

Lexmark developed a solution to print a variety of forms, including vehicle registration cards and weather-resistant vinyl registration renewal stickers, more easily, quickly and securely. Installation of 55 Lexmark monochrome laser printers throughout the State improved document quality and enabled on-demand printing of renewal stickers. This solution helped reduce the risk of fraud.

## Delaware Division of Motor Vehicles enhances security and speed of vehicle registrations

### The Organization

Responsible for licensing 615,000 drivers and registering 839,000 motor vehicles, the Delaware Division of Motor Vehicles (DMV) operates four offices across the State and administers Delaware's vehicle inspection program. In addition to cars, trucks and trailers, the DMV registers motor homes, mobile homes, motorcycles and other vehicular modes of transportation.

### The Challenge

For decades, vehicle registration cards and title certificates were printed using mainframe-style dot matrix printers onto expensive, multi-part carbon paper forms.

Registration renewal stickers could be issued for one to five years and required staff to keep numerous stickers on hand to service various registration renewal periods. Customers could also come into the DMV saying they misplaced their sticker, get a new one and put it on someone else's car.

Renewal stickers were also problematic. Created in batches for each business month, there was no linkage between a specific sticker and a specific vehicle, except for the expiration date and year. Making sure the correct sticker and registration card were issued correctly was a manual process for staff that could result in errors.

In fact, 30 different pre-printed renewal stickers were required, inventoried and managed at every DMV workstation. Should the wrong sticker be given to a driver, a vehicle stopped by a police officer would appear to have an invalid registration. This frustrated customers and required another trip back to the DMV.

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Migrating to a new system would afford the DMV an opportunity to redesign many of its forms and certificates, allowing the incorporation of many more modern security features.

The key to making this strategy work was choosing printers with toner capable of handling a variety of special media types, including vinyl, without jamming. The new printed stickers would need to be able to stand up to weather and other conditions for up to five years.



Further, the solution had to meet American Association of Motor Vehicle Administrators (AAMVA) standards. The AAMVA is an organization that develops model programs in motor vehicle administration that encourage uniformity and reciprocity among registries throughout the U.S.

### The Solution

Working with a team of Lexmark public sector industry specialists, the Delaware DMV installed a fleet of about 55 Lexmark monochrome laser printers, about 20 in its main Dover facility and 10 in each of the Division's other three branches. Installation of these new printers allowed the DMV to retire its dot matrix printers.

To print the appropriate information on the registration card and registration renewal sticker in precisely the correct location, Lexmark engineers leveraged the power of the Lexmark Document Solutions Suite.

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Using the Lexmark Document Producer module and a sample raw data feed from the DMV, Lexmark engineers designed templates for five specific forms, including vehicle registration cards with stickers, title, salvage title, International Registration Plan (IRP) documents and billing statements, and truck cab cards.

The Lexmark software also made it possible for the DMV to print barcodes on its forms, further enhancing security and linking specific owners to specific vehicles.

Registration cards are now printed on high-security paper stock developed for the Delaware DMV by RR Donnelly. The cards contain special thermochromatic color inks and other embedded security features that make counterfeiting all but impossible.

These forms are loaded into the Lexmark printers in specific trays so they can be easily selected and printed by DMV personnel. Lexmark's

Document Solutions Suite merges specific driver information and places it precisely on the needed form, making it unique to that driver and vehicle.

Renewal stickers are printed on high-security, chemical-resistant, weatherproof vinyl, a media type the Lexmark printers and toner accommodate without any modification.

To assess their longevity, stickers were subjected to the equivalent of five years of car washes, winter road salt and other chemicals. Attempting to scrape off the Lexmark toner renders the renewal stickers unusable.

The stickers are no longer pre-printed and stored at each workstation, a process that sometimes led to issuing the wrong sticker. They are now printed individually on demand for each renewal transaction by DMV staff. By doing so, the individual vehicle's license plate tag number is imprinted directly on the stickers. The license plate number on the sticker simplifies authentication by law enforcement.

“If an officer has a barcode reader, they can easily scan the barcode from a registration card and pull up your registration information immediately,” said Vander Schel. “Now, they will know immediately if the plate and vehicle are a match or not.”

Without question, the DMV uses genuine Lexmark toner supplies in its printers to ensure the documents look pristine, can stand up to Delaware weather conditions and keep the DMV's equipment maintenance costs down. Lexmark also supported installation of the Lexmark devices and software, including training.

### The Results

Transaction times at the DMV have been reduced and accuracy has improved. Clerks no longer handle hundreds of pre-printed renewal stickers; instead they print them individually on demand.

Documents contain more security features, making their alteration or use with a different vehicle virtually impossible. Registration cards feature a modern design with crisp laser text that will not smudge or fade.

Customers who have noticed the change from the dot matrix printer output to crisp laser text have commented on the improved readability.

Most of all, customers can get in and out of the DMV faster and with fewer mistakes.

Employees have noticed the difference as well, noting that they can help customers faster without hassling with the old stickers and fumbling with forms in the old dot matrix printers.

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With the implementation of registration cards and renewal stickers complete, the DMV is leveraging its Lexmark solution for other official documents.

“We are now also printing titles, salvage certificates and IRP registration cab cards on the Lexmark printers,” said Vander Schel.

For owners of vehicle fleets that operate in multiple jurisdictions, the DMV is now printing IRP billing statements on its Lexmark printers. According to Vander Schel, driver’s license documents are next on the list.

Using templates developed by Lexmark, all of these forms include information in barcode form. “The PDF417 barcoding that Lexmark developed for us meets the standards of the AAMVA,” Vander Schel said.

“Our goal is to have our customers go to one DMV counter to get all their vehicle and driving needs handled,” said Vander Schel. “It’ll be one-stop shopping, instead of having to go to more than one counter to get what they need done. It makes our jobs easier and the customer’s experience a whole lot better.”

Delaware’s DMV is proud of the new solution they have put in place and shares that success with its Lexmark team.

“We believe this solution is state-of-the-art in the industry,” said Vander Schel. “We couldn’t have done it without Lexmark. The team is very dedicated and driven. We threw some heavy-duty curve balls at Lexmark, and they handled them all and communicated extremely well throughout the process.”

With a highly secure and customer-friendly solution from Lexmark, the State of Delaware’s Division of Motor Vehicles is taking its reputation into the fast lane.