

Outsourcing Boosts Regional Banks' Steady Transition to Smart Card Technology

Mediterranean Smart Cards Company Provides Innovative Processing Services

Cairo, October 2006 – The benefits of smart payment cards are increasingly seen as banks migrate from the traditional magnetic stripe technology to smart technology, bringing increased functionality and security to epayments. Migrating to smart technology involves critical, intricate tasks of planning and implementation and an in-depth understanding of the sophisticated migration process. To facilitate widespread use, Mediterranean Smart Cards Company (MSCC) offers regional banks unmatched processing services to serve their markets and bring smart technology to larger segments of society.

“Transitions to smart card technology are not only complex but also involve a significant technical shift. The time spent on training and educating consumers is widely seen as a major reason for the gradual pace of the roll-out of smart technology. Handling not only the technical migration itself but also the requirements analysis, staff training, and consumer education in-house seems daunting for most organizations, and rightly so given the complexity involved.” commented *Hoda Shoukry*, MSCC’s Managing Director. “However, it is possible but to achieve widespread use of smart card technology by facilitating banks’ migration to smart technology and to constantly providing new and innovative services to meet their growing needs. Outsourcing to seasoned experts with an extensive track record of successful migrations is the wisest move for ensuring a smooth process and solid outcome.”

Processing with MSCC enables banks to improve their processes while offering unequalled benefits to its clients. MSCC not only offers supplies a single source for a bank’s entire card program, but also provides tailor-made services to reflect specific processing needs. With uninterrupted service availability, MSCC’s proactive support services enable increased profitability and differentiation for client banks.

In addition, MSCC has undertaken to drive prices down and keep them low, while maintaining first-class quality service. All services come with MSCC’s ultimate reliability, efficiency and first class support.

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Note to Editors:

About Mediterranean Smart Cards Company (MSCC): MSCC is an Egyptian joint-venture company, offering one of the most sophisticated smart card processing environments in the world. Besides delivering a range of services and benefits to its clients, MSCC’s mission is to provide high-quality, premium smart card payment processing services to banks across markets

in Central and Eastern Europe, Middle East and Africa, and to spread electronic payment knowledge and expertise.

For more information, please visit www.mscc.com.eg

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