

Clarista

||||| Proven and efficient payment cards



FINANCIAL SERVICES & RETAIL > PRODUCT

ENTERPRISE

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TELECOMMUNICATIONS

TRANSPORT



Gemalto Clarista payment cards

||||| Proven and efficient cards for your EMV deployments

Proven, simple and clear: Clarista is Gemalto's solution for basic payment applications. The Clarista range provides the essential benefits of banking cards for cost conscious issuers. It supports all profiles like JCB, Mastercard, and Visa in SDA and DDA. Gemalto Consulting teams can also help you to select the right technology for your application and market environment (Java, Native OS cards, etc.). With Clarista, Gemalto offers a highly reliable product from the undisputed market leader with the best value-for-the-money in the industry.

■ All the EMV, and only the EMV

Clarista is a simple solution that fits the needs of large and small EMV deployments. It comprises a range of products and services that precisely address your need for both choice and beneficial contractual terms.

The Clarista portfolio includes the commonly used CAP and DPA as well as all the advantages of EMV. It offers value-for-the-money without compromising product performance. In addition to their core functions, Clarista products benefit from Gemalto's expertise, the highest level of security and a proven track record for reliability.

Clarista is a complete solution which includes on-site training delivered by EMV specialists who can work with you to prepare a successful deployment. It also includes consulting and complete personalization services.

■ Best price for the value

With Clarista, you only pay for what you need.

Clarista has been designed for cost-efficiency, and Gemalto fully integrates your specific needs into the cost and price structure.

For each customer, Gemalto shares detailed process information to tailor the



**And for you...
You launch a successful marketing campaign which creates an upside of 250ku for the next quarter. Since we are managing millions of chips every month, we can quickly supply those extra cards**

best contractual agreement for their specific profile. The pricing structure reflects the actual costs of each Clarista project. Thanks to a real partnership between the customer and Gemalto, unique and innovative models for purchasing and pricing can be implemented.

■ Operational robustness

It is critically important for financial institutions to have seamless EMV deployments. Clarista has been designed for large and smooth roll-outs, and offers the following benefits:

- Most Clarista products are double-sourced. This means that Gemalto has developed the same product with full inter-operability on two different silicon sources. That strategy ensures the issuer has a stable supply;
- On Time Delivery action plans are agreed with the customer using Service Level Agreements that are reviewed together on a regular basis;

**And for you...
Gemalto protects its customers from the risks of shortage with its unrivalled size and strong management of its double-sourced supply chain.**

- Gemalto has large manufacturing units, with a robust operational activity and a permanent improvement process;
- Gemalto delivers more than 10 million Clarista cards every month, so we are capable of handling very large orders and substantial upsides.
- Back-up Recovery Plans can be structured around specific Service Level Agreements to ensure constant deliveries of Clarista personalized cards to customers.
- Gemalto has numerous blue chip customers for Clarista spread across 60 countries.

■ Comprehensive support delivered near the customer premises

Gemalto provides well-staffed and efficient support close to the customer, either directly or through its network of partners. With worldwide manufacturing operations, personalization centers, sales offices and technical support facilities, Gemalto is committed to the success of its customers.

■ Clarista Specifications

- M/Chip2.1, M/Chip4, Vis1.4 (VSDC2.5.1), JSmart2.0
- CAP, DPA
- 2K, 4K, 8K
- SDA or DDA
- T=0 or T=1
- Available in Java Static technology or in native OS

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security to be free