

# CASE STUDY: THE STATE OF NORTH DAKOTA

## CASE STUDY OVERVIEW



### KEY POINTS

- With the Datacard® SP75 card printer, the state of North Dakota can easily issue secure driver's licenses and ID cards.

**CUSTOMER:** The state of North Dakota.

**CHALLENGE:** Issue driver's licenses and identification cards over-the-counter, easily and securely.

**SOLUTION:** Deploy a card issuance solution based on the Datacard® SP75 card printer.

**RESULTS:** The solution met all of the state's requirements for ease of use, reliability and security.

## MAKING CARD ISSUANCE EASIER

When the state of North Dakota decided to upgrade its existing technology for issuing driver's licenses and identification cards (DL/ID), officials had two primary concerns: security and ease of use. The state wanted to establish easy, operator-friendly, over-the-counter issuance of DL/ID cards at multiple locations — while still maintaining exceptional card security. To do this, the state awarded a contract to Viisage, an L-1 Identity Solutions Company, which selected Datacard® printers, supplies and services to make the solution a reality.

## ENHANCING CARD SECURITY

The foundation of the solution is the Datacard® SP75 card printer, a high-quality, lightweight over-the-counter system that provides inline dual-sided printing and dual-sided lamination. The printer is designed for ease of use, with simple controls, easily replaceable supplies and an intuitive interface. To improve security and ensure high durability for DL/ID cards, the SP75 applies the Datacard® DuraGard® Holographic Laminate, which features an embedded custom hologram that helps defend against alteration and tampering. Plus, the materials used in the production of the final North Dakota DL/IDs include security features that align with the American Association of Motor Vehicle Administrators (AAMVA) DL/ID card design specifications.

## ENSURING SMOOTH ROLLOUT

Working closely with L-1 Identity Solutions Company, Datacard Group established a customized training approach that would help the state of North Dakota ensure a smooth and easy rollout of the new DL/ID issuance solution. The focus of the training was a "train the trainer" strategy that helped maximize available resources and made sure all state personnel received consistent, helpful instructions related to maintenance, help desk and new operator training.

Overall, the installation process was extremely successful. Datacard Group provided the prime contractor with all the SP75 card printers according to the agreed-upon delivery timeline. The printers ensured operational readiness with a 100% out-of-the-box success



rate. Comprehensive security features Solutions based on SP75 card printers are ideal for over-the-counter DL/ID issuance, because these printers offer a strong line of defense for security documents, supplies and the printer itself. All SP75 card printers can be configured with theft deterrent software, a hardware lock suite that secures active supplies, blank card stock and rejected cards, and a Kensington® lock that secures the printer to a desk or tabletop.

## MEETING TOUGH REQUIREMENTS

The key selection criteria for this solution were operational readiness, ease of operation, overall printer quality and Datacard Group's flexibility in meeting customer service and support requirements. By working as a team with L-1 Identity Solutions, Datacard Group provided the state of North Dakota with an exceptional card issuance solution for today's over-the-counter DL/ID market. Both the prime contractor and the state of North Dakota are satisfied with the solution, which will also help the state in its move toward compliance with Real ID regulations.

### CORPORATE HEADQUARTERS

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GS10-2118