

Instant credit cards push Dynamic Card Solutions

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Software developed by Englewood-based [Dynamic Card Solutions](#) will let customers at 200 small banks around the country walk out with new credit cards the day they open an account.

Ron Zanotti, vice president of Dynamic Card Solutions, said the company's year-to-year revenue has grown about 35 percent in each of the past three years -- due in large part to consumer demand for faster credit access.

Dynamic Card Solutions' flagship product, the CardWizard, offers technology that lets financial institutions issue credit and debit cards instantly, increasing customer service, debit card revenue and reducing issuance costs.

Nineteen banks and credit unions signed up to use the company's instant issuance system in 2005 alone.

Although large banks can deliver credit cards within 24 hours after an application is made, Zanotti said customers are getting increasingly impatient with lag time.

"We truly live in an instant-gratification society," he said. "We like things to be quick and easy."

Rosetta Jones, a spokeswoman for San Francisco-based Visa U.S.A., agreed that interest in instant issuance "has increased considerably in the last year."

Mary Walker, a spokeswoman for Denver-based [First Data Corp.](#), recently told an online trade publication that instant issuance is growing, but not necessarily fast.

Until recently, Dynamic Card Solution's technology has been available to small banks and credit unions. Clients include Greenwood Village-based [Bellco Credit Union](#) and Desert Schools Federal Credit Union in Phoenix.

But the subsidiary of Dynamic Solutions International has been working with larger players, including Charlotte, N.C.-based Wachovia Corp., to deliver the same convenience and personalization that smaller players enjoy.

"The big institutions pride themselves on having the best technology, but the smaller players have been showing them up a little bit," Zanotti said.

Zanotti explains that the larger institutions are trying to break away from their "impersonal" image, and providing on-the-spot credit cards is one way to accomplish that goal.

The service has been especially popular in colleges and universities, Zanotti said. Wachovia offered instant debit cards for new students at the University of North Carolina in Greensboro and at Mercer University in Macon, Ga.

The trend has put Dynamic Card Solutions on a faster track for growth. In October, the company was named one of the 50 fastest-growing technology companies in Colorado by Deloitte & Touche USA LLP.

The division, which employs about 20 people, also is testing the CardWizard in Europe and other international markets.

Zanotti foresees other opportunities in the market, including instant issuance of radio-frequency identification credit cards, which can make transactions by the user simply waving a card in front of a reader.

But despite advances in technology and online credit transactions, Zanotti said good old-fashioned plastic will be around for a while.

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