

## OVERVIEW



Cynthia Patterson, Vice President of Card Issuance Technology for Bank of America.



### Reducing costs, streamlining operation

Bank of America is the second largest bank in the United States with \$1.375 trillion in assets and \$84 billion in annual revenue. The company operates two identical card issuance programs at shops in Wilmington, DE, and Dallas, TX. Each shop runs 24 hours a day, seven days a week, producing nearly 100 million cards annually and as many as 200,000 cards daily. Products include credit, debit and ATM cards, both with pictures and without, as well as mini-cards and RFID cards. The shops have identical equipment: five Datacard® 9000 Series card issuance systems and two Datacard® Maxsys™ card issuance systems.

This complex, high-intensity and time-sensitive operation is overseen by Cynthia Patterson, Vice President of Card Issuance Technology for Bank of America. In 2004, Patterson realized that the two shops were rapidly outgrowing the capabilities of their operations management software, which was based on the older OS/2 operating system. After meeting with representatives from Datacard Group, it

**CUSTOMER:** Bank of America is the second largest bank in the United States with \$1.375 trillion in assets and \$84 billion in annual revenue.

**CHALLENGE:** Replace existing OS/2-based software application with a more versatile and flexible solution that uses the Microsoft® Windows® operating system.

**SOLUTION:** Datacard® Syntera® Manufacturing Efficiency Software deployed at two sites, each of which includes five Datacard® 9000 Series card issuance systems and two Datacard® Maxsys™ card issuance systems.

**RESULTS:** Bank of America improved productivity in its card shop by 45%, enabling it to process many cards a full day sooner than before.

was clear that Datacard® Syntera® manufacturing efficiency software offered stronger capabilities.

“Initially, we went with Syntera software because it is based on the Microsoft Windows operating system,” Patterson said. “After implementing the software in both shops, however, it is clear that Syntera software has much more to offer than a user-friendly interface. It delivers significant operational advantages in several key areas.”

### The Datacard® solution

Essentially, Syntera software enables card issuance shops to maintain very tight control over the data driving the operation. Its job management capabilities enable end-users to handle smaller job sizes more efficiently, distribute work to multiple systems, shorten cycle times and bring new products and services to market faster. Bank of America has seen all of these advantages first hand.

“Syntera software gives my managers and operators much more freedom and flexibility,” she said. “They can cancel or combine jobs at will. We know exactly where every job is at any given moment. If operators need to pull a specific card from a specific job, they can do it very quickly. This used to require a lot of manual searching.

Syntera tells you whether the job is sitting in the queue or if it is being processed, as well as which system it is in.”

Patterson also praised the software’s user-friendly interface, which can be easily customized for a specific operator with a couple clicks of the mouse.

### From implementation to improvement

Despite minor issues in the implementation process, Bank of America’s card issuance operations are running smoother than ever.

“The Datacard team was phenomenal during implementation at the first site in Wilmington,” Patterson said. “We had meetings twice a week to address my concerns and get them resolved quickly. The Datacard Group technician helped educate our operators and complete the training. As a result, implementation at our Dallas shop went much more smoothly. Of course, we are always looking for ways to change Syntera software to make it run better for our shops. Datacard Group understands that continuous improvement is vital in this type of operation.”

Service remains an important component of the solution. Datacard



## PERSONALIZATION MANAGEMENT

Manage data and the personalization process from a single interface.



## WORKFLOW AND TRACKING

Define steps for each job and verify completion.



## JOB AUTOMATION

Intelligently group jobs and manage load levels.

Datacard® Syntera™ manufacturing efficiency software helps high-volume card issuers manage data effectively and overcome common operational challenges.

Group technicians are on site at both shops 24 hours a day, seven days a week. Monthly meetings keep everyone on the same page, and downtime is very minimal, according to Patterson.

### Measurable results

From a process improvement standpoint, Syntera software enabled Bank of America to improve productivity and speed to market.

“We have definitely increased the speed of card processing by at least 45 percent,” Patterson said. “It is easy to combine multiple smaller jobs into one long job and flow it through the system. We can reject one card and remake it immediately without going back to the drawing board.”

On the customer side, Bank of America customers who were accustomed to a three-day turnaround for new cards now receive the same cards in just two days. Customers are very happy with the improvement, according to Patterson. She also notes that maintenance time and costs with Syntera software are lower than before, so operators spend less time maintaining the application and more time producing cards.

“We have also decreased the time it takes to do remakes,” Patterson said.

“Previously, if an issue occurred, we had to stop the whole job. Now, if there is an issue with a record, Syntera software alerts the operator immediately. The operator can pull the card out and it does not hold up the rest of the job.”

Today, Patterson is looking forward to combining the power of Syntera software with the speed and productivity of the new Datacard® MX6000™ card issuance system.

“We are considering adding an MX6000 system to our shop,” she said. “It should integrate perfectly with Syntera software, and our operators will already be familiar with the interface. The combination of Syntera software, our current Maxsys systems and the MX6000 system would create a powerful increase in speed.”

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