

A s'COOL-CARD for cool kids!

Salzburger Verkehrsverbund (SVV) is the official public transportation system in the Land of Salzburg, Austria, bringing together 17 local transportation companies under this umbrella brand. This organization offers free rides to and from schools, thanks to a personalized transportation pass, the **s'COOL-CARD**, that is used to hop on to city buses or trains. These cards are delivered at local outlets all over the region of Salzburg. Card personalization is carried out on site through plastic card printers.

The challenge

Early in 2012, the organization decided to renew its base of distributed printers and approached **EDV-Beratung Grassl GmbH**, the Evolis distributor for Austria. "We started discussion with SVV as they wanted to pilot Evolis solutions for delivering the s'COOL-CARD", explains Ursula Diamantakis-Mann, Product Manager, EDV-Beratung Grassl. "We noticed that their requirement would differ from one outlet to the other, as the annual volume of cards printed on sites varies from a few hundreds to thousands. This was a major challenge for us to come up with a solution that would please everyone". Meanwhile, a requirement that was common to all sites at SVV was to have a printer that would match top quality printing with ease of use, even for non-technical users. Therefore, SVV insisted that all processes, from card feeding to ribbon change and card delivery would be as simple as possible. Finally, they also wanted a printer that would be silent in operation.

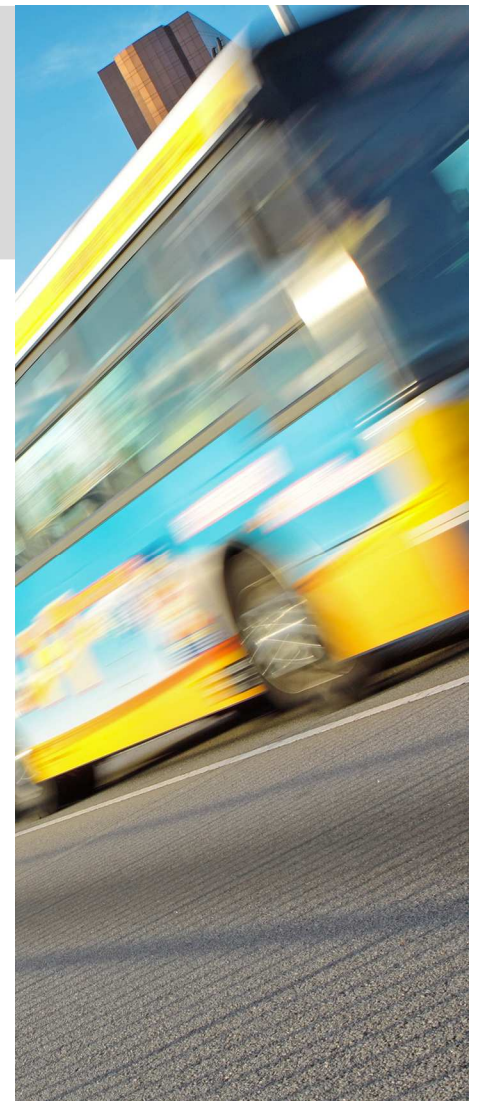


The solution

"We initially offered SVV to use the Pebble printer from Evolis, which underwent a pilot project. Overall, the printer performed very well, but they were looking for an even quieter printer. We therefore introduced them to **Zenius** and **Primacy**", continues Ursula Diamantakis-Mann. Both printers were thoroughly evaluated and, eventually, they were both selected so that each outlet could choose their best fit.

The benefits

Every year, SVV personalizes around 46,000 s'COOL-CARDS, and the initial feedback from the field is that Zenius and Primacy are very user-friendly in their operation and maintenance tasks (reload of blank cards, alerts on cleaning cycles, etc.). Besides the technology, SVV really values the availability of all support resources in German. For example, an operator can proceed to changing a ribbon with the help of an online video, or he receives a real-time notification of the printer's status, right on his desktop. Standardization is also a major benefit, as the same software is used for both Zenius and Primacy, and across all outlets. It is also noted that the quiet operation of the printers is appreciated by all, especially in SVV outlets where two or three printers are deployed.



Key Figures:

- 30 Zenius & Primacy
- 46,000+ s'COOL-CARDS personalized each year

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