

FOR IMMEDIATE RELEASE

Tuesday, 11 December 2007

CONTACT:

Dominic Hiatt, Glowbe PR
+ 44 (0) 20 8670 4920 / + 44 (0) 7968 790963
dominic@glowbe.co.uk

Slovenská sporiteľňa Teams Up with Serverside Group to Launch Personalised ‘My Own Card’

Slovakia-based bank, Slovenská sporiteľňa, is the latest issuer to enable cardholders to design their own cards using [Serverside Group](#) customisation technology — see www.vlastnakarta.sk. The new service, which went live on 1 December, is being marketed as *My Own Card*. Cardholders can either customise their cards with a personal image or photo, or choose one from a range of galleries, including ‘Scenery’, ‘Sport’, ‘Wildlife’ and ‘Animations’.

My Own Card will initially be available across Slovenská sporiteľňa’s debit card range, specifically its Visa Electron, Visa Classic, Maestro and MasterCard Mass cards. Starting in Q2 2008, the bank intends to roll the service out across its credit card portfolio, too. From December 1 2007 until 31 January 2008, the card design service will be free of charge. Thereafter, customers will be charged SKK199 (€6) per card issued.

In terms of promoting the card, alongside a standard new product marketing campaign comprising above- and below-the-line activity, Slovenská sporiteľňa is using a selection of Serverside’s online marketing tools, including:

- *Competition API*. Allows issuers to easily build and run their own online card design competitions, which have been shown to greatly improve campaign results through cardholder engagement and to trigger invaluable viral effects
- *TalkAboutMe*. An interactive mini version of the full AllAboutMe card designer that issuers can showcase on their home pages and even distribute to cardholders directly for use in online forums and on blogs

- *ShareMyDesign*. A powerful viral marketing tool allowing people to forward their online card designs to family, friends and colleagues

Martin Dubecký, Product Manager, Card Products Department, Slovenská sporiteľňa, commented:

“We believe this new service will go down really well with our existing cardholders and are confident it will attract new customers, too. The marketing tools that Serverside has provided us with will be a strong support and strengthen the relationship our cardholders have with their cards. We are glad to have chosen Serverside as our vendor as they were highly professional and very flexible. Together, we developed a customised solution in less than five weeks, from the date the contract was signed to the Go-live date. Considering a personalisation bureau also had to get involved, this is quite an achievement.”

James Pendley, CEO, Serverside Group, added:

“Slovenská sporiteľňa is taking a proactive approach to marketing its new card customisation service and we are confident it will reap the benefits. We’re particularly excited that it has chosen to use our *Competition API*, as the average response from issuers running card design competitions as part of their campaigns is significantly higher. Providing the service free of charge in the first two months is also a good move, as this is a great way to drum up interest.”

– Ends –

About Serverside

Founded in 2003, [Serverside Group](#) is the global technology leader in digital card design and a provider of innovative software solutions for issuers, personalisation bureaus and card manufacturers. The company’s two flagship products are *AllAboutMe*, a web-based application that allow cardholders to design their own unique payment card online, and *Virtual Portfolio*, a web-based management tool enabling issuers to rapidly launch card campaigns of any size, adjust them in real time and print cards on demand. Serverside currently has 60 signed clients in 20 countries covering more than 200 card programs globally. They include: ING, Permanent TSB, ANZ, BMW, KBC, Advanta, Fortis, Eurobank, First National Bank Omaha and Heritage Building Society.

www.ssgl.com

serversidegroup 

[Serverside Group](http://www.serversidegroup.com) is headquartered in London and has offices in Taipei, New York, Chicago and Auckland. The company has strategic alliances with Visa and Datacard Group. For more information and to see a live card demonstration, visit www.serversidegroup.com.

serversidegroup 