

Make a Lasting Impression on Your Casino Members

Ways to enhance guest experiences, grow casino revenue, and streamline operations.



ENTRUST

SECURING A WORLD IN MOTION

Introduction

The commercial casino industry is back and once again booming. While many casinos temporarily shuttered at the beginning of the COVID-19 pandemic, the U.S. casino industry set a record in Q3 of 2022 – surpassing \$15 billion in revenue for the first time, according to the American Gaming Association (AGA). Equally impressive, the AGA reported that the U.S. casino industry in the same quarter experienced 8.8% year-over-year growth, which outpaced the entire U.S. economy’s growth of 2.6% during the same period.

What’s behind this marquee moment for in-person gambling and brick-and-mortar casinos? The thirst for exciting experiences and access to amenities that make members feel special – luxury hotels, cutting-edge technology, flexible event and entertainment spaces, award-winning spas and health clubs, and high-end restaurants.

To keep up with this phenomenal growth and deliver the experiences members expect, casinos need to figuratively roll out the red carpet to keep players coming back for more. Loyalty to your casino isn’t guaranteed and revenue can rise or fall based on the impression your casino makes. With the surging popularity of sports and online gaming, there’s no better time to make a lasting impression on your casino members and welcome them into your exclusive club. This e-book will show you the way.



Table of contents

- HOW YOUR CASINO CAN WIN THE LOYALTY GAME.....4
- THE FASTEST WAY TO MAKE AN IMPRESSION5
- SMART, SIMPLE, SECURE CASINO CARD PRINTING6
- SIGMA DIRECT-TO-CARD PRINTER.....7
- THREE REASONS CASINOS NEED A NEXT-GEN CARD ISSUANCE SYSTEM.....8
- THE ENTRUST DIFFERENCE9





How Your Casino Can Win the Loyalty Game

It takes an entire team to create an exclusive, extraordinary experience for your casino members – operations directors, security managers, gaming managers, and floor supervisors. Each team member plays an essential role in enhancing the guest experience, increasing revenue, and streamlining casino operations to reduce costs and theft.

The technology your casino uses to identify members and entice them to return also plays a key role in your casino's success. Your players cards should reflect high-roller status and make members feel like they're about to hit the jackpot. And if Lady Luck isn't with them this trip, the players cards will remind them how they felt trying – and they'll be excited to return.

What Cards Convey to Casino Members

Just like high-end credit cards, players cards need to stand out to encourage members to use them. Basic, lackluster cards can't deliver the VIP member experience that drives loyalty to your casino.

- Do your casino players cards truly stand out with eye-popping graphics and innovative features?
- Can they be produced in mere seconds so new members or those seeking a replacement card aren't kept waiting?
- How are you protecting your members' personal data so they feel confident their cards are safe and secure?

The Fastest Way to Make an Impression

More than ever, casinos are looking to retain their guests. That's why you need to maximize your efforts to make a lasting impression by issuing memorable players cards instantly. High-quality cards that travel everywhere your guests go is the key to making your casino stand out. Quickly issuing cards that display premium branded graphics and innovative features will enhance the guest experience, increase revenue, and streamline casino operations.

ENHANCE GUEST EXPERIENCE

Issue high-quality member cards instantly so guests will feel like an exclusive VIP.

BRANDED PREMIUM CARDS

Print high-quality, full-color images on member cards that reflect your brand.

INCREASE REVENUE

Generate more revenue with players cards that entice guests to return to your casino.

INNOVATIVE FEATURES

Use colorful, tactile impressions that give your cards a high-end, metallic look and feel.

STREAMLINE CASINO OPERATIONS

Reduce costs and theft by identifying casino employees, suppliers, and vendors.

FASTER ISSUANCE

Issue cards in mere seconds so players can accelerate their time to gaming.



Smart, Simple, Secure Casino Card Printing

The Sigma direct-to-card printer is a comprehensive, next-generation, instant ID issuance solution built on smart, simple, and secure foundational pillars. This easy, flexible solution prints high-quality, full-color images and magstripe-encoded players cards in seconds and on-demand. You can track player status, spending, event participation, visits, and rewards – all while providing the personalized offers and perks that VIP players expect.



SMART SOLUTION

For today and in the future.

The modular design increases card capacity with an added multi-hopper for multiple pre-printed card styles. It's a state-of-the-art printer that is truly seamless, intuitive, and adaptable to satisfy your guests' needs and make a lasting impression.



SIMPLE PROCESS

Easy in every way.

This easy, web-based solution enables on-demand card printing in just seconds. No additional staff. No new technical resources. No ongoing hardware costs. It's also backed by exceptional and easy printer service and online support.



SECURE PLATFORM

You focus on your customers.

We'll manage the rest.

Provides an encrypted, secure, and trusted platform that keeps guest data safe from intruders. You can print high-quality, magnetic stripe-encoded cards with tactile color impressions and holographic laminates for added security features in just seconds.

Sigma Direct-to-Card Printer

Your players want to feel exclusive. Satisfy their needs with the Sigma direct-to-card printer from Entrust. It's the ideal solution for printing high-quality, full-color, personalized images, and magstripe-encoded casino players cards. Plus, the Sigma gives you the option of adding tactile card impressions for your unique needs – on demand and in seconds.

ADD A HIGH-END LOOK AND FEEL

With the Sigma direct-to-card printer, you can add glitz to cards with unique monochrome or tactile color impressions in black, white, silver, gold, and copper foil. Combined with full-color images and player personalization, your cards will communicate your casino's premium brand and your VIP players' statuses.

ISSUE CARDS IN JUST SECONDS

One of the fastest card printers in the casino industry, the Sigma prints monochrome cards in 3 seconds and encoded cards in just 5 seconds, on demand. Putting cards in your guests' hands fast gives them more time for gaming and enhances their overall experience at your casino. A multi-hopper option lets you maximize the number of cards that are loaded and ready to print.

The fastest way to make an impression is with the Sigma direct-to-card printer.



Three Reasons Casinos Need a Next-Gen Card Issuance System

The Sigma direct-to-card printer is the future of the casino industry. It empowers casinos to print ID cards faster for an excellent guest experience and accelerated time to gaming. Guests will feel like exclusive VIPs carrying players cards with a tactile color impression. The cards can also help casinos retain guests through player or loyalty card programs.

ENHANCED GUEST EXPERIENCE

- Unique and stunning cards issued in seconds will make each guest feel like a VIP
- Reward frequent players with personalized offers and perks
- Integrated with access control for private VIP rooms

INCREASE CASINO REVENUE

- Increase guest flow with expedited card issuance
- One convenient, cashless option for gambling, slot machines, restaurants, vending, shops, entertainment, parking, and more
- Present more targeted offers for increased conversions
- Permanent memento for guests that reminds them to visit again soon

STREAMLINE CASINO OPERATIONS

- Reduce theft by properly identifying casino employees, suppliers, contractors, and vendors with secure ID badges
- Initiate card printing process on a mobile phone
- Enable guest self-service for loading money onto the card, cashless payments, cashing out, etc.

- Use time and attendance reporting for hourly casino workers
- Prevent unauthorized individuals from gaining access to restricted casino areas
- Electronically track player spending to decrease loss from theft and inaccurate billing
- Deactivate and/or replace lost or stolen cards in seconds.

**Are you ready to make
a lasting impression on
your casino members?
Let's talk.**



The Entrust Difference

We're all in for the casino industry! For nearly 40 years, Entrust has provided printers to the casino industry for player-tracking applications. Our dependable, high-performance, made-in-America solutions represent the most comprehensive card-issuing platform available on the market.

Our Sigma direct-to-card printer is the latest innovation that can help casinos delight members and boost retention. With robust capabilities and intuitive functionality, Sigma is built to serve the modern casino industry that wants to issue high-quality loyalty member cards to stay competitive and create a lasting impression.

UNRIVALED INNOVATION

- Tactile impression module gives cards a VIP look and feel
- Card input hopper allows for quick supplies swaps in the field
- LED light ring can change color to match casino color scheme
- Compact equipment and quiet operation
- Patented technology
- Intuitive and adaptable user experience
- Wireless option

SECURE SOLUTION

- Trusted Platform Module to store and manage user certificates and keys
- Trusted IoT device that keeps customer data safe
- Secure boot feature protects the printer from outside intrusion to limit malware insertion
- Locks control access to the printers
- Tactile impressions with five colors of metallic foil
- Holographic laminates

SIMPLE OPERATION

- Easy-to-manage implementations, setup, training, status, and firmware updates
- Easy to operate; no special training required
- Flexibility to manage supplies
- Multi-hopper option for up to 750 cards input
- Easy printer services and online support
- Prints cards in seconds

ECONOMICAL

- No additional hardware cost
- No annual licensing fees

EXTREMELY RELIABLE

- Entrust's long history of providing trusted solutions for end-users
- 3-year warranty
- Manufactured in the USA
- Basic troubleshooting and maintenance capabilities

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ABOUT ENTRUST

Entrust keeps the world moving safely by enabling trusted experiences for identities, payments, and digital infrastructure. We offer an unmatched breadth of digital security, payment, and identity solutions that are critical to enabling trust for multi-cloud deployments, mobile identities, hybrid work, machine identity, electronic signatures, encryption, and more. With more than 2,800 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

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