CUSTOMER PROFILE

The social security adminstration in China now issues social security smart cards that also function as debit cards.

Shandong Province was one of the first to implement these hybrid cards. Located on the Northern coast, Shandong is one of the most affluent and populous regions in the People's Republic of China, with about 97 million residents.

Hybrid Financial Social Security Cards in Shandong, China

CHALLENGE: Local social security bureaus and banks throughout the Shandong Province needed to be able to provide instant issuance of integrated financial social security cards and printing on demand in branches for replacement cards as a benefit for the citizens.

SOLUTION: China Golden Dragon Technology Company partnered with Entrust Datacard to implement over 300 retransfer desktop card printers into the social security bureaus and partnering banks within the Shandong Province.

RESULTS: In the early days of the program, turnaround time was about 30-45 days and has now been reduced to the same day with instant issuance.

In 2011, the social security administration in China began a program to integrate financial functions into the social security cards in order to provide fast and convenient services for the country's citizens. This project established a network that allows cardholders to use their integrated cards within the entire province of Shandong to access social security accounts and obtain public services.

Shandong Province was one of the first to implement these hybrid cards that function as a social security card and a debit card as well. Shandong Province, on China's Northern coast, is one of the most affluent and populous regions in The People's Republic of China, with about 97 million residents.

⬡ Entrust Datacard™

Innovation and Cooperation

This innovative program required technical cooperation between the Ministry of Human Resources and Social Security and the People's Bank of China, the country's central bank. These electronic social security cards help enhance citizen services by accessing benefits more easily, efficiently and quickly while minimizing the misuse of benefits and increasing the overall program security.

The Social Security card is a plastic card that provides physical and digital identification of a citizen card holder and also functions as a financial card with all the same benefits of a debit card. The smart cards are linked to several partnering commercial banks to facilitate a variety of financial services, providing greater convenience to the citizens.

The cards provide access to benefits such as instant settlement of medical expenses, insurance, and public services such as healthcare, citizen services, provident fund, etc. They also provide receipt of pension, unemployment insurance, maternity insurance, workplace injury compensation, medical expense subsidy, and linking with individual salary accounts. As such, this is a critically important card for citizens to carry and have quick access to replacement cards if they are ever lost, stolen, or damaged.

Instant Issuance

China Golden Dragon, an Entrust Datacard authorized reseller, is the vendor responsible for the desktop personalization systems that handle the in branch re-issuance of social security cards when they are damaged, lost, or stolen. China Golden Dragon partnered with Entrust Datacard to implement over 300 units of 600 dpi desktop retransfer printers into local social security bureaus and authorized banks. The social security bureaus and banks are now able to print onsite and provide instant issuance of PVC cards using national government card design and standards with partnering bank's logos.

The cards are printed using the desktop retransfer printers with 600 dpi retransfer technology, which provides clear, sharp images with outstanding color quality. For added security, the cards contain both contact data chip and magnetic stripe.

With close collaboration and optimizing the process workflow, turnaround time of the Social Security cards has been reduced from 30-45 days to the same day via instant issuance. Citizens are offered great convenience and benefit by being able to obtain replacement cards via multiple local social security bureaus and partnering banks within the Shandong Province.

China Golden Dragon, through partnership with Entrust Datacard, was able to provide optimal service with a reliable high quality retransfer printer with 600 dpi and inTM clear retransfer film for extra card durability.

Entrust Datacard's consultancy services and sound second line support allowed China Golden Dragon to offer best in class services to their customers, which will be important to maintain and grow the account.