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SERVERSIDE GROUP OFFERS PCI DSS-COMPLIANT ZERO INTEGRATION

London, 18 April 2011 – Global technology vendor, [Serverside Group](#), is now offering issuers around the world a new low cost, hassle-free way to run card customization programs.

Using a PCI DSS-compliant solution from Datapipe, a global managed service provider, Serverside Group is now able to capture and securely host cardholder data itself.

PCI DSS, or the Payment Card Industry Data Security Standard, is an evolving set of security requirements designed to ensure that all organizations and merchants that process, store or transmit credit card information maintain a secure data environment.

For issuers, the new zero integration system means no technical headaches and far less cost to implement a card customization program.

From now on, marketing and strategy managers are able to make the decision about whether to launch an AllAboutMe-powered card customization program, not issuers' IT departments.

And because lengthy IT integration with often complex legacy banking systems can be avoided, card customization programs can be launched far more quickly.

AllAboutMe is Serverside Group's market-leading card customization technology that has repeatedly been proven to boost card usage levels, increase average balances and improve both acquisition and retention rates.

Tom Elgar, Co-founder and CTO, [Serverside Group](#), commented:



“Marketing and product departments are always keen to launch card customization programs but there have sometimes been difficulties due to the integration of our technology with legacy banking systems. By teaming up with Datapipe, who have considerable experience managing and securing data, the new zero integration implementations we are able to offer mean this is no longer the case. Now, card issuers around the world can offer customized cards with little, if any, IT involvement, at a far lower cost and with the peace of mind that the service is being offered within a trusted PCI environment.”

Robb Allen, CEO, Datapipe, added:

“Serverside needed a scalable and compliant solution to meet growing demand amid increasingly complex regulatory requirements. Datapipe is providing a highly available, PCI compliant environment tailored to meet their business goals and ensure the security of their clients’ card data.”

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About Serverside

Founded in 2003, [Serverside Group](#) is the global technology leader in digital card design and a provider of innovative software solutions to issuers, personalization bureaus and card manufacturers.

Serverside has built a market-leading position by running more than 1,000 card programs through its network of approximately 200 card issuers in 23 countries. Its clients include: RBS Group, ING, Permanent TSB, ANZ, BMW, KBC, Fortis, Eurobank, First National Bank Omaha and Heritage Building Society. [Serverside Group](#) is headquartered in London and has offices in New York, Chicago and Auckland.

www.serversidegroup.com

About Datapipe

[Datapipe](#) offers a single provider solution for managing and securing mission-critical IT services, including cloud computing, infrastructure as a service, platform as a service, colocation and data centers. Datapipe delivers those services from the world’s most influential technical and financial markets including New York metro, Silicon Valley, London, Hong Kong and Shanghai. For



more information about Datapipe visit www.datapipe.com or call (888) 749-5821.