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University of Baltimore Launches New Campus Card Program with CardSmith

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Baltimore, MD:

The University of Baltimore and campus card service provider CardSmith today announced the launch a new multi-functional ID card for the University's downtown Baltimore campus. The new **Bee Card** will offer students convenient, cashless access to a wide range of campus facilities and services including the bookstore, campus offices, copy center, parking services & shuttle, and select off campus merchants. The University is issuing a newly-designed digital image card to all students this fall. The new ID cards will continue to enable electronic door access, as well as expanded payments functionality.

Bee Card is powered by CardSmith's managed, SaaS transaction system, enabling the University to provide campus-wide card transaction services without local card systems or software or dedicated administrative staff. The University's service features on and off-campus acceptance, mobile payments, on-line cardholder account access, on-line reporting, on-line administrative access and 24/7/365 monitoring. CardSmith will manage a dedicated, toll-free customer care service, financial settlement, and other operational support processes on behalf of the University. A multi-year service agreement brings the University a valuable, comprehensive service for the campus community at a fixed long-term price.

"The University is very excited to be bringing this new service and convenience to our campus community" said Zach Griffey, Campus Card Manager. "The new card program makes our campus more efficient and provides added security and convenience for our students, parents, staff, and service providers. We chose CardSmith because of their expertise in building new card programs, and because their service does not require the University to install or manage local systems or software. We're looking forward to launching in a few weeks and expanding the program in the years to come".

"CardSmith is pleased and proud to have been selected to provide service to the University of Baltimore by the University's campus card bid committee" said President Jay Summerall. "We're enjoying the process of building and launching the Bee Card and look forward to helping make it a showcase for other UM system and private campuses in Maryland."



About CardSmith:

CardSmith is a campus card solutions company serving educational institutions, campus service providers, cardholders, card-accepting locations, private label card issuers, and closed loop communities nationwide. We provide the market's only "SaaS" transaction management solution and turn-key card program management service, delivering superior service and performance for less than 50% of the cost of owning and operating a proprietary card system. For more information, please visit www.card-smith.com.

About University of Baltimore:

The University of Baltimore was founded in 1925 as a private institution. Its founders were a group of Baltimore civic leaders who wanted to provide low-cost, part-time evening study in business and law for working adults. UB became a state institution in 1975 and then part of the University of Maryland System (now known as the University System of Maryland) in 1988. We continue to educate business and law students, but we've added many full-time day programs and an array of professionally oriented programs in the arts and sciences and public affairs. To learn more, visit www.ubalt.edu.

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