

Membership Smart Card Solution

Background

Red Crater's vision for Membership Smart Card Solutions is that Smart Card technology will be used strategically yet cost-effectively to support club growth and management, and to enhance the club membership experience.

Smart Cards offer huge benefits as a strategic tool for combining multiple uses into one technology. For example any combination of personal membership data, affiliations, qualifications/classifications, training, event entry and competition records, rankings, officials licensing/training credentials, discounts/benefits offered by sponsors, and cash on card for use at club facilities can be combined onto a single Smart Card.

Their electronic chip enables data to be stored on the actual card, therefore Smart Cards are far superior to magnetic stripe or bar-coded cards which act purely as a way of identification and/or database access. Because several discrete applications can all be contained on one Smart Card but not be accessible to each other, Smart Cards ensure complete privacy of data on the card, and allow solutions to be added onto the card incrementally in a cost-effective manner.

Red Crater specialises in designing, developing, delivering and managing such highly secure yet extremely flexible Combination Smart Card Solutions. While we can build total systems from new, we can also provide complete hardware and software solutions that integrate with existing database and membership systems.

The Membership Smart Card Concept

Smart Cards provide a highly effective tool for managing club memberships, licensing, classifications, programmes, events, records, official and staff credentials, security, and for supporting marketing initiatives. As leaders in the provision of fully integrated Smart Card solutions, Red Crater can help attract, retain and increase club participation with a Membership Smart Card, reduce administrative workloads and provide a better experience for all involved.

A Membership Smart Card can include:

- Membership information (personal data, entitlements, affiliations, qualifications/classifications)
- Event entry (stream lined participant entry, spectator ticketing and entry, visitor entitlements, safety inspection records, equipment registration)
- Participation history (results, rankings, penalties, endorsements)
- Officials or coaches credentials and training
- Discounts and cash on card (for use at club facilities, functions, associated retailers, local restaurants/bars, redemption of sponsorship benefits)
- Physical access to secured buildings, boom-gated and security gated areas, parking facilities, secure computer login
- Promotion and sponsorship support (through branded cards, provision of benefits and rewards, focused marketing), and collection of information on membership behavior (e.g. frequency of participation, type and location of events entered, trends in membership numbers, effectiveness of benefits offered).

The Solution

At the simplest level Red Crater's Membership Card solution can be used as a direct replacement for any current membership identity system (e.g. bar-coded plastic card and a local database). If you have an existing membership system then Smart Cards can be integrated easily through the use of a Smart Card reader, often with very small software development costs. The benefits are immediate in that Smart Cards cannot be duplicated, and are more robust than other options as the ability to use the cards do not degrade through exposure to weather, scuffing or magnetic interference. However, once in place there is a range of additional information which can be stored directly on the Smart Card providing benefits to both members and organisations, such as:

- Data stored directly on a Smart Card avoids the need for information to be retrieved from a central database. This makes it suitable for both processing entries 'in-field' where it is not practical to have a connection to a database, as well as when a participant enters a competition at a club which they are not a member of.
- Personal details stored on the card. By having details stored on the Smart Card it enables quick enrolment for events as any required entry forms can be pre-populated by data which is stored on a Smart Card. Emergency contact and health and safety information can be stored on the card to assist responses in emergency situations. Furthermore, hand held readers can be used by security staff at large events to validate entry of competitors and/or spectators (with Smart Card tickets).
- Storing monetary value on the Smart Card. If you have bars, cafeterias or shops which are part of a club, then members can pay for items using stored value on the Smart Card. For environments which have high throughput (e.g. cafeterias, club room bars) Smart Cards can increase the speed of customer throughput by around 40% as members simply need to tap their card on a reader to process the payment.
- Integration with reader controlled doors, boom-gates and turnstiles. With building security increasing in importance many clubs are investing in high security entry solutions to protect property, assets and members. The Smart Card Membership solution provided by Red Crater allows that same card to be used for high security entry thereby providing members with a fully integrated solution.

Red Crater's Approach

Many associations and clubs have existing membership management systems in place, have large numbers of members, and offer a wide range of membership packages, programmes and events. However, a Membership Smart Card Solution can be provided simply and cost-effectively by working with current membership databases and replacing any existing membership cards, or integrating competition databases. Greater benefit is acquired by incrementally adding more applications, participants or more complex structures.

Red Crater are the experts in designing, developing, delivering and managing such Combination Smart Card Solutions that can start with simple software and hardware, yet which are highly extensible to support future growth. We are renowned for our high quality and reliable systems as evidenced by such projects as a combination security and Smart Card solution for New Zealand Parliament.

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