



# Campus Cards

## A Student ID Smart Card Solution



*Reduces School Costs*

*Improves Operations*

*Enhances Parental Control*

*No Cost To Schools*

# InstaPayment's New School Campus Card



- Eliminates Cash Transactions
- Improves Campus Security
- NSLP Reimbursement Reporting
- Emergency Alert System
- Emergency Contact Information
- Parental Spending Review
- Parental ID / Custody Verification

# What is a Smart Card?



- **Smart cards look like a credit card but contain an embedded microprocessor and memory offering advanced encryption, security and information storage.**
- **This smart card advantage allows the Campus Card to perform numerous services now, and is expandable to even more functionality in the future.**
- **For example the InstaPayment Campus Card is able to store:**
  - **Cash transferred to Campus Card by parents**
  - **Emergency contact information**
  - **Parent contact detail (names, numbers, etc.)**
  - **Parental purchase authorization**
- **The Campus Card System system provides significant benefits to both schools and parents.**

# Significant School Benefits



- *Cashless system.* Students use the Campus Card for all school transactions such as lunch, library and field trips. Less cash reduces crime and theft, and minimizes student's ability to use cash to buy non-desirable products.
- *Improved Operational Efficiencies.* Considerable reduction in time for cafeteria checkout, supply planning and attendance record keeping.
- *Improved cash flow.* No waiting for mail or checks to clear. Funds are electronically transmitted to school bank accounts.
- *Emergency Alert.* Our integrated "Emergency Alert System" enables school authorities to instantly send voice, text and Email messages to all parents notifying them in a single action.
- *Automated Reimbursements from the National School Lunch Program.* Campus Cards automatically generates reports needed for NSLP reimbursements

# School Benefits (cont)



- *Improved material supply chain.* Food vendors can have real-time feedback of product demand and consumption for supply planning and electronic order entry.
- *Eliminates discrimination.* Free/reduced lunches are recognized only through the system, ensuring student's privacy.
- *Eliminate PCIDSS Security Risks.* New credit card security rules make improper handling of credit card information very risky for schools.
- *No cost to schools.* InstaPayment receives revenue via a 'convenience / reload fee', paid only when electronic funds transfer to the student's I.D. cards. Additionally Schools do not pay any merchant fees when the Campus Card is used.

# Significant Parental Benefits



- ***Cashless system.*** Parents transfer funds to students cards via website eliminating the need for cash on Campus, removing the number one reason for vandalism on school campuses.
- ***Purchase reporting.*** Parents are provided weekly on-line statements identifying the purchases students made via the Campus card. Reports include “Lunch accounting and nutritional reporting” enabling parents to monitor eating *habits*.
- ***Increased Parental Control.*** Parents can prohibit purchases of certain foods (i.e. vending machine purchases) for nutritional purposes or foods the child may trigger allergies.
- ***Immediate Notification In Emergencies.*** Parents can elect the method or methods they would like to be notified in the case of a school emergency.

# Our Campus Card Infrastructure Insures System Security:



- Server location
  - Co-located within highly secure Regional Data Center in Los Angeles, CA
  - 7x24 armed security, digital camera surveillance, biometric access
  - Redundant data facility, automated back-ups, hot swap servers, RAID array data backup
- Encryption
  - High level 128 Bit card data encryption certified
  - PCI Compliant
  - Federal Reserve NACHA Compliant
  - Insured
  - Bonded

# Campus Cards Solution



- *Parent Website: CampusCards.com*
  - Placing funds in the student's smart card
  - Identifying emergency alert info.
  - Obtaining on-line card usage report
- *School Administration Website: School ID.net*
  - View and create reports
  - Terminate lost cards/Create new cards.
- *School Fundraising Website: MySchoolMall.com*
  - Enables schools to conduct effective fund raising activities via the Internet.
  - Access from anywhere
  - Access by anyone

# Point of Service Hardware



- POS System-Hardware and Software Provided at No Cost to Schools.
  - Our open source POS application for JAVA POS
  - Supported by National Retail Federation
  - Easy to use, touch screen system
  - Tracks all purchases
  - Menus created and updated by nutritionists
  - Terminals load changes and refresh daily
  - Custom PDF reports
  - SIF Compliant
  - No Ongoing License fees

# How it works:



*As Easy as 1 – 2 – 3*

- *Step 1: InstaPayment provides student photo I.D. smart cards, installs POS software and hardware at No Cost to the School*
- *Step 2: School informs students/parents of change in payment method from cash to campus ID smart card*
- *Step 3: Parents log onto our CampusCards.com website to open an account and activate their child's I.D. card.*

*Begin Activity!*

# Campus Cards



- **An Integrated School ID Smart Card + Website + POS Solution for for K-12 schools a secure, cashless, no-cost system for schools (K-12, Daycare, IHL).**
- **Offers Schools a secure solution for converting to a cashless campus and for significant improvements in operational efficiencies.**
- **Offers Parents an effective method to manage and track spending by students.**
- **All activities managed via Internet access.**
  - **Student card funding completed via the web.**
  - **Lunch accounting and nutritional reporting**
  - **Extracurricular activities funds tracking**
  - **Emergency contact information**
  - **Provide additional fundraising options for schools.**
- **Enables Integrated School fund raisers and Local Merchant Affiliate programs**
- **Deployed at no cost to Schools.**



# Corporate Offices

InstaPayment, Inc.

31240 La Baya Dr. Westlake Village, California 91362

Contact

Alan DeRossett – 818.324.6909

or Duane Bentzen – 805.479.9504

Email [info@instapayment.com](mailto:info@instapayment.com)

805.479.9504

[www.InstaPayment.com](http://www.InstaPayment.com)

[www.CampusCards.com](http://www.CampusCards.com)