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Fernando Loret de Mola
Sales Director
SIASA
Mexico

PARTNER PROFILE — SIASA/GSA CONSULTING

For 16 years, Sistemas Integrales de Automatizacion (SIASA) has specialized in distributing technology for ID cards, access control, time and attendance tracking and a wide range of other products to companies in Latin America. Based in Mexico, SIASA puts a premium on innovation, excellence and customer satisfaction. This valued Entrust Datacard partner provides a wide range of solutions — from ID card systems, smartcards, ribbons and topcoats to biometric devices, proximity readers and terminals, and access control solutions.

CHALLENGE: Costco Mexico — with more than 100 stores and counting — needed a reliable source to keep ID card printers and consumables in stock and provide fast, expert service to support its growing membership card issuance program.

SOLUTION: Together, Entrust Datacard dealer SIASA and local reseller GSA Consulting partnered to guarantee in-stock Datacard® CD800™ card printers and ribbons for Costco Mexico and provide reliable, local maintenance and repairs.

RESULTS: Costco Mexico now has a partner it can count on to keep its membership card issuance program running seamlessly as it continues to expand throughout the country.



Featured Product

The Datacard® CD800™ card printer provides enterprise-class printing that fits on the desktop, making it an exceptional solution for retail operations that want to instantly issue membership cards. In addition to outstanding security and durability, this card printer offers high-speed printing, more reliable performance and the highest print resolution available in a desktop card printer. With this printer, you can issue extremely durable ID cards with intricate graphics and vibrant color plus add high-security features such as smart card personalization — all at an exceptional value.

Strengthening Membership Card Issuance

Wholesale retailer Costco has been on the move in recent years. They've opened new warehouse club stores in many regions of the world that typically outperform other rival mass merchandizers who have ventured beyond their U.S. home base.

In fact, Costco Mexico now has more than 100 locations. To keep card issuance running smoothly, Costco Mexico needed a partner for ID card printers, service and supplies they could count on to support their continued growth. Their current provider had fallen short in all of these areas. Card printers weren't readily available. Consumables were frequently out of stock. Maintenance and repairs took longer than expected.

Local reseller GSA Consulting, who works with Entrust Datacard partner SIASA, saw this as an opportunity to bring more reliability to Costco Mexico's membership card issuance program. The two partnered together to convince Costco Mexico to switch providers.

Forging a Powerful Alliance

Together, GSA Consulting and SIASA set out to show Costco Mexico they could meet their growing demand for ID card printers, supplies and service. They introduced Datacard® CD800™ card printers as the solution to replace Costco Mexico's current fleet of card printers. The CD800 card printer offers an unique mix of security, durability and affordability — while outperforming the fastest card printers in its class.

GSA Consulting and SIASA also guaranteed they would maintain a permanent stock of YMCKT ribbons for seamless replenishment. They also offered a 30-month warranty and local service for fast, reliable, expert maintenance and repairs.

"GSA Consulting showcased the strength of the Entrust Datacard brand as well as the value-added features we provide including reliable pre- and post-sales support," said Fernando Loret de Mola, sales director at SIASA. "All of this — including our very attractive fixed pricing — made Costco Mexico very happy and they decided to make the change."

Equipped for Future Growth

As promised, SIASA delivered the new card printers on time and met Costco Mexico's expectations. GSA Consulting is now in charge of post-sales support for the card printing fleet and so far, Costco Mexico has been very pleased with the high level of service and support they have received.

Costco uses the CD800 card printers to personalize and add magnetic stripes to its membership cards that have pre-printed backgrounds. The warehouse club issues more than one million cards a year — which is expected to grow as more retail locations are opened in the country.



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