IDENTIFICATION SYSTEMS GROUP

# ISG Case Study: A Connecticut Private School

## Overview

**Customer** A private school in Connecticut

**Challenge** Paying too much for proximity cards and being unable to track previously used card numbers

**Solution** ISG proximity cards

**Result** Cost savings = happy customer



### Identifying the Need

An ISG member's salesperson made a cold call to a private school in Connecticut and was able to connect with the Assistant Director of IT. He revealed that they were currently purchasing proximity cards, but was concerned they were paying too much. The salesperson told them about ISG Proximity cards were a great solution to their needs due to the integrity of the cards and their amazing pricing. Another challenge that the school's IT team faced was being unable to automatically track previously used card numbers.

### Offering the Solution

The salesperson explained that ISG Proximity cards can come with a program to track card numbers previously used or currently in use. She also informed the school that ISG Proximity cards were the exact same product as the competitor's proximity card; the only differences being the price and the printed ISG logo on the card. The Assistant Director asked her to email more information with pricing and a turnaround time.

The salesperson gathered the programming information needed to order sample cards, which was the bit format, the facility code, and the current card number range. The salesperson contacted the ISG with the programming and customer shipping information, and the sample cards were in the Assistant Director's hands within seven days.




## Providing the Results

Despite their hesitancy with switching companies, the testing was successful, the pricing was unbeatable, and the customer service was impeccable. An initial order for 1,000 cards for the summer school session was placed. The customer received the cards the next week!

## About the ISG

The Identification Systems Group (ISG) is a nationwide network of local identification card system integrators, providing high quality, cost-effective solutions backed by the local support and strength of its Professional Services Certification program. Each company works together to provide seamless nationwide support in the USA and Canada.

"ISG" is a trademark of the Identification Systems Group. Names and logos on samples are fictitious. Any similarity to actual names, trademarks or tradenames is coincidental. Specifications subject to change without notice. © 2026 Identification Systems Group. All rights reserved.