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EXECUTIVE SUMMARY

This document outlines the features and functionality of a modular smart card corporate community solution. It was designed specifically for corporate-based organizations to provide their employees with new services and convenient benefits.

The possibilities of an “all-in-one” Corporate card are not limited to the implementing organisation alone. Smart card technology allows different parties to co-exist independently on a single card extending the overall benefits offered to all, creating a corporate membership.

Please note: this document refers to “membership” based organizations such as clubs. These can be: large Corporations, banks, shopping centres, community groups, Local Government Associations, charities, schools, RSLs and others.

CURRENT SOLUTIONS

To achieve a similar functionality with current technologies such as magnetic stripe or barcode cards would be expensive, as they require dedicated on-line software and hardware to manage each transaction initiated by the member card. In some cases, the cost to operate the corporate card program might leave no benefits to the employees. For example, the FlyBuys program uses 95% of the benefits provided by third parties to run the program leaving only 5% as real benefits to members.

SMART MEMBERSHIP SOLUTION

The Smart Membership solution is unique as it offers secure off-line transaction capability and data storage combined with simple “tap-and-go” use for the members. The modular design and the technology used allow simple and risk free implementation regardless of the Business size and financial strength.

These are the solution main modules:

- **Membership and Attendance:** electronic registration of members and attendance recording on-site and at external venues (Photo-copying, Training, seminars, functions, etc)
- **Electronic Payments (ePurse):** cashless micro-payment capabilities for members (vending, salary sacrifice, services, etc)
- **Loyalty and Rewards:** rewards and offers to loyal members (Gymnasium, Social clubs, Corporate clubs, memberships etc.)
- **Access Control:** manage members access to internal and external facilities using up-to three-factor verifications: Card, PIN and Biometric

- **Ticketing and Vouchers:** Create, accept and issue tickets and vouchers based on unique Voucher Exchange technology
- **Fundraising:** This module provides members with a simple way to help their Charities of choice fundraising efforts.
- **Parking:** Manage the staff parking spots to maximise benefits for members of the smart membership.
- **Third Party Value-Add:** Finally, the same card solution your members have can be used with Smart Card programs operated by other parties. Current and future integration to Public Transport, licensing authorities, Banks and Credit Cards means that your members will have new benefits come available their membership card can deliver.

To make it simple to get started, each one of the main modules above can be implemented on its own using stand-alone and off-line smart card terminals (i.e. just connected to power). This eliminates the need for expensive management software and communication links between the field terminals and a central location.

From here, each module can become more advanced and other modules can be added as required. A secure transaction server is used to link data from each module to central location. This data can be managed by existing software (used by the business) or a new customised software solution can be quickly developed².

¹ Only available with registered Clubs.

² Standard database management tools can be used i.e. MS Access, FileMaker, MYSQL, etc.

SYSTEM MODULES

Membership and Attendance

Overview:

The Membership and Attendance module allows the Business to register employee's details on the smart card memory. This is used to record/register employee's movements both internally and externally. The benefits to the business are:

- elimination of the need to replace printed cards every time an employee renews their membership. Information such as expiry date, membership type, membership number and other details can be reprogrammed as many times as required.
- the member is notified instantly when the membership expires and renewal is due.
- record when members enter and leave the premises, internal facilities and external locations.
- know which members are attending external events and promotions sponsored by the business.
- Ideal for Internal or External Corporate training, seminars and functions, etc.

This data is very useful as it allows the business to find out more about their members preferences. Future marketing, promotions, operations and planning will significantly benefit from this.

Options:

This module can be implemented in three stages as follows:

Basic:

The Basic program allows businesses with existing cards to implement a simple electronic membership and attendance solution. A simple terminal is used by the business to register the membership number and expiry date on the Smart card. Stand-alone and mobile terminals are used to electronically indicate if the card presented is a business member and if their card is valid (i.e. not expired).

Intermediate:

The Intermediate solution involves the installation of a simple software package on a local computer. Once the Registration/Attendance terminals are connected to this computer either via permanent wiring or using a mobile device, they will automatically download all transaction records from the terminal internal memory buffer. This will allow the business to utilize the member's data as required.

Advanced:

The Advanced solution includes sophisticated software that allows the business to use power database management tools to manage this important data. For example, the software has these options:

- ability to program any additional information to the Smart Card memory such as member name, D.O.B, interests, preferred charity, access privileges, etc.
- ability to collect data from all internal, external and mobile terminals and generate comprehensive reports on the card use by members
- ability to control and manage an integrated Information Kiosk for members at any site
- ability to provide full integration to any existing database software currently used by the business.

Electronic Micro-Payment (ePurse)

Overview:

The Electronic Micro-Payment (ePurse) module allows the Business to provide members with convenient electronic money (ePurse) that can be used for small payments within the Business facilities. (These can be vending machines, canteen, photocopies, photo printing, etc). The benefits to the business are:

- it offers members convenient electronic payment for internal services
- it eliminates fraud as secure smart card technology is used
- still allows any existing cash payment to be used

Options:

This module can be implemented in three stages as follows:

Basic:

The Basic program allows Organizations with existing Smart cards to implement a simple electronic payment solution that allows members to use electronic money for small transactions. A simple terminal is used by the organization to load “ePurse” value on a smart card. Stand-alone readers are used at any location to validate the card balance and then deduct a fixed value from the card i.e. \$2 for one coffee.

Intermediate:

The Intermediate solution involves the installation of a simple software package on a local computer. This computer is connected to the Top-Up Terminal and is used to record all the transactions from this terminal. The Organization can keep records of which member has received ePurse value to their card and the authorising staff member.

Advanced:

The Advanced solution allows the organization to collect data from all connected field hardware and generate comprehensive reports on ePurse used by members. This comprehensive audit trail allows the organizations ePurse to be used outside the Business. The software also allows for these options:

- complete integration with any existing database software so that the terminals are connected as a standard peripheral (just like a network printer).
- integrated Information Kiosk that allows members to manage their own “ePurse” use
- ability to use any existing database management tools if a new customised solution is needed

Loyalty and Rewards

Overview:

The Loyalty and Rewards module allows the Organizations to provide their members with a way to be rewarded for simple things like attending the Gym. This in turn makes the card membership more attractive to other members and also assists affiliated supporters of the organization. The benefits to the organization are:

- choice of increased cash discounts, points rewards programs or customised loyalty solutions
- offer loyal members better rewards that are based on accumulated purchase value and frequency
- ability to offer rewards from the organization and external businesses
- still allows any current loyalty and reward program to be used

Options:

This module can be implemented in three stages as follows:

Basic:

The Basic program allows organizations with existing cards to implement member rewards program. A stand-alone Loyalty terminal is used to load loyalty information to the card memory. This data is then exchanged and processed by off-line secure terminals to indicate the card loyalty balance and notify of any pending reward.

Intermediate:

The Intermediate solution involves the installation of a simple software package on a local computer connected to the Loyalty terminals. This allows the organization to keep all loyalty data from these terminals.

Advanced:

The Advanced solution provides for sophisticated software that allows the organization to easily manage this data. For example, the software has these options:

- ability to program the members loyalty preferences to the card
- ability to collect data from all internal, external and mobile terminals and use this data to fine tune the members loyalty offering
- ability to control and manage an automated Information Kiosk for the members use at any site
- ability to provide full integration to any existing database software that are currently used

Access Control

Overview:

The Electronic Access Control module allows the Businesses to manage and limit access to facilities and secure areas. This will provide the Organization with the following:

- know who has entered (or tried to enter) which restricted area
- immediately block access to members lost or stolen cards
- have up-to three levels of security:
 1. what you have: an Access Card
 2. what you have and know: Card + 6 digit PIN
 3. what you have, know and are: Card + PIN + Biometric (fingerprint).

Options:

This module can be implemented in three stages as follows:

Basic:

The Basic program allows Businesses with existing cards to implement a simple electronic Access Control solution. It uses a switch-plate surface mount smart reader and electronic lock to manage this access. When a card is presented the reader will verify that the cardholder is enrolled with this unit and either open or keep closed the electronic lock.

Intermediate:

The Intermediate solution involves the installation of a simple software package on a local computer. Once the Access readers are connected to this computer via permanent wiring they will be able to automatically download all transaction records from the reader internal memory buffer. This will allow the organization to generate reports on which cardholder gained access to what facility and at what time and date.

Advanced:

The Advanced solution utilises dedicated Access Control software that has been used throughout the world for many years now. This software provides online management and security to allow fine-tuning of staff and members access to any area.

Ticketing and Vouchers

Overview:

The Ticketing and Voucher module allows the organization to manage electronic tickets and vouchers with members and external parties. These are loaded and accepted by stand-alone devices eliminating the need for an online authentication of each ticket and/or voucher. The benefits to the Business are:

- secure issuing and management of tickets and vouchers with members and providers
- reduce administration and operation costs
- allow members to purchase tickets from external third parties for the Business's internal events and vice versa, allowing members to purchase tickets internally for external events

Options:

This module can be implemented in three stages as follows:

Basic:

The Basic program allows organizations to implement a simple token exchange solution that allows the members to purchase/receive tokens at the organization and then use them to enter internal events. A simple terminal is used to load "tokens" into the Smart card memory. The Business is then using a stand-alone Token Redemption Terminal to deduct these from the card.

Intermediate:

The Intermediate solution involves the installation of a simple software package on a local computer. Once the Token Issuing/Redemption terminals are connected, they will automatically download all transaction records so that the organization can view this data and generate reports.

Advanced:

The Advanced solution is a complete Voucher Exchange solution. It has the ability to assign a unique serial number, expiry date, counter, and encrypted data to each Ticket/Voucher combined with sophisticated transaction software. This allows the Business members to access and use tickets and vouchers from many places.

In addition it has these additional options:

- The organization can automate the way the card is being issued with a Ticket or Voucher by connecting the Issuing terminal to existing software just like a standard peripheral.
- The organization can use a stand-alone Information Kiosk that allows the member to select and purchase Tickets at will.

Fundraising

Overview:

The Fundraising module allows the organization to provide members with a simple way to raise money to their choice of charities, schools and community groups. The member is issued with a card that allows them to raise 50 cents every time they spend over \$5 with participating vendors/shops. This module is the quickest way to get members familiar with smart card technology. The benefits to the Business are:

- support the local community groups that are important to their members
- increase their local profile and presence
- utilise their Community budget in alignment with their members choices

Options:

This module can be implemented in two stages as follows:

Basic:

The Basic program allows Businesses to utilize an existing fundraising program called “My Local Fundraiser”. Using a stand-alone Programming Terminal, the Business programs the member fundraising choice into “My Local Fundraiser” cards. Each time the member spends over \$5 at participating shops and taps the card to a stand-alone terminal a “click” is recorded against their fundraising choice. The Business uses a stand-alone mobile terminal to collect the number of “clicks” and other information, prints a report and collects and distributes the donations to the Business member’s fundraising beneficiaries.

Advanced:

The Advanced program has similar functionality to the basic program but now the business can:

- utilise their existing smart card and/or print new fundraising card
- operate an inter-business fundraising solution to allow members to raise support and funds for their inter-business group.
- utilise a transaction server to link all filed hardware and therefore automate the fundraising program

Parking

Overview:

The Parking module allows the organization to manage their on-site parking so that members, staff and the general public do not abuse it. The organization achieves this by placing a boom-gate at the car-park entry that is only opened by authorised cardholders. This will provide the ability to:

- eliminate the abuse of the car park by the general public
- reduce the abuse of the car park by members who only join the business because it has a convenient car park
- divide the car park to premium and non-premium areas so that their staff is restricted to parking in non-premium spots and management and valuable members gain access to premium spots.

Options:

This module can be implemented in three stages as follows:

Basic:

The Basic program allows organization to implement a simple parking solution that will only allow valid members and staff access to the car park. It involves using a stand-alone Boom gate and reader to validate the member's card and allow access.

Intermediate:

The Intermediate solution involves the addition of a parking Validation Terminal in the organization reception. This terminal requires the member to validate their card on entry to the organization so that the next time they visit they can have access to the car park. This eliminates the situation of members using the car park but not entering the Business facilities. This terminal is also used to program members card as parking cards.

Advanced:

The Advanced solution involves the installation of a software package on a local computer connected to the Validation Terminal and boom gate readers. It will store all transaction records so that the organization can view this data and generate reports.

In addition the software has these additional options:

- it allows the Validation terminal to be connected as a standard peripheral to any existing software used by the organization.
- the organization can use a stand-alone Information Kiosk that allows the member to validate their parking by themselves.
- ability to use standard database tools if a customised solution is required.

Third Party Value-Add

Overview:

The Third Party Value-Add module allows the organization to link their Smart Membership card with other parties that are using smart card technology. This can extend the members benefits to areas such as Banking and Transport. This unique smart card functionality will provide the Business with the ability to:

- share costs with other Businesses
- Increase the scope of member's benefits to those provided and managed by other organizations.

This module is implemented if and when required by the Business.