ISG
Identification Systems Group

The Hidden Cost of Buying Online

Should You Purchase an ID Card System or Card Printer Online, or Does Purchasing from Your Local ISG Dealer Actually Save You More Time & Money Overall?

While it may seem less expensive to order from an online store, we believe that it is more expensive and problematic for buyers in the long run. There is no doubt that your ID system will not be as efficient as it should be, if you purchase random components piecemeal.

Consider, that if you are doing it all on your own, you will need to:

- Install all hardware and learn how to operate it, which will likely require one full day, if not more.
- Load drivers for card printer(s) and ID camera(s).
- Install the photo ID software and learn how to use it.
- Create ID card designs, including production screens and reporting.
- Import data or connect to your external true/accurate database.
- Determine what barcode(s) to use and make sure they are readable when printed.
- Figure out how to encode magnetic stripes and what data is needed to encode.
- Potentially setup all contactless and proximity card reading or encoding.
- Add operators and assign privileges with secure, individual logins.
- Decide what card security features to use, like UV, custom lamination, tactile impression, etc.
- Learn how to use card printer(s), handle errors and keep proper maintenance and cleaning.
- Adjust colors to meet your logo and branding requirements.
- Choose accessory items best suited to display the ID and if you need slot punching.

These all can increase your costs with wasted time and energy, though you may have saved a few dollars buying a box online. Your ISG dealer can eliminate those hidden costs with upfront pricing and local service.

Unlike online box movers selling for "discount" prices, your local ISG dealer can provide you with on-site installation, training and ongoing support, in addition to helping you find the exact solutions for your specific ID, tracking and security needs.

If not properly prepared, there are a host of issues that can happen, such as:

- If card printer malfunctions, you will spend a long time on the phone with the manufacturer to determine what is wrong.
- If card printer is broken, you will need to ship it back to the manufacturer for repair. You will need to remove any cards AND the printer ribbon (as it has personal information in it).
- If you ship the printer back, but then find out that the issue was the software or an operator error.
- Manufacturer rapid depot or hot swap programs cost additional money.
- You will be responsible for installing all printer firmware updates.
- You may need to obtain Software Maintenance Agreements for manufacturer software or driver support.
- If you run out of plastic cards or printer supplies, you have to wait for an online store to ship them. You will not have a local dealer to help.

Contact the ISG today, or your local dealer below, and talk with us about your needs. Discover how the our network of experts across the US and Canada can keep you from falling victim to the hidden costs of online buying. With as much guidance as you want, we can provide you with straightforward pricing for every aspect of your identification and security solution purchase, service and more.

Your Local ISG Dealer

About the ISG

The Identification Systems Group (ISG) is a nationwide network of local experts in identification, security, tracking and card personalization technologies, providing high quality, cost-effective solutions backed by local support and the strength of our Professional Services Certification program. Each member company works together to provide seamless support and collaboration in the identification and issuance industries across the USA and Canada. **www.IdentificationSystemsGroup.com**