printers

Requirements

- Printers must be orders in multiples of 6 to qualify for the discount
- Need serial numbers of printers being replaced; not intended for stocking

FREE TACTILE IMPRESSION MODULE

Special Offer

Upgrade any existing SP75/SP75+ or CP80/CP80+ to a new SD460 or CD800 CLM Laminating printer and receive a free tactile impression module for each laminator

Key Benefits

- Ideal for customers that want to increase the security of their card program and/or enhance their brand and have a medium to large installed base

Requirements

- Customer can choose to have factory installed or a field upgrade kit
- There is no limit to the number of printers with laminators that can be ordered

FREE CUSTOM TACTILE IMPRESSION/ORIGINATION

Special Offer

Upgrade any existing SP75/SP75+ or CP80/CP80+ to a new SD460 or CD800 CLM Laminating printer and receive a free custom tactile impression AND free origination of the custom die for each laminator

In addition: Customer may also choose to add a free UV ribbon (YMCKF-KT – 300y) and/or complimentary copy of TruCredential Plus with each unit order

Key Benefits

- Ideal for customers that want to increase the security of their card program and/or enhance their brand

Requirements

- Customer can choose to have factory installed or a field upgrade kit
- There is no limit to the number of printers that can be ordered; but a limit of one free custom tactile impression per laminator.
- Free ribbon and/or complimentary TC software is optional

TOOLS TO PROMOTE THE SD460 AND CD800 CLM

Tools to help demonstrate capability

- Special Demo Program offer
- Card samples, toolkits and brochures
- PartnerPageSM with sales training material
- Email template to use to target customers

ID Solutions Guides With cards



Sales Toolkits

Samples Cards Cards for Toolkit



SPECIAL DEMO PROGRAM

Special Offer

The special demo program offers significant savings. The demo package includes the SD460 and CD800 CLM with tactile impressor module. It also includes:

- A generic tactile impression die of your choice, installed by Datacard
- A custom tactile impression die, designed for you
- A printer ribbon
- An appropriate overlay or laminate
- ID software

Up to three laminating printers may be ordered with this offer.

Refer to information on PartnerPage for full details, special pricing and order forms.

SUMMARY

- Large installed base of SP75/SP75+ and CP80/CP80+
- Great opportunity to upgrade the installed base with new SD460 and CD800 CLM
- Turn the Base Program will be announced December 1, 2015
 - Data by region and by partner will be send to channel managers
- Program effective December 1, 2015 – November 30, 2016
- Quarterly reminders/updates will be sent