



## Amway India

### Customer case study

#### TECHNOLOGY/PRODUCTS

- FARGO® Persona® C30e Direct-to-Card Printer/Encoder

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Mr. Prashant Gupta  
Senior Product Manager  
Lipi Data Systems Limited

#### TOP REASONS WHY AMWAY INDIA CHOSE HID GLOBAL'S FARGO® BRAND PRINTERS FOR THIS PROJECT:

- Excellent technical support
- Ease-of-use
- Small footprint

#### Amway India enhances distributor satisfaction and sales performance with the new Fargo® card printer.

##### Background

Amway India, a wholly owned subsidiary of Amway Corporation, USA, was established in 1995 and has emerged as the largest direct selling FMCG company in India. Having commenced its commercial operations in May 1998, Amway India has established a nationwide presence with more than 125 offices and 55 warehouses. Over 450,000 active distributors carry out business in every corner of the country, reaching as many as 2,000 towns and cities.

As part of their distributor program, new program members will receive a Distributor ID Card with the distributor's name and membership number produced by a third-party card printer. In light of the following considerations, Amway started to evaluate the possibilities of ID card issuance on their own premises and approached various smart card printer manufacturers to discuss the following criterion:

- Data security – Amway was concerned with the confidentiality of distributor information and did not want to disclose the information to external parties
- Long turn-around time – Since minimum printing quantity was applied, Amway had to gather the ID card printing requests in batches. It took approximately two to three weeks for their distributors to receive cards after registration
- Urgency of use – Amway needed instant card issuance for distributor authorization, which prompted their purchase

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##### Challenge – Nationwide Technical Support

Amway approached various card printer manufacturers with the following prerequisites during the vendor selection process:

- Extensive technical support - Amway required optimal geographic support for all of their branch offices in India. Additionally, all reported technical issues needed to be settled within 48 hours
- Short consumables turnaround time - Consumables needed to be available within 24 hours upon placing orders
- Small footprint - The branch offices could only accommodate compact size printers

##### The Solution

After a three-month trial at three separate Amway offices, HID Global's Fargo C30e printer, recommended by Lipi Data Systems, was selected. After discussions with Amway, the C30e printer was identified for this project since it best suited their needs for simple text printing on preprint cards, said Prashant. "During the trial period, the customer was satisfied with the performance of Fargo C30e and our dedicated, nationwide technical support team," said Prashant. "The customer was first impressed by the reliability, but soon they found added benefits, such as ease-of-use."





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This is one of the competitive advantages of Fargo C30e printer, since the ID card issuance will be carried out by administrative staff who do not have any technical knowledge. And training on Fargo printers has been easy. At the same time, the small footprint of Fargo C30e was also highly praised as the printers took up a very limited amount of space, continued Prashant.

### **The Result**

As of today, 20 HID Global's Fargo brand C30e printers are now in operations at 20 Amway offices in India, and more than 150,000 Distributor ID Cards have been issued. With this new instant card issuance solution, Amway has enhanced distributor satisfaction and overall sales performance.

### **About HID Global**

HID Global is the trusted source for secure identity solutions for millions of customers around the world. Recognized for robust quality, innovative designs and industry leadership, HID Global is the supplier of choice for OEMs, system integrators and application developers serving a variety of markets, including physical and logical access control, card personalization, e-Government, cashless payment and industry and logistics. Headquartered in Irvine, California, HID Global has over 1,500 employees worldwide and operates international offices that support more than 100 countries. HID Global is an ASSA ABLOY Group brand.

