

Shift4

Shift4, a leading payment gateway, specializing in payment security technology and services for major global card issuers, is a "self-funded", privately held USA based company with headquarters in Las Vegas. Shift4 was founded in 1994 and employs over 50 people.

\$\$\$ ON THE NET is Shift 4's ASP payment gateway service that supplies a combination of electronic payment accounting and high-speed connectivity to diverse merchants worldwide and connects point-of-sale applications to credit, debit, and private label processors. \$\$\$ ON THE NET's service has grown over 450% in each of the last three years.

Global Presence

Shift4 has over 5000 customers in North America, Latin America and Europe and \$\$\$ ON THE NET currently supports over 20,000 merchants.

Future Growth

Shift4 expects to continue to grow their client base in Canada, in large part due to the release of their Canadian (Interac) PIN-pad debit services. Shift4 is also working to increase their client base within the European Union, Australia and the Pacific Rim, capitalizing on the growing tourism market in those areas.

Percentage of worldwide clients

Europe	1%
North America	98%
Latin America	1%

Partnership

Shift4 partners include Dell, Micros, RunIT, Aloha, Retail Pro, Smyth Systems, Digital Dining, Spa Soft, InfoGenesis, SMS, Infinity and InnQuest. Some of them also serve as channel partners, reselling \$\$\$ ON THE NET to the customers and industries they know best.

Shift4-\$\$\$ ON THE NET connects to all major processors, including Vital Processing Services, Global Payment Services, Fifth Third Bank, NDC, First Data Corporation, American Express, Paymentech, Nova Information Systems, Chase Merchant Services, First Horizon Merchant Services and Planet Payment.

Solution Overview

Shift4's \$\$\$ ON THE NET product is an comprehensive credit, debit and private label card solution, that acts as an e-payment gateway between a merchant's point of sale system and their bank/processor.

\$\$\$ ON THE NET supports the specific needs of each industry or market, ensuring that transactions are captured and sent correctly to minimize downgrades that can raise discount rates and cost merchants real money. In addition, \$\$\$ ON THE NET provides a comprehensive accounting application with the ability to report, review and correct transactions before settlement. A 24-month archive of all transactions and comprehensive reporting features also allows users to defend against costly charge backs quickly and effectively.



Company Overview

Shift4 Corporation

Address: 8691 West Sahara Avenue
Las Vegas, NV 89117

Website: www.shift4.com

Key Officers

J. David Oder, President/CEO

Katherine A. Oder
Executive Vice President/COO

Steven M. Sommers
Vice President,
Applications Development

Kevin J. Cronin
Vice President, Systems Development

J.D. Oder II
Vice President,
Research and Development/CIO

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Customer Satisfaction

At Shift4 customers are their most important assets and live support staff is available 24 hours a day, 7 days a week, 365 days a year.

Because of this support, as well as the speed and control, Shift4's customer retention rate is very near 100%. In addition, many new customers are customer referrals.

Modifying the Payments Process

\$\$\$ ON THE NET serves as an e-payment gateway between a merchant's point of sale system and their bank/processor. It is the only system that fully supports card present and card not present industries or any combination thereof.

Pricing

Shift 4 charges a transaction fee and a setup fee but there are no monthly fees. The amount per transaction that a customer is charged is dependant on the total number of transactions processed, i.e. the higher the number of transactions, the lower the per transaction fee.

Competitors

Shift4 has no direct competitor that offers the same functionality, though they compete in some markets with middleware software companies and gateways. Shift4 is completely bank/processor neutral. Shift 4 differentiates itself from its competition by the:

- Breadth of the Solution
- Neutrality
- Integrations
- Centralized Control
- Security

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COMPANY PROFILE

\$\$\$ ON THE NET offers:

- A bank and processor neutral gateway with connectivity to all major processors giving users the freedom to choose from among 99% of the nation's financial institutions
- Direct, high speed access to American Express for authorizations and settlement. Speeds up settlements and eliminates costly third party connection fees
- Comprehensive accounting application that provides the ability to report, review and correct transactions before settlement to ensure that users receive the best possible interchange rate
- Easily accessible, 24-month archive of transactions to help defend against charge backs
- The industry's fastest authorizations and settlements (sub 5-second!)
- Secure anytime, anywhere access to transactions from across the enterprise
- Independently audited and verified to comply with all card association security requirements
- The most comprehensive "trusted" employee fraud control system available (Fraud Sentry)
- Full integration to the industry's leading software applications at the point of sale
- Completely web-based application allows merchants to eliminate dial up terminals and their associated costs
- The highest level of compliance with card association regulations, resulting in the lowest possible costs
- Easy setup, installation and training with no dedicated infrastructure required
- Full Canadian INTERAC and US debit capabilities, plus exciting new Dynamic Currency Conversion functionality
- Electronic signature capture without the need for extensive programming at the point of sale
- It's Your Card, Shift4's own gift card system, as well as interfaces to some of today's leading gift and loyalty card solutions
- Dramatically reduced month-end reconciliation times
- Live support 24 hours a day, 7 days a week, 365 days a year
- "Pay-as-you-go" pricing structure for the lowest overall cost in the industry

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Conclusion

Shift 4 has built a service that is very attractive to merchants, offering the merchant centralized control of all of their electronic payment processes. The key to Shift4 services is \$\$\$ ON THE NET, handling multiple entities, multiple interfaces, multiple locations, multiple processors and multiple merchant types all within the structure of a single system.

If Shift4 continues to grow at their present rate, they will be the leader in the enterprise payment services arena, from gift cards and Canadian debit, to signature capture and check verification, with one simple to use solution.

For Shift4, the architecture serves as an enterprise payment one-stop-shop and is future proof, allowing them to evolve and develop with the market. The benefit to Shift 4 clients is that they can offer their customers a single, seamless cost-effective payment process, ensuring that they have the ability to quickly and accurately charge customers regardless of the payment method they select.

COMPANY PROFILE

\$\$\$ ON THE NET Technology Overview

Card Schemas	American Express, Diners, JCB, MasterCard, Visa, Novus/Discover, as well as check verification and both Canadian and US PIN-pad debit.
EMV Compliant	No
Operating Systems	Windows 2000 and XP servers.
Development Tools	Java, C++
Databases	MS-SQL 2000
Security	320bit security protocol DUKPT w/MTE SSL3 128bit encryption HIPPA compliant CISP, SDP and DSOP certified.
	All credit card numbers are, by default, masked showing only the first four and last four digits of the card number.
Payment Networks	Connects to 99% of today's leading financial institutions/payment networks, including <ul style="list-style-type: none"> • Vital Processing Services, • Global Payment Services, • Fifth Third Bank, • NDC, • First Data Corporation, • American Express, Paymentech, • Nova Information Systems, • Chase Merchant Services, • First Horizon Merchant Services • and Planet Payment.
Frequency of Version Updates	Updates and upgrades are added to the system as they are completed and seamlessly integrated into the system.
Network Connection	High-speed connections (leased lines) to link directly to payment networks.
Settlement	Clients have the ability to audit and settle their transactions at the time of their choosing. The transactions are then sent through a high-speed connections to the payment networks and a complete record stored in Shift4 database for easy retrieval and comprehensive reporting.
International Network Connection	Maintains compliance with different country requirements through partnerships with various banks and financial networks abroad.