

> CHALLENGE

Deliver highly secured drivers' licenses in the Kingdom of Jordan

> MARKET

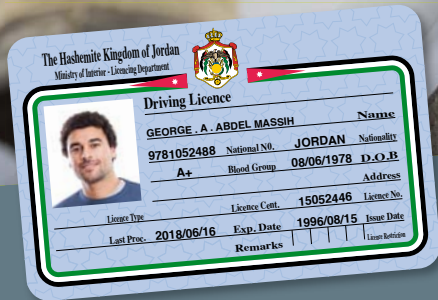
Governments

> APPLICATION

Drivers' Licenses

> EVOLIS SOLUTION

Securion Card Printer



Extended Support

Working with government bodies often requires improved services and reliability to help them be at peace of mind. Tesco and Evolis decided to conjointly extend the warranty to 3 years. Any failure observed during the warranty time is managed by Tesco, which has recently earned the Evolis Repair Center certification. User support and system maintenance are carried out through regular on-site visits and over phone.

## Secured drivers' licenses in Jordan

Any official document, whether an ID, a health card, a resident permit or a driver's license, requires a robust design for durability and extended lifespan, along with tamper-proof security to fight forgery. Besides, such a document also needs to be simple to manage and personalize by government officials. Drivers' licenses in Jordan are no exception to these specifics, and they are supported by a distributed base of printers, which includes 40 Securion printers from Evolis.

The Kingdom of Jordan is one of the numerous countries worldwide that leverage the convenience of plastic cards to deliver drivers' licenses. The country's Ministry of Transport operates a large base of printers to personalize such official documents. In 2011, a call for tenders was floated to renew and upgrade their plastic card printers. Securion systems from Evolis were selected, while their deployment and maintenance was entrusted to Tesco, the Evolis distributor in Jordan.

"We have a history of providing governmental bodies with office equipment and high-volume printing and copying solutions", explains Georges Abdel-Massih, Business Development Manager at Tesco. "We participated in this tender, and we were selected for deploying and supporting 40 Securion printers. With this printer, we had the right solution to support our customer's specific requirements, especially the decentralized delivery of drivers' licenses on multiple sites".

Tesco is in business since 1975 in Jordan, and their first-rate reputation, services and collaboration with government agencies were key in the decision. But taking a sound decision also involves selecting the right product. To evaluate all features offered by Securion, one printer was

deployed during a three-week pilot test-run, so that users could acquaint themselves with this new environment, and provide valuable feedback.

### Integration within existing processes

Deploying such a large number of printers within an existing environment is a challenging task. "Securion was successfully tested overall, and the pilot project taught us several practical lessons. We observed some reluctance among users, which is often the case when switching from one technology to another", continues Abdel-Massih. "Users also reported that the lamination station was felt somehow complex to handle and manage". This deployment, for Tesco, was also about integrating with the existing processes in a cost-efficient way. For example, a driver's license is personalized by adding the holder's picture and personal details on a preprinted card. Consequently, the use of half-panel ribbons was recommended, which is a way to trim down on operating expenses over a period of time, compared with the use of traditional ribbons.

Within their first year of operations, the 40 Securion printers are expected to deliver around 200 000 drivers' licenses.

What makes a card personalization process highly secured? In 2007, Evolis launched Securion, to make security the cornerstone of card personalization, as requested by an increasing number of governmental applications. Securion deploys three layers of security at different progressive steps of the card personalization process. It starts at the printer itself: a central locking system prevents unauthorized access to consumables (cards and ribbons), while access to the machine itself is password-protected. Second, the personalization process is security-oriented: Securion offers dual-sided card personalization, in color or monochrome, and enjoys the versatility of being coupled to various encoders to deliver advanced cards. Securion also offers lamination of badges to expand their lifespan. Lamination is achieved through a protective film, in the format of a varnish or a patch, which is applied by a hot roller over the card surface. Printing and encoding a secure badge is carried out in a single pass.

As for the third layer of security, Evolis offers lamination patches with embedded holograms to prevent any attempts at forgery.

**A choice in tamper-proof security**

A state-of-the-art security-oriented printer, the Securion has truly taken

the world by storm. Just like in Jordan, there are many other government countries that leverage this printer to deliver drivers' licenses (Australia, Azerbaijan and Bangladesh), while Securion has also been adopted for identification and access control purposes in highly secured and critical environments, such as airports.



Securion



**George Abdel-Massih,**  
Business Development  
Manager, Tesco

**Can you tell us about Tesco\*?**

Tesco deals in office equipment with a focus on high-volume printing and copying solutions, security solutions related to surveillance cameras, access control and work attendance. We are located in three key business areas in Jordan.

**How do you consider your partnership with Evolis?**

Tesco's mission statement is to offer reliable products at reasonable prices, with a deep concern for giving proper technical support. I must say that Evolis has a very similar policy, and this explains why our partnership with Evolis is growing successfully in Jordan ever since it started operations here 4 years ago.

“*Tesco's mission statement is to offer reliable products at reasonable prices*”

**What are the other projects conducted by Evolis?**

Today, we have a base of approximately 300 Evolis printers deployed for a variety of applications. We are also closely working with Evolis to deploy card personalization in a decentralized way, and we are already working with a large retail bank to deploy the Dualys/Primacy printers at their local branches. This is another major project for us.

\* Learn more on [www.tesco.com.jo](http://www.tesco.com.jo)