

Sagem Orga stays on track for success in the Turkish banking market

Major application of the Turkish Post - PTT Bank Paderborn / Istanbul, June, 2007- Sagem Orga and its local partner ÖLCSAN announced that they are continuing on their trail of success in the Turkish banking and ID market by winning a further major contract. The Turkish Post - PTT Bank in Ankara has placed an order for half a million EMV Plus Y smart cards with Sagem Orga. Coming in the wake of the orders from the German Postbank and the Italian Post, this is the third post-services company to choose the EMV Y-products of Sagem Orga.



"Sagem Orga impressed us with its overall offering, the best possible conditions and high standard of service. EMV Plus, an extremely flexible card product, and the system integration services as part of personalization were decisive factors in our awarding them the contract," confirmed Osman TURAL, General Director of the General Directorate of PTT.

"The PTT Bank project is a turnkey project consisting of the local personalization of Sagem Orga EMV Plus Y cards by our local personalization partner PROVUS, the development and realization of the on-card and back office applications and security algorithms from ÖLCSAN. Omnikey also delivered 4,500 PIN PAD-based smart card readers to over 3,000 PTT Bank branches. The personalization process at PROVUS and at PTT Bank is designed to support all CPS-compliant EMV-based smart cards. The project was executed together with the system integration partner SENTIM," explained Burak Sondal, General Manager of ÖLCSAN.

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"The Turkish banking market is now the third strongest EMV market in Europe and therefore at the center of our growth strategy. The consequent expansion of our product and services portfolio as well as the addition of the high-security Sagem products and the price/performance ratio were contributing factors in the decision of PTT to opt for Sagem Orga," said Silvio Stockmann, Vice President and Head of the Banking Business Unit at Sagem Orga."

The migration from magnetic stripe cards to secure EMV smart cards is the current challenge in international banking. Sagem Orga GmbH offers customized EMV migration solutions and an extensive EMV portfolio, with the focus on aspects such as cost-effectiveness, security, infrastructure, technology and market rollout.

"Sagem Orga is excellently positioned in the international banking market. Thanks to our newly created, innovative product portfolio and the fact that we offer the full value chain, we are not only a genuine alternative, but also the major provider of high security technology for card-based payment transactions," noted Silvio Stockmann.

Sagem Orga is one of the pioneers and world leaders in the smart card sector. It leverages cutting-edge technologies to realize the visions of boundless mobile communication and integrated digital security.

In the telecommunications sector, Sagem Orga's customers include the largest wireless carriers around the world. Millions of people benefit from its in-depth know-how and tailor-made solutions for GSM, CDMA and UMTS. In the field of digital security, Sagem Orga protects the identity of citizens worldwide and secures electronic communications among government agencies, citizens and enterprises. As a smart card expert, the company offers solutions for biometric and electronic identification, electronic ID cards, driver licenses and cashless payment.

Sagem Orga has a global network of subsidiaries, joint ventures, branch offices and sales partners, along with leading-edge production sites in Germany, France, China, Brazil, Russia, India, Nigeria and the U.S. The smart card expert employs more than 1,600 people worldwide. Sagem Orga is part of the international SAFRAN high-tech group. The group generates annual sales of more than 11 billion euros and has 61,000 employees in over 30 countries. www.sagem-orga.com

ÖLCSAN CAD Teknolojileri is a solution provider and application developer for the smart card sector in Turkey and the EMEA region. The ÖLCSAN product portfolio includes smart cards, terminals and applications such as EMV, loyalty, e-purse, PKI, access, transport, biometrics and telecommunications. The company provides turnkey solutions for the Banking, E-Government, Health, ID, Transport and Telco sectors. The company also provides professional consultancy services. ÖLCSAN is a local partner of Sagem Orga in Turkey. ÖLCSAN is headquartered in Bahcesehir, Istanbul, and has offices in Mecidiyekoy-Istanbul and Cankaya, Ankara.

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