ENTERPRISE TECH

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ENTERPRISE SOLUTIONS

Business Made Easy

we'll show you how

CONTENT

GROWING STRONGER POST PANDEMIC – BRAVO TO A RESILIENT TEAM

NASER DARWAZEH
General Manager
GCG Enterprise Solutions

MESSAGE FROM THE GM

As we approach 2021's conclusion and look back at the changes implemented within GCG Enterprise Solutions, I'm reminded of how much the market has changed too. At the beginning of this year, I introduced the company and its origins in this publication, and in just this year alone, it seems the market has changed more than it has in the company's history to date.

I believe the changes that we've made will keep with the demands of our clients in the region, and I'm confident we'll be able to maintain our leadership position.

Our portfolio continues to expand into new technology territories, with new world-class brands to make business easier for our clients. While we've covered the business-tech basics, we're also thriving with innovative new ideas:

- Bespoke information management and automation solutions

- Latest AI smart boards and LED Panels

- Building systems and ELV solutions

- Our print legacy and expertise in MDS

Interestingly, despite a predicted switch to the paperless office, our print volumes are seeing some improvement compared to previous years. This is primarily due to employees returning to their offices post-Covid. And speaking of elasticity in tough times, our strategic printing partners have shown remarkable resilience while aligning themselves with our market approach, the result of which has been a successful year after all.

We strive to see new challenges as new opportunities. Why? Because not only is it the most positive way to move forward, it's an outlook that has continued to yield positive results for our company year after year since we started operating. With our 40th anniversary coming up in 2022 – it certainly gives us something to look forward to.

Our team is capable—our portfolio, rich. Our year should end strong.

M-Files®
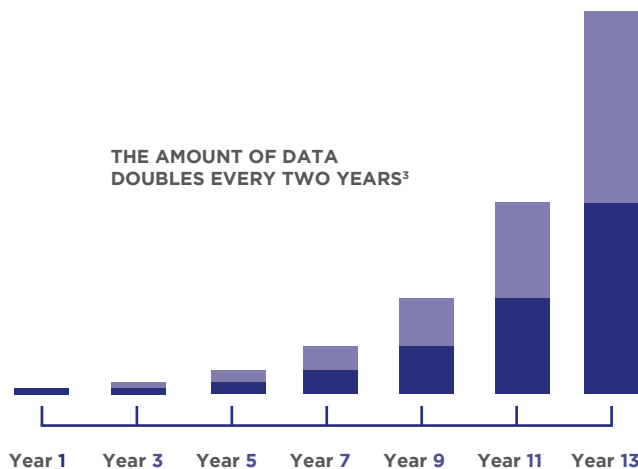
INTELLIGENT INFORMATION MANAGEMENT

THE DATA DILEMMA
How to Find a Needle in a Haystack

It has been said that data, in all its formats, is the new oil and like oil, data must be refined before it's of any real use to anyone. The difference is that unlike oil, there can be and is often too much data to process. While we are gradually running out of oil, businesses today seem to be drowning in the abundance of data available through the many new streams of it being created every year. Today's economies cannot survive without data, but with it scattered across different systems and repositories and in numerous formats both structured and unstructured, businesses struggle to refine their relevant data into manageable, useful information.

A Staggering Amount of Data

Since the time of the oldest preserved "document," a ceramic slab with text originating from approximately 5000 BCE 1, humanity has been creating data and with an exponential increase of it in recent decades. Today, all known data is predicted at 2.7 zetabytes - the equivalent of 200 BILLION High Definition movies, which would take 47 million years to watch - and the amount of information continues to grow at an astounding rate.

THE AMOUNT OF DATA DOUBLES EVERY TWO YEARS[3]

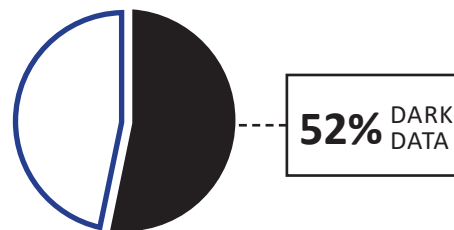Year 1   Year 3   Year 5   Year 7   Year 9   Year 11   Year 13

More interestingly, 90% of the data in the world today has been created in the last two years alone at 2.5 quintillion bytes of data per day - that is the equivalent of 250,000 Libraries of Congress or
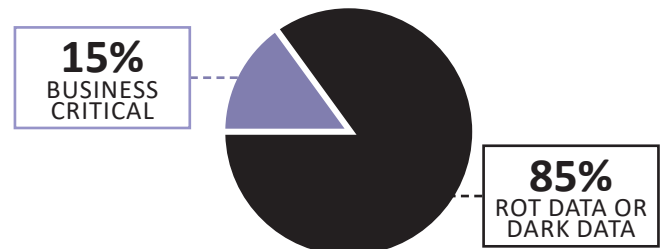
the capacity of 150 million iPhone 6s. When one considers that over 200 million emails are sent every minute, and that every two days, we create as much information as we did from the beginning of time until 2003, these figures are easier to believe. By 2025, the total amount of digital data created worldwide will hit 163 zetabytes or 163 billion terabytes (for perspective).

The Dark Data Dilemma

It is estimated that only 0.5 percent of all data created is analyzed for operational decision-making. Out of all organizational information in data repositories, over half is considered dark data. That is data that is unknown and uncategorized and, therefore, quite useless for any organization. Gartner defines dark data as the information-assets organizations collect, process and store during regular business activities but generally fail to use for other purposes.

52% DARK DATA

Only 15 percent of organizational data is business critical. The other 85 percent is either redundant, obsolete, or trivial – so called ROT data – or considered dark data. The data overload could cost organizations up to $4.6 trillion cumulatively.

15% BUSINESS CRITICAL

85% ROT DATA OR DARK DATA

The Reality for Business

As fast as the speed of growth for all digital data is, the rate of growth for organizational data

is even faster. Enterprise data doubles every 1.2 years. And 80 to 90 percent of that data is unstructured – data that lies outside business systems such as the CRM, in various office documents, email, paper, design software, etc.

The influx of data is putting a strain on IT infrastructures. According to a global survey from Avanade, 55 percent of respondents reported a slowdown of IT systems, and 47 percent cited data security problems.

Content comes in a wide variety of formats (structured databases, formal records, unstructured content, pictures, videos, graphics, presentations, office documents, text, email, social, etc.).
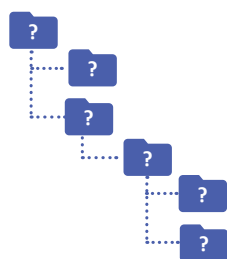
Enterprises store massive amounts – in most cases 100 terabytes or more – of unstructured data on in-house storage systems. The unstructured data is hard to manage - unless you know what the content is. To make it worse, the amount of unstructured data in enterprises is growing significantly faster than structured databases. Organizations use content management systems to manage unstructured data. However, they often fail to address it all in one standard system. The average number of content management systems in use has grown by nearly 30 percent in the last five years.

Metadata is a Crucial Ingredient of Efficient Information Management

METADATA, by its definition, tells more about other data. It gives common "keys" to finding information based on what 'it is' rather than where it is located. The metadata-based "what vs. where" approach to document management is the basis for Intelligent Information Management.

ELEMENTS OF SUCCESSFUL INTELLIGENT INFORMATION MANAGEMENT

ARTIFICIAL INTELLIGENCE tools can crawl into repositories and use defined parameters to look for information like personally identifiable information (PII). Artificial Intelligence can also help you define relevant metadata for the objects, minimizing human errors or laziness by suggesting relevant metadata values. Once information is categorized, metadata can be used to create automatic processing rules and workflows.

INTELLIGENT INFORMATION management comes from a metadata-driven approach to document management combined with the ability to manage information across systems and repositories without the need for migration.

USER ADOPTION typically obstructs the way to improved efficiency when taking new systems into use. Therefore, providing tools that offer a wide variety of features to support the whole business, while still being easy to take into use and manage, is vital for success.

WHAT IT IS **VS** **WHERE IT IS**

- Document Type
- Customer
- Date
- Authorization

METADATA DRIVEN
+
SYSTEM AND REPOSITORY NEUTRAL
+
INTELLIGENT
+
EASY TO WORK WITH AND MANAGE
+
RICH FUNCTIONALITY TO SUPPORT THE WHOLE BUSINESS

MEET THE ECM EXPERT

No organization is immune from the complexities associated with managing contracts. Whether streamlining contract reviews and approval processes or monitoring renewal and expiry dates better, all organizations can benefit from the automated management of important documents and associated processes.

Muddassar Inayat, Senior ECM Expert with GCG Enterprise Solutions shares with us his expertise on the subject.

Companies often wish for a solution to contract management, but is automation the answer?

In order to assess the need for a solution to automate contract management, consider these three questions:

First, do you have difficulties finding contracts? Most organizations combine hard copies and network folders. This multi-format storage can cause headaches for contract managers facing complex requests. For instance, how does one find all contracts expiring in March? Or even all contracts in the last ten years for that matter. Today, it is increasingly crucial to have systems

that can seek metadata related to the contract file so information can be quickly recovered, or to find groups of contracts that meet certain criteria.

Secondly I ask you, what is your organization's process for reviewing and approving contracts? If you tell me emails, inboxes or printed paper documents, I'd tell you to seriously consider implementing an automated solution. Paper gets lost or misfiled, emails get missed or ignored — the result? It's chaos! With a solution that can automate contract review and approval processes, organizations will not only see greater accuracy and efficiency, but they will also ensure that all the appropriate individuals review and approve

files and make sure that key contract terms, milestones and deadlines are not missed.

Third, is your contract information visible and reportable? If your answer is "no," you're likely in the same boat as other companies that rely on a combination of email, the contract manager's brain, paperwork and some data from the ERP system. I'll suggest a solution that can seamlessly integrate with other core business systems and address this problem directly since information found in different systems can be easily accessed without the worry of file duplication.

What are the steps for automating and improving contract management?

Without approved contract templates, it's like starting from scratch every time. ECM solutions create consistency in how contracts are initiated while minimizing human error, ensuring access to past contract drafts and eliminating time-consuming contract creation procedures.

With an ECM solution, you can easily automate and simplify review and approval cycles, eliminate bottlenecks and reduce the length of approval cycles. Then, enhance contract visibility by offering intuitive search capabilities such as accessing contracts via keywords, phrases and related

information in addition to reporting dashboards to access historical data quickly. Also, create robust security options to control point in the contract lifecycle and minimize risk of data loss

When employees can access and manage contracts anywhere, and at any time with a mobile, that enhances productivity. In fact, the ECM solutions we offer for mobile apps allow authorized users to not only access contracts, but also execute them via eSignature.

Finally, ensuring compliance with a full audit-trail of key milestones that are monitored and acted upon means you can access and track every version of your contracts from their creation to the latest and most updated versions.

How can GCG support organizations to improve their contract management?

Our approach begins with an initial consultation and complete analysis of our client's business environment, requirements, gaps and existing workflows. We have a dedicated and strong Enterprise Information Management team ready to action the right approach and offer a bespoke solution thanks to our rich ECM and automation portfolio. Of course we only work with global ECM leaders that are Gartner certified.

Fujitsu Scanning Solutions

Fujitsu scanners have a well deserved reputation for being the most reliable and hard-wearing devices on the market, offering transparency, compliance, efficiencies and cost savings

ScanSnap

S1100i

iX100 – Ideal for community workers

S1300i

iX1300 – Premium personal desktop scanner

iX1400 - Beautifully simple, effortlessly efficient

N7100 – Information sharing made easy

SP-1120N / SP-1125N/ SP-1130N

Network Scanner

SP Series

Day to day budget conscious scanning

SV600 – Perfect for the classroom

iX1600 – Intuitive scanning at your fingertips

fi Series

fi-65F – Great for customer facing ID capture

fi-7260 / fi-7280

fi-7460 / fi-7480

fi-7600 – A local government workhorse

fi-7030 – Ideal for GP surgeries

fi-7160 – Best selling scanner in the NHS

fi-7800/ fi-7900 – Ideal for heavy duty scanning environments

fi-7700

fi-7300NX – Web based document capture and network scanning

fi-800R

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Fujitsu's best-in-class scanner driver and document capturing software

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PaperStream Capture – enhanced capture

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PFU a Fujitsu company

FUJITSU

PFU (EMEA) LIMITED ANNOUNCES THE COMPLETION OF UNIFIED PAPERSTREAM SOFTWARE PORTFOLIO

New Features Include PaperStream ClickScan

PFU (EMEA) Limited has completed its unified PaperStream software portfolio, ensuring Fujitsu Image Scanner solutions continue to meet the needs of every customer. The announcement comes as PFU EMEA launches two new software elements; PaperStream ClickScan, which provides new capabilities to the Fujitsu Image Scanner software bundle and unique solutions to the PaperStream NX experience, providing end-users with enhanced security, compliance, and governance for their information management.

Simple to operate and easy to install, the Fujitsu Image Scanner PaperStream software bundle includes high-performance tools, enhancing every image capture element. It guarantees the core source image is of the highest quality while streamlining the capture process, reducing costs and improving efficiencies.

PaperStream IP lays the foundation for the capture process by automatically optimizing scanned images to deliver consistently high-quality output for faster, lower-cost downstream operations. PaperStream IP Net provides an even more flexible way to deploy PaperStream IP's functions to Fujitsu Image Scanners.

PaperStream Capture streamlines digital workflows by automating the batch capture process's validation, data extraction, and release stages. The optional upgrade PaperStream Capture Pro allows this process to be re-engineered to deliver even greater economies of scale for high-volume capture needs.

Scanner Central Admin is a centralized management software that maximizes uptime and reduces the cost of installing, maintaining and operating a network of scanners. Able to remotely provision, configure and update up to 1,000 scanners per instance, it also provides real-time data monitoring, ensuring that scheduled servicing occurs on time and maximum performance levels are maintained.

PaperStream ClickScan is the latest addition to the software bundle and has been designed to allow ad-hoc scanning without configuration. Paperstream ClickScan ensures even unexpected items can be immediately captured and not hold business up.

"Offering a fully unified portfolio, the PaperStream software bundle provides exceptional image quality as well as automating workflows for increased efficiency," explains Hiroaki Kashiwagi, President and CEO of PFU (EMEA) Limited. *"In today's complex business world, software is key to the digital transformation journey. It empowers organizations to harness the value of captured information by converting it into a more usable format, making processes more efficient and increasing organizational intelligence."*

Information governance can be made even more secure with the PaperStream NX solution, which uses encrypted data and user authentication to ensure only the right people can utilize its Fujitsu fi-7300NX scanner hardware. Centralized management gives greater control and reduces operational cost, while the 'thin client' capability also enables PC-Free scanning.

"Fujitsu Image Scanner solutions are designed to unlock the value of information within organizations," continues Mr. Kashiwagi. *"PaperStream software is integral to this, automating the management and operation of both the capture process and systems, as teams seek to increase their organizational intelligence via digital transformation."*

Channel Partners can access the PaperStream Capture Pro Partner Program to benefit from training, certification, and dedicated technical support to ensure they can consistently provide the right solution and expertise to customers.

TAREK AKL,

Partner Manager at
PFU EMEA Ltd.
(a Fujitsu company)

Tarek has over 18 years' experience in the wider Middle East technology market and started his career in 2002 with Sakhr Software Company - a highly specialized developer of software that enables the conversion of large unstructured datasets (including data residing on paper) into useable digital information.

He has since gained wide experience in system integration, managing a complex and multi-vendor solutions portfolio including Fujitsu, EPSON, Dell, HP, Oracle, Microsoft, MacAfee, Symantec, EMC, VMware, Citrix, f5, Fortinet, IBM, SAP, Huawei and Cisco.

In 2011, he moved to Oracle Corporation to manage the middleware solutions (DMS, Portals, Weblogic, Java, SSO, Database, Cloud Solutions) for UAE, Oman and Saudi Arabia and in 2015, Tarek moved to PFU/Fujitsu to enable the delivery of optimum document capture solutions for each client through channel partners and ISVs.

What are the key challenges faced by organizations when it comes to scanning?

A fundamental challenge is recognizing the real benefits of a quality scanning solution. At an operational level, the many seemingly minor irritations resulting from a poor user experience (extra time spent sorting messily ejected documents, fixing paper jams, or correcting data extracted from poor quality images) impact real-time efficiency. And strategically, any data errors that slip through unnoticed can affect subsequent workflow or analysis. The underlying cost of poor quality input at the start of a process is truly staggering once you consider its full scope.

How does Fujitsu solve those obstacles?

By investing in activities like the Fujitsu Image Scanners Organizational Intelligence Research Report, we aim to be at the forefront of understanding the realities of information capture, and to share our insights with our customers and partners. By developing solutions that deliver market leading performance where it really counts, we can help organizations make the best decisions in terms of delivering both short and long term value, thereby maximizing the return on their investment.

What are the latest trends for scanning in the market now?

The current focus among hardware providers is on the interaction of RPA technologies and Intelligent Capture to enable the construction of automation-capable environments and the integration of automation platforms. Companies are increasingly pursuing so-called end-to-end processes - i.e. complete, overarching organizational structures. Artificial intelligence - in particular machine learning (ML) - is increasingly being used to manage more complex systems.

As organizations look to digitally transform and avail time for their staff to focus on complex tasks, they need solutions that enable them to embrace Organizational Intelligence, as seen in our Fujitsu Image Scanners Organizational Intelligence report, and provide a bridge between the physical and digital world. With intelligent RPA software, whenever users scan using an RPA software enabled Fujitsu fi-7300NX their documents can be checked, read, and processed, providing an end-to-end image capture and management service. RPA and Intelligent Capture help to make the information contained therein automatically usable.

What made you choose GCG Enterprise Solutions as a partner?

GCG Enterprise Solutions can offer a total solution to their customers in the UAE region. It adds great value to our business in digital transformation and paperless total solution as they start from the initial stage of the hardcopy of the document by scanning, indexing, search and retrieval to using the latest technology of Fujitsu document scanners and PSCP capture software, integrated along with the M-files archiving solution as a key solution that meets the customer's total expectations.

GCG have an expert team in professional services and implementation that can serve all the industries in UAE. They are very focused and dedicated with their commitment to delivering a quality result on time.

> Say Goodbye to Your Traditional Whiteboards

As a teacher today, you might be questioned...

How do you make rich digital content for class without:

- A system that delivers your thoughts in vivid, active content?
- Equipment that seamlessly integrates multimedia into your lessons?
- Accessible digital tools for storing your content easily?

How do you organize and manage multiple class files without:

- Being able to copy and paste files for content display?
- Easily switching between files on different devices?
- Switching through a variety of file formats at a time?

How do you switch between students' screens easily in class without:

- Cable-free connectivity between student devices during presentations?
- Confidently preparing a presentation using different devices?
- Bridging the gap between socially distanced and remote learning students?

No one asks our teachers these questions anymore ;b

VIEWSONIC SUPPORTS
Teachers & Students Transitioning Back to School

With schools reopened, ViewSonic offers a range of innovative and future-ready solutions to support educators and students in transitioning back to face-to-face learning.

By delivering enhanced interactivity, connectivity, and portability, the education solutions assist educators to create engaging learning spaces with flexibility that can adapt to different environments – all while deepening in-class engagement and allowing for social distancing where needed.

Engaging and Interactive In-Class Collaboration

ViewSonic's **ViewBoard Interactive Displays** integrated with the **myViewBoard Software Suite** are the modern whiteboard in the digital age for educators to remotely control, collaborate and create teaching content. Thanks to the user-friendly interface design, teachers can annotate on the touchscreen with the digital whiteboarding tool, and easily switch between different input sources when connecting to laptops, slot-in PCs, or document cameras. It also gives teachers easy access to **myViewBoard Clips**, a video-assisted learning platform with over two million educational videos, to design intriguing lessons.

This comprehensive solution facilitates a high level of in-class interactivity with integrated hardware and software. For instance, teachers can run activities like group discussions or class quizzes on the visual learning platform, **myViewBoard Classroom** — even if their students are in another part of the world. It breaks the physical barrier of the classroom and facilitates collaboration in today's learning environment.

Moreover, student safety is always a top priority for the school. **The Wireless Presentation Display (WPD)** solution helps to maintain a safe social distancing and reduce unnecessary physical contact without compromising engagement in the classroom. The teacher can instantly share their screen via Chrome and Edge browsers through **myViewBoard Display,** while students can cast their screens from their own devices to the central display during group discussions.

Enhanced Visual Experience in Large Spaces

As a leading global visual solution provider, ViewSonic has developed various innovative solutions, ranging from 5" displays to 300" projected images, each designed to support the demands of various scenarios. For larger classrooms or lecture halls, the fast and flexible to install feature of projectors allows for creative applications with easy angle adjustment for any educational purpose.

The other ideal solution for large venues like auditoriums is the **All-in-One LED Displays**.

These displays, which come in sizes from 108" to 216", offer easy installation, operation, and maintenance by integrating multiple systems into one device. Moreover, their vibrant color with Full HD resolution and high brightness with 8-level adjustments deliver a vivid and life-like viewing experience even in bright light environments. Not to mention the ultra-slim and elegant design provides a seamless viewing experience and keeps the students engaged.

Taking the Classroom Everywhere

There is also a range of portable visual products that help students stay connected, such as the **5" pen displays** and **16" TD1655 touch monitors,** transforming any place into a digital teaching-learning space. Meanwhile, the **document cameras** allow teachers to remotely view and assist students as they write or draw in real-time. For smaller group discussions or outdoor lectures, the M-series of smart portable LED projectors with a built-in battery and wireless connectivity provide convenient audio-visual for learning and sharing anywhere spontaneously.

With a user-centric mindset, ViewSonic allows institutions to reimagine what learning looks like by providing a variety of innovative and easy-to-use solutions. The goal is to create an uninterrupted learning environment where schools, educators, and students aren't just equipped to deal with the current challenges—they're able to future-proof education for the digital age.

A VIEWSONIC TO THE STARS!

Star International School in Dubai, UAE, recently purchased a total of 31 ViewSonic IFP7550 - 75in 4K UHD Advanced ViewBoard Interactive Flat Panels from GCG Enterprise Solutions for their teachers' exclusive use in class, now that schools have reopened after Covid.

We were pleased to have a moment to chat with the school's IT administrator Mr. Ilyas – currently managing the hardware infrastructure and software support for the school in Al Twar.

Can you please tell us a bit more about Star international School?

Star International School delivers an international curriculum that is sensitive and respectful of Arabic culture and local traditions. Our enhanced National Curriculum for England integrates 21st century skills and competencies to develop confident, resilient and adaptable students for an ever-changing world.

Star International has 2 Branches and more than 800 students in each. With the future of our children as a key focus, we believe it's necessary to remain at the forefront of technology, not only in our curriculum, but in the way we teach too. We want to give our children the leading edge in every facet of their learning experience.

What pushed you to switch from traditional ICT's to modern interactive panels?

The traditional classroom structure had a lot of challenges in teacher and student collaboration even before Covid. During the pandemic the old traditional ICT could do very little for distance or even hybrid learning and we decided to embrace the change – look for a way to not just solve the current challenge, but create an opportunity for a whole new way of learning for our students. The interactive nature of the panels gives our teachers the edge on the rapidly changing capabilities of kids today – who are very savvy when it comes to creating rich, engaging content themselves.

What are the benefits you are getting now using interactive panels, what were students and teachers' reactions after using the panels?

The teachers are thrilled to use the IFP systems. Viewsonic IFP has many tools that can engage the students, keep classes more interesting and allow them to pack in more with every lesson. The IFP has an online whiteboard that helps us to do the distance/hybrid learning, which is very useful to direct attention to the information the teacher wishes to focus on for the kids.

How was GCG Enterprise Solutions' support in this project?

They have stood by their promise of support thus far. After the initial setup of the panels, we faced a few minor teething issues and they provided immediate support with engineers who had a lot of technical know-how. We were very pleased with the speed and dedication they showed to get us up and running in time for the semester.

What is the future of technology in education?

Augmented Reality and Virtual Reality technologies are already becoming commonplace in the homes of our children, so there is little doubt we'll start following suit, drawing learners into the virtual environment – these are exciting times for education.

RISO
PRODUCTIVE PRINTING

GET INVOLVED WITH RISO
TO PRESERVE **AIR QUALITY**

PRINT & PROTECT

Discover our unique
COLD INKJET TECHNOLOGY

> AIR QUALITY PRESERVED

> ENVIRONMENT SUSTAINABILITY

> HIGH PRODUCTIVITY

> RELIABILITY

Scan to view RISO's commitment to preserving your working enviromennt

COLD INKJET TECHNOLOGY

RISO'S COMMITMENT TO AIR QUALITY!

Air quality is a key issue! Many sources of pollutants have direct and indirect impacts on the environment and our health. The health crisis that is affecting us is disrupting our daily lives and today, more than ever, the health and well-being of all is a priority.

«Good Ozone» protects us from the sun's rays. «Bad Ozone», mainly the result of poorly planned human activity on our planet, is harmful to health. Like fine particles, it easily penetrates the breathing system. VOCs (volatile organic compounds) are a group of many substances. They are characterized by their high volatility and spread easily in the atmosphere, into our homes and workplaces, leading to a double effect on health: a) an indirect effect by acting on ozone (several of these compounds participate in the photochemical reactions responsible for the formation of tropospheric ozone) and b) a direct effect as a toxic substance for some of the most harmful VOCs

Zero ozone emissions

Healthy environment

Less VOCs

Did you know that copiers or laser printers are a source of exposure to these pollutants? This is because toner-based «laser» technologies use heat to fix the toner to the paper. As they heat up, traditional laser printing systems emit harmful substances. With RISO solutions, users work in a healthy environment and working comfort is preserved. RISO's research and development teams design and manufacture products to minimize the environmental footprint and air pollution. Thanks to the FORCEJET™ cold printing process, RISO inkjet solutions do not emit ozone. The inks developed by RISO are based on nonvolatile oil with low impurities and each component of the printer is designed to select only materials with low VOC emissions.

Heidi, by GET Group, offers all-inclusive commercial card issuance solutions using advanced printing technologies for security and identity authentication, at competitive market rates.

KEY FEATURES

VERSATILE
- High Performance
- High Resolution
- Top Security

CONVENIENT
- Smart Design
- Unlimited Branding
- Scalable Printing

ROBUST
- Global Support
- Printer Durability
- 2-Year Warranty

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Heidi
SMARTER WAY TO PRINT ID

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6 Features of Advanced ID Card Printers

Onsite card printing solutions enable businesses to serve on-demand identity cards in bulk. As a business develops, demand grows, and so should card printers. These 6 features ensure a card issuance environment is scalable.

Heidi shares expert tips on advanced printer features based on its commercial card printing experience in global markets.

1. Field-upgradable using a flipping unit.
Select a printer compatible with a flipper to automate printing on both surfaces of a card within the print process.
▪ Single-Side Printing Mode
▪ Dual-Side Printing Mode
Even if you print on a single side, it is worth considering a dual-side printer to manage both sides of the card at later stages.

2. Printer range matches printing volume.
Know your annual card printing volume. Once you have assessed the maximum output required, the printer type can be defined by these simple criteria.
▪ Base Model – 3000 cards/year
▪ Mid-Range – 12000 cards/year
▪ Heavy Duty – 25000 cards/year
The estimated number of total cards per year should include replacements, events, the average daily operations, and added projects.

3. Capable of superior printing methods.
Heidi supports edge-to-edge printing using dye-sublimation thermal transfer technology to seamlessly print cards in bulk.
▪ Direct-to-Card Printing (DTC)
▪ Retransfer Printing
Cards issued by DTC printers have a two-year lifespan and lower cost-per-card. Retransfer technology is best for over-the-edge card printing and to retain a longer card lifespan.

4. Supports data encoding technology.
Innovative printing technology involves encoding

magnetic-stripe cards, proximity cards, and chips for smart card issuance.
▪ Contact Smart Card Encoders
▪ Contactless Smart Card Encoders
The smart encoding of personal information, financial data, and biometric data ideal for the issuance of payment cards.

5. Able to print advanced security layers.
Security layers such as watermark logos can be added within the printing process using standard YMCKO ribbons.
▪ Custom Watermark Logo Printing
▪ Ultra-Violet (UV) Security Ribbons
YMCKUVO Blue (UV) is a cutting-edge security ribbon that adds a fluorescent hologram layer of overt/covert security.

6. Has upgradeable connection options.
While the USB connectivity is a standard model found in all printers, it is limited to a ratio of 1 printer to 1 user. Heidi CP55 offers ethernet and Wi-Fi interfaces as further field-upgradable options for multi-user access and printing management from a central location.

Heidi Card Printing Solutions

Heidi CP55 printers pack a complimentary GET Identity® personalization and print management software. An all-in-one solution ideal for a wide variety of high-quality ID card issuance applications:

▪ Access Cards   ▪ Payment Cards
▪ Staff IDs   ▪ Visitor Badges
▪ Insurance Cards   ▪ Gift Cards
▪ Membership IDs   ▪ Loyalty Cards

INTERVIEW WITH THE IDENTITY MANAGEMENT EXPERT

Aneesh Micheal, Regional Sales Manager, GET Group Holdings Ltd.

Europe, Middle East, and Africa (EMEA)

Who are the innovators behind HEIDI?

Heidi is the brainchild of GET Group. We're a team of smart solutions experts designing identity verification solutions by leveraging the latest in software, hardware, and smart card technology for over three decades. Our track record in the successful deployment of secure card issuance and management systems has set us up as leading vendors of identity programs globally.

What makes HEIDI stand out amongst other commercial card printing solutions in the global marketplace?

Our customer-forward approach. We consider customers as partners from the onset and strive for their success with Heidi by providing scalable identity solutions, high-quality output, unmatched cost-per-card rates, and market intel to unlock new growth opportunities. Heidi CP55 printers are designed with the consumer in mind. They are compact, reliable for heavy-duty printing, field-upgradeable with accessories, and support advanced card security printing such as custom watermark. Even more, they are EMV-ready. As EMV-compliant units, Heidi printers are perfect for the instant issuance of payment cards such as debit and credit bank cards. That's not all, consumers get the latest GET Identity personalization and issuance management software with each printer.

How does HEIDI contribute to business in this fast-paced evolving market?

The Heidi team is wired to look beyond current trends by forecasting market shifts based on data. Our solutions are scalable and supply the opportunity to empower applications by integrating with other smart applications. Take, for example, student cards. Their power can extend from identity verification to a complete smart card solution for access control, cashless payments, and discounts. Heidi's infrastructure makes it easy to offer bespoke solutions. This progressive approach differentiates our partners, such as GCG Enterprise Solutions.

Does HEIDI have a future-proof strategy to offer partners and consumers?

We believe that partnership journeys truly begin after implementation. This future-forward mindset allows us to design unprecedented card applications that lead our partners through the digital transformation wave with ease. The importance of securing assets and premises is growing by the day. We will continue to carve out the path for smart cards to spheres broader than identity validation. The plan is to harness the power of intelligent technologies to deliver safer and smarter cities using Heidi solutions.

MAJOR ANNOUNCEMENT!
GCG ENTERPRISE SOLUTIONS WILL MARKET
AMAZING PRINT TECH'S WEB-TO-PRINT WUNDERKUND

Regional business technology provider GCG Enterprise Solutions announced an exciting new partnership with Amazing Print Tech out of Toronto, Canada, adding yet another international brand to its portfolio of business solutions. Amazing Print Tech has developed a prominent name within the printing industry in the US and Canada with its easy-to-use online interface, designed to enable the fast, intelligent and imaginative creation of print materials from web to printer.

Their signature product, **PRINTCREATOR,** is the most advanced online designing tool available in the market for the graphic industry. Version 10 brings together spearhead technology with built-in intelligence for print shops to market, sell and grow like never before.

The design of the online engine has been referred to as "Easiest to Use" and even "Friendly." Clients of GCG Enterprise Solutions can expect the same high-reliability hosting, fantastic support, fast deployment and state-of-the-art shopping experience.

"We've spent a decade building, testing and improving the customer experience to provide the simplest and easiest user interface, so we're thrilled to now offer our labor of love to an entirely new market on the other side of the world. We're excited to see the reception of our products in the UAE and greater Gulf region, but also confident that we'll help our new partners delight their clients."
– Antonio Garrido, Chief Operating Officer, Amazing Tech Print.

Whether you are looking to expand your printing abilities by adding more products or adding more proofing and approval workflows, the Amazing Print Tech platforms can help you deploy your printing sites fast.

In the UAE, GCG Enterprise Solutions will offer the end-user a portal where their customers can log in, create their designs or upload their ready-made designs and deploy the print order. The company has specialized in integrating innovative business technologies that promote faster, more efficient and even more cost-effective business processes and workflows.

Users will be able to take control of their printing job to arrange payments and delivery – giving a unique level of control previously only afforded to larger printing houses. Customers will have access to 24/7 Web to Print Online Ordering with a flexible and instance pricing calculator tool, Credit Card payments, an intuitive Content Management System (CMS) and Unlimited Customer Web to Print Storefronts to create niche businesses if required. What's more, the online space means an approval workflow process with enhanced client collaboration – and satisfaction.

The platform is easily integrated and offers 100+ prebuilt brandable, customizable products with over 20,000 templates for postcards, business cards and stationery orders. With a complete suite of Web to Print software applications, Amazing Print web2print software empowers printers with template-based postcard, signage and business card printing, software tools to effectively market, drive and close sales,

rewarding its partners and customers with superior web-to-print technology and on-demand printing software support services. But it's not only designed for commercial printing companies.

"It's the one solution that is suitable and workable for nearly every type of printing job requirement, without breaking the bank – giving print houses, advertising agencies and internal marketing departments the competitive edge in today's margin-conscious corporate environment. A resource of this caliber will not only support our client's business needs, but the end-user at the same time."
- Nabeel Bishtawi, Division Manager - PPS, GCG Enterprise Solutions

BUT WAIT, THERE'S MORE! In addition to the many templates available, GCG Enterprise Solutions' clients will also have access to a library of six hundred million stock images, boosting unprecedented levels of creativity. Users also get a custom-designed website or an integration of the robust design tool to their existing website free of charge with every license subscription. Add technical support, training, and totally free software upgrades, and you'd be hard-pressed to find a reason to choose another solution.

It's certainly a business model that will help businesses recover any market losses due to the crisis and start looking forward to sustained growth in the new market reality.

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