

## Herkimer CC hires CardSmith to build and manage campus card program

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SUNY institution, Herkimer County Community College, is launching a new campus ID card program with vendor CardSmith. The new program will control access functions and payments on and off campus. The CardSmith offering is unique in that it is a "fully-managed" solution where the company handles management, marketing, and customer support for the institution.

### Herkimer County Community College and CardSmith Launch New Campus OneCard

Herkimer, NY—Herkimer County Community College (HCCC) and CardSmith, LLC today announced the launch of a new campus ID and "onecard" for the Herkimer campus community. The Generals Cash Card is a new digital photo ID card being issued to all students, faculty and staff this semester for access to campus facilities and events and for cashless payments at the campus bookstore, food service locations, stadium concessions and off-campus businesses. Applebee's Neighborhood Grill near the campus will accept the Herkimer Cash Card Account for payment this fall.

"Herkimer is very pleased to be bringing this exciting new service to our students, parents, faculty, staff, and business partners" said Brian Marhaver, Director, Faculty- Student Association, Inc. "Our new card will make it very convenient for our students and families.

Cardholders will no longer need coins, cash or other cards to access core campus services. We pride ourselves on the quality of services we provide our campus community, and the new card program significantly upgrades our service levels across all our auxiliaries".

"It's been a real pleasure to work with the professionals at Herkimer County Community College to create this high-value program and service for the campus" said CardSmith President Jay Summerall. "The Herkimer program was built from scratch on a tight timeline this summer, and we're very pleased with the progress thus far. Herkimer is CardSmith's second customer in the SUNY system, but our first community college. With the work we've done here, we've created the blueprint to make it easy and affordable for two year institutions in New York and across the country to implement campus card programs. We look forward to serving the HCCC campus community for a very long time."

Said Marhaver; "We really like the all-inclusive service that CardSmith provides. They power the card's prepaid spending account, manage program operations, and provide marketing and customer services including a dedicated website - [www.generalscashcard.com](http://www.generalscashcard.com) - with 24/7 real time account access and a professional call center for our community. The CardSmith team project-managed the launch of our new ID card program; we could not have done this without them. CardSmith's service model is also very cost effective compared to the other alternatives we investigated. We are not buying or managing any proprietary technology for the campus. We're also not adding staff to support this new service and initiative."

#### About CardSmith:


CardSmith is a card technology and management company dedicated to making it easy and affordable for any campus to provide advanced campus card services. The company offers the market's only fully-managed campus card service, including a customized transaction processing solution for each client integrated with professional management, marketing and customer support services. CardSmith's


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service eliminates the need for individual campuses to buy or maintain proprietary card systems or dedicate staff to program management, delivering next-generation performance for a fraction of the cost of the traditional campus card operation.

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