



Placement Pros

Customer case study

TECHNOLOGY/PRODUCTS

- Fargo DTC400 Direct-to-Card Printer/Encoder
- Fargo Print Security Suite

TOP REASONS WHY PLACEMENT PROS CHOSE FARGO PRINTERS FOR THIS PROJECT:

- Greater security for the issuance of ID cards
- Ribbon cartridge making changing the ribbon a one-step process
- Small footprint of the printer
- Ability to upgrade easily as needs change

"Our new ID cards are a big improvement. Our guards just feel better wearing these more professional badges."

*Brian Roletto,
Security Coordinator*

Placement Pros Reduces Worry with New ID Card Print Security Suite

The Challenge

Placement Pros is paid to worry about the security of its clients. It can't afford to worry about its own. That is why it invested in equipment and software to protect the issuance of the ID cards it produces for its security agents.

Placement Pros is a member of the Vedior Group of companies that recruits and places professionals, including security agents, at companies throughout the country. "Our clients are businesses, hotels, construction sites and special events," said Brian Roletto, security coordinator. "They hire our security guards on a temporary basis to supplement their own staff or when special needs require extra help." Recent clients have included a Chinese New Year's parade in San Francisco and ABC-TV's "Extreme Makeover: Home Edition."

Placement Pros needed to upgrade the security level of the cards it produces.

Solution Found

In December 2004, the Pleasanton, Cal., office of Placement Pros made two changes to its ID card security system that have effectively improved the company's image and reduced the worry for Roletto. First, the company purchased a new ID card printer to replace its previous method of producing cards. Then it purchased a suite of software tools to protect the issuance of the ID cards themselves.

The new printer, a Fargo DTC400 Direct-to-Card Printer/Encoder prints images directly onto blank cards by heat transfer through a color ribbon. "Now our cards have bold colors and are more professional," said Roletto. "This is a big improvement. I also like the fact that the ribbon is inside a cartridge. Instead of having to unspool the ribbon and hope I don't drop one end while trying to feed it over the rollers, I can just insert it and go." Roletto also liked the small footprint of the DTC400. "It is sitting on my desk right now," he said. "We don't have a lot of space, and it will be used frequently. I need to have close access, but I don't want the printer taking up much space."

Along with the new printer, Roletto purchased Fargo's Print Security Suite®, five software programs designed to lessen the threat of someone creating false credentials within a legitimate ID card program. While Roletto made the decision to buy the printer, it was his boss, Joel Smith, who encouraged him to purchase the Print Security Suite. "He wanted to take advantage of all the features it had to offer," said Roletto.

The Print Security Suite, which is available on the DTC400 model includes five applications. A "Password Control" option enables security managers to set passwords for the printer, keeping out unauthorized users and reducing fraud and misuse. A "Print Notification" selection allows users to set specific hours of operation for the printer. Any use during unauthorized times can trigger an e-mail or text message to the system manager. A "Print Diagnostics" option captures and communicates printer issues electronically to service technicians, and a "Supplies E-Ordering" function automatically notifies the operator when supplies are running low.

But it was the "Security Imaging" function that intrigued Smith the most. Using a special fluorescing ribbon, this software tool will enable Placement Pros to add covert security features, including customized logos, holograms and unique numbers, to its ID cards when clients require





them. The features are difficult to see in normal settings but visible under ultraviolet light. "Our badges are a direct reflection of our company," said Smith, "so we want nothing but the best for our clients."

Results

Roletto is serious about his ability to produce professional ID cards, recently purchasing a Paint Shop Pro 9 graphics program so he can create unique images for his clients. Celebrating the "Year of the Rooster," coordinators of the Chinese New Year's parade in San Francisco hired approximately 80 Placement Pros security guards for the parade, and thanks to Roletto's talents, their ID badges were appropriately adorned with rooster images. Placement Pros also provided extra security for ABC's "Extreme Makeover: Home Edition" episode. More than 30 officers worked around the clock on the set every day for about two weeks. "We had a lot of contact with local residents during this time, and our professional look helped in dealing with them," Roletto said.

Placement Pros purchased the DTC400 and the Print Security Suite with the future in mind. "We chose the DTC400 because it will allow us to upgrade as we grow," Roletto said. "By the end of the year, we will have 12 offices placing security agents, twice as many as we have now." Some day Placement Pros may also add a magnetic stripe to employee cards and install card readers at all of its sites to make the payroll function more efficient. "Eventually, we will give every employee an ID card," Roletto said. "So far, I'm the only one doing the printing, so it's not realistic."

What is realistic, however, is Roletto's enthusiasm for Placement Pros' new printer and suite of software tools. "Our new ID cards are a big improvement," he said. "Our guards just feel better wearing these more professional badges." And Roletto feels better about minimizing the security vulnerabilities of his new system, giving him more time to focus on the security needs of his clients.

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