

Case study – Office de la formation professionnelle et de la promotion du travail (OFPPT)

Campus multiservice cards linked to payment accounts



Context

OFPPT, the public **vocational training operator** covering the whole of Morocco, has entered the era of **digitalization**, which fits in perfectly with its strategy of improving the lives of apprentices throughout their training.

+400 institutions

+600 000 apprentices

+10 000 employees

Objectives

In this context, OFPPT wanted to provide its apprentices with **real added value** within the 12 new “cités des métiers et des compétences” (cities of professions & skills), by offering them a **multi-service Campus card** enabling them to **dematerialize** services provided by training establishments.

M2M Group's response

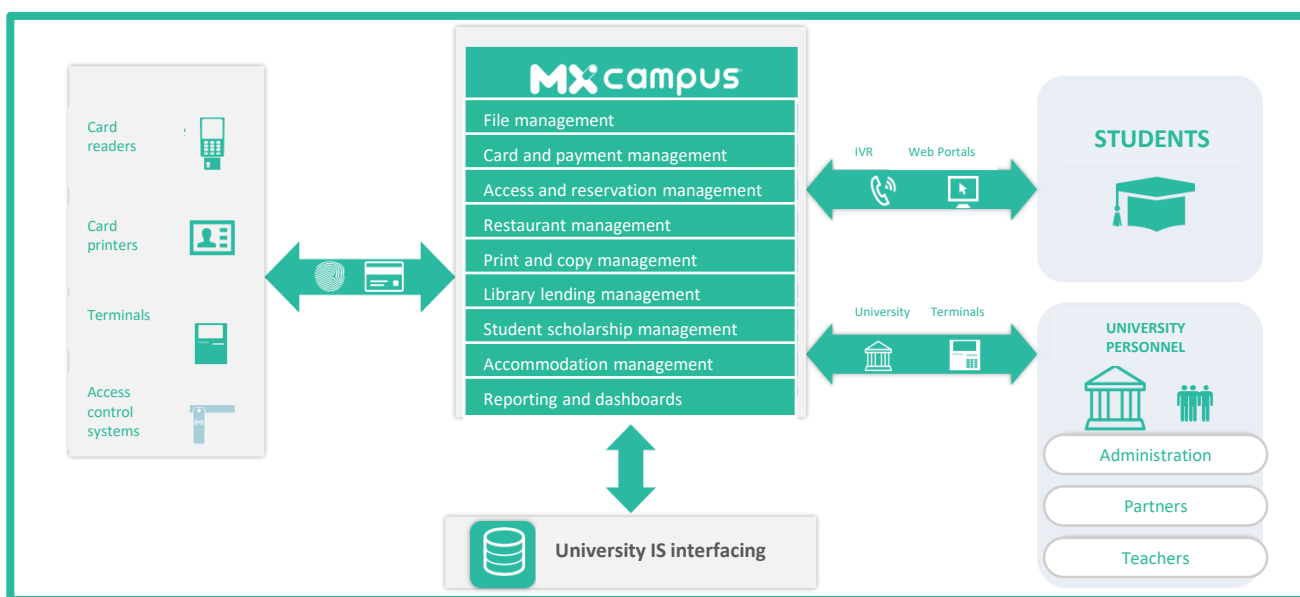
At the heart of this dynamic, M2M Group, a provider of **dematerialization** solutions for 35 years, has been selected to deploy one of the first **multi-institution innovations** in the educational world: a **Campus Multi-services card solution** backed by **payment** accounts.

Usable both **on and off campus**, the Campus Multi-services card combines a **prepaid card** for payments and withdrawals with a **mobile application** for transfers and consultations.

The card also enables a wide range of **dematerialized services**, such as **identification**, **access control** to various facilities, **exams esignature**, **meal reservation** and **payment**, access to **online administrative services**, **dematerialized scholarships** and much more.

Solution technologies

The program is based on a totally **open turnkey solution**, combining the flexibility of payment technologies and **MX Campus™**, a **Multiservice card management platform** designed for digital uses specific to the educational ecosystem. Through this platform, OFPPT is equipped with a platform for **card issuance**, service **parameterization** and **program monitoring** via latest-generation analytical and decision-making tools.



Benefits for OFPPT

This program facilitates the day-to-day life of apprentices, enabling them to **receive money transfers** directly on their cards from their parents, as well as scholarships by the various programs, giving them all the advantages of **instantaneity**, **autonomy** and **security**.

The program also **centralizes** all the services provided by the “Cités des Métiers et des Compétences” **on a single card**.

About M2M Group

At the heart of the world’s digital evolution, M2M Group is a global group operating for more than 35 years in dematerialization and management of tickets, flows and secure electronic services. M2M Group supports banks, governments, transport operators, universities and companies to accelerate their digital transformation and offer their customers digital services combining innovation, conviviality and trust. M2M Group is listed on the Casablanca stock exchange.

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