



Executive Summary

- ❑ The world leader in smart card solutions
- ❑ Memory and microprocessor cards for use in wireless communications SIM cards and payment systems and in other various applications. Smart card interfaces, readers, and chipsets
- ❑ A full range of associated software, middleware, and server-based solutions, consultation, training, and support services

Challenges

- ❑ Offer their clients higher service levels while obtaining improved margins
- ❑ Reduce inventory, long response cycle times, and improve less than 15% gross margins
- ❑ Address the interaction issues between Customer Service and the Production Pre-Press process

Results

- ❑ Reduced card proof production cycle time by 50%
- ❑ Cycle time to print, collate, laminate, and finish cards reduced by 43%
- ❑ Time-to-market cycle time reduction by 25%
- ❑ Gross margin improved from 15% to 25%
- ❑ Increase in market share by 5%

“This methodology has become a way we actually operate day to day”