



AllAboutMe™

Your Image—Your Card

serversidegroup 
www.serversidegroup.com



What is it?

AllAboutMe is the award winning turnkey customized card design application that allows cardholders to create their own personal cards online using photos of a loved one, pet, favourite place or memorable event. Alternatively, cardholders can choose from a gallery of images chosen by the issuer. Once the image has been uploaded, it is displayed behind a template showing the 'fixed' elements of the card design, including card association logo, issuer logo and embossing. The image can be scaled, flipped or rotated until users are happy with their design. All of this happens through an online interface that blends perfectly with your brand. The cardholder becomes a 'partner in design' which in return creates loyalty and yields higher usage rates for your card.

What are the benefits?

The key driver for card personalization is the bond it creates between cardholder and card - and issuer. This generates loyalty, reduces churn and leads to front-of-wallet placement. Customized cards are proven:

Account Activation Increase

- 54% - BBVA Compass Bank

Customer Usage Increase

- 68% - American First Credit Union
- 60% - Blon Bank
- 31% - Newcastle Permanent Building Society
- 27% - BBVA Compass Bank
- 15% - 20% - Zions Bank

Customer Acquisition Rate Increase

- 15% - Newcastle Permanent Building Society

Customer Retention Increase

- 3% - BBVA Compass Bank

Revenue Impact

- US\$45 incremental revenue per card per year (BBVA Compass Bank)
- 10% - increase interchange fees (Newcastle Permanent Building Society)
- 21% decrease in checks written (American First Credit Union)

But perhaps the most important aspect of **AllAboutMe** is the vital role it can play in online marketing campaigns. Designing a card is a truly participative internet experience where the pride and excitement cardholders feel drives conversations both on - and offline that triggers invaluable viral marketing effects.

Put simply, **AllAboutMe** is the perfect springboard or enhancement to the lucrative world of online payment card marketing.

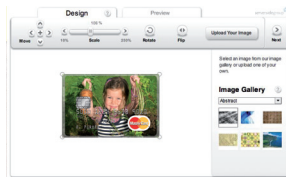
How does it work?

The greatest asset of **AllAboutMe** is its simplicity. Your cardholders can look forward to an easy, secure experience that lets them design their new favorite card. Here's how it works:

- 1) The cardholder logs onto an issuer-branded website, hosted by Serverside.**
- 2) The cardholder uploads a personal photo or chooses from an image gallery.
The image can be flipped, cropped and resized to alter the image on the card template.**
- 3) The cardholder previews and approves the design.**
- 4) The new card design is reviewed for image and brand compliance.**
- 5) Once approved, the new card design is sent to your designated personalization bureau for production and embossing.**
- 6) The card is mailed to your customer.**



The cardholder visits a website customized with your brand and hosted by Serverside



The cardholder uploads an image (or selects from an online library) and designs a unique card product



The art is approved and sent to the personalization bureau where the card is produced and embossed



The cardholder receives the final card by mail in a standard fulfilment package

You will be provided real-time Marketing and System reports to track cardholder participation rates, monitor card order status and more.

Conclusion

The ability of **AllAboutMe** to integrate seamlessly with an issuer's IT and brand has been proven time and time again. So has the broader business case for card customization. With over 200 issuers globally, Serverside delivers turnkey implementations that satisfy the rigorous requirements of the world's largest financial institutions while meeting budget requirements of local credit unions and banks.

If you would like to know more about **AllAboutMe**, please see the contact info.

Contact Info

For Americas

37 West 20th Street Suite 809
New York, NY 10011 USA
Tel: +1 888 559 4555

For Europe, Middle East & Africa

16 Kingly Street, London W1B 5PT
United Kingdom
Tel: +44 (0) 20 7534 3833

For Asia/Pacific

P O Box 31460
Milford
Auckland 0741
Tel: +64 9 488 9346

Or e-mail

sales@ssgl.com



serversidegroup 