

Welcome to 4Sight, Shift4's newly designed monthly newsletter. In each edition of 4Sight you will find useful hints on DOLLARS ON THE NET[®] including tips and tricks, success stories, and explanations of the features included with your current solution that you might not have discovered yet. Also, we will compile best practices and industry news, which we hope will prove both enlightening and insightful.

2010 has been a busy year for us. We're very excited to have 4Sight as yet another medium to bring you the latest and greatest from Shift4. Our goal is, and has always been, to make your experience with our solutions better, and increasing our communications with you will help to make that goal a reality.

Why Shift4?

The true value of Shift4 is in the details; it's the nuances that separate us from the competition. Let's take a look at a few of the features and benefits you enjoy as a Shift4 customer, for just pennies per transaction:

- A secure, reliable gateway between your Point-of-Sale (POS) system, Property Management System (PMS), or Internet-based system and the bank, processor, or merchant services provider of your choice.
- A SaaS-based accounting application that gives you the ability to securely audit, edit, report, settle, archive, and retrieve your credit, debit, and gift card transactions (both pre- and post-auth) from anywhere in the world. This helps you lower your effective discount rate by eliminating inaccurate transactions, preventing downgrades, and helping you avoid unnecessary authorization fees.
- Multiple high-speed (sub-3 second authorizations) connectivity to the bank/processor of your choice with no communication costs.
- Direct processing to American Express to accelerate funding and eliminate fees paid to third-party processors. Some customers find this alone pays for the service.
- Up to 24 months of transaction archives for reporting, retrieval requests, and chargeback defense.
- No-cost, industry-leading cardholder data (CHD) security utilizing Shift4's 4Go Secure Suite[®], which includes TrueTokenizationsm, 4Go[®], and i4Gosm to remove the burden of storing, processing, or transmitting CHD and to significantly simplify Payment Card Industry Data Security Standard (PCI-DSS) compliance requirements.
- Designed using multiple industry-standard and vetted encryption protocols, our proprietary Derived Unique Key Per Transaction with Moving Target Encryption (DUKPT with MTE) transport encryption technology is much faster and 200 times more secure than SSL3.
- No-cost, no-hassle system updates for additional processors, interfaces, card association regulations, and enhanced capabilities.
- 24/7/365 world-class customer support provided at no additional cost.

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With Shift4, you pay only for the transactions you process. Instead of paying ever-increasing support and maintenance fees, not to mention fixed monthly, annual, and per-seat fees as you would with many of our competitors, Shift4 charges our merchants just a few pennies for each transaction they process. This pay-as-you-go approach allows merchants – regardless of their business size – to take advantage of the capabilities of world-class software and security at an affordable price.

Changing Merchant Bank/Processor or POS/PMS? No Need to Leave Shift4

“Don’t throw the baby out with the bathwater,” was a popular phrase in our childhood but one we haven’t heard much recently. Essentially it means: “don’t get rid of something good in the process of getting rid of something that isn’t.”

Contrary to what you may have been told, if you’re considering replacing your merchant bank/processor or POS/PMS, there’s no need to replace us. Our independence makes switching simple.

The beauty of Shift4’s neutrality is flexibility. Shift4’s merchant-centric design allows our clients to change merchant banks and/or processors with just the “flip of a switch.” If you’re considering a new bank or processor, there’s no need to find a new gateway. Just take a look at our list of supported processors (<http://www.shift4.com/processors.cfm>) and find the one that offers you the best rates and fits your needs. With Shift4 you are not tied to a processor, so you have the freedom to shop around for the best service and the best rates. We offer high-speed connections to all the major processors with no additional communication cost, no matter which you choose.

If you need to update or replace your POS/PMS system, you should know that we support integrations to more than 350 systems (http://www.shift4.com/pos_pms.cfm), and regularly add new integrations. If you are considering changing your POS/PMS system, take a few minutes to call Shift4 and let us make sure your new system is certified – that way you won’t miss out on the service and features you’ve come to expect from Shift4.

Shift4’s neutrality makes our position as a merchant advocate possible. We continually strive to keep your transactions as compliant as possible and work with your POS/PMS and MSP to identify and help you eliminate additional downgrades, keeping you from the unnecessary fees and fines levied by banks and processors. No matter where you decide to go, taking Shift4 with you is a smart decision.

Open Communication

In order to continue in our role as a merchant advocate, we need to hear from our merchants. We want your opinions and insights, “the good, the bad, and the ugly” of how we’re doing, and what you’d like to see us do next.

To make this feedback process easier, we have established numerous lines of communication:

4itude - our new blog
<http://www.shift4.com/blog>

Facebook
<http://www.facebook.com/Shift4Corp>

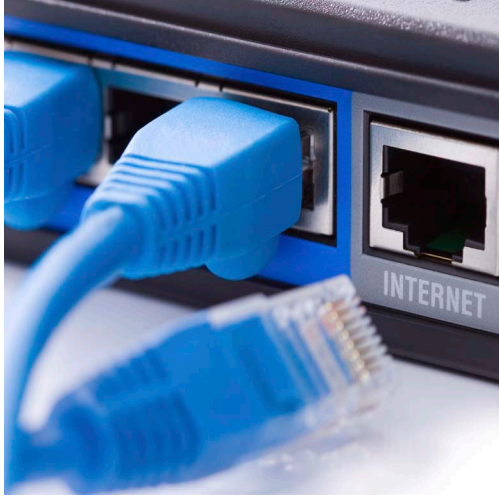
Twitter
<http://www.twitter.com/Shift4Corp>

E-mail
OTNFeedback@shift4.com

Phone
702.597.2480, option 2

Please feel free to submit your comments, questions, and suggestions through any of these channels. Also, be sure to join us on Facebook and Twitter to keep up with the latest industry insights and interesting articles. We will soon be rolling out instant alerts through those channels; our Facebook fans and Twitter followers will be the first to know when there are problems with your processor or if there are any other potential issues. Our Twitter and Facebook feeds are also kept current with industry news as well as links to relevant articles and blogs.





“Stand-In” Offers UTG Users Enhanced Offline Processing

Those of you who currently use our Universal Transaction Gateway (UTG) are probably well aware of the numerous benefits provided by that technology. Well, now there is one more. Included with the most recent UTG update is an offline-processing feature called “Stand-In.”

All merchants worry about losing connectivity to the Internet. Having to call processors to receive voice authorizations for each and every transaction can be a nightmare. If your business relies on rapid transaction handling, these timely telephone authorizations can lead to long lines, frustrated customers, and even loss of business.

Recently several of our customers came to us looking for a solution and we’re glad to announce that with our new Stand-In technology, this frustration can be alleviated.

Configured through the advanced features section of the UTG, Stand-In allows you to set a threshold – a maximum dollar value – below which you are comfortable issuing automatic “Stand-In” authorizations without requesting voice authorizations. When connection to the Internet is lost, Stand-In delivers automatic authorizations for all transactions within your threshold, keeping your lines moving while customers (and front-line employees) remain totally unaware of any disruption in service.

While working offline, payment data is stored (in a PCI-compliant manner) by Shift4’s UTG, which issues a stand-in authorization and a token to your system. Your system processes as usual, and as soon as the Internet connection is restored, the UTG sends all stored data out for actual authorizations. Without UTG technology, our competitors cannot create tokens for offline authorizations – meaning that sensitive data is delivered to, and stored by, the merchant’s system during periods of lost connectivity. With these setups, it becomes the merchant’s responsibility to ensure this data is later removed from their system – a responsibility you don’t want.

If you have not recently updated your UTG, or are not yet utilizing the UTG in your solution, please call our 24/7 Support department at 702.597.2480, option 2 to get the process started. While we have you on the phone, we will be more than happy to help you configure your Stand-In settings and set your threshold.

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NOTE: Be sure to set your threshold value within acceptable risk parameters, as there is always the chance of a card coming back declined when the actual authorization is requested after connectivity is restored. With this risk in mind, we recommend the continued use of voice authorizations for big-ticket purchases. However, for those merchants whose business is built on rapid, low-risk transactions, Stand-In can be hugely beneficial.



Credit Card Act of 2009 Affects Gift Cards, Too

The Credit Card Accountability Responsibility and Disclosure Act of 2009 (CARD act) went into full effect August 22, 2010. This legislation brought new regulation to the credit card industry (many of us saw our credit card interest rates jump in response). Deeper in the bill also came new regulations for gift cards.

For those of you who support gift card programs, below is a brief list of key changes. The full text of the legislation can be found here http://clerk.house.gov/library/reference-files/HT_Credit_Card_PL_111_24.pdf.

Expiration Date:

Cards cannot expire within five years from date of purchase (or within five years after the most recent addition of funds).

There also can be no fees to issue replacement cards (or a balance refund) for any expired card that still carries value.

Fees:

Fees have been substantially limited. Dormancy, inactivity, and service fees are now unlawful, unless

- The card has been wholly inactive for 12 months
- All fees were “clearly disclosed” on the packaging (cards issued before April 1, 2010, have until January 31, 2011, to achieve disclosure compliance)
- No more than one fee is charged per month

Affected fees may include monthly maintenance or service fees, balance inquiry fees, and transaction-based fees, such as reload fees, ATM fees, and point-of-sale fees.

State Laws:

In states with stronger laws, those state laws will remain valid (including a multi-state ban on gift card expiration dates).

IT’S YOUR CARD® Promotion

Shift4 is currently offering IT’S YOUR CARD, our secure, independent, gift card solution, with no installation/start-up costs. Get more information about this limited time offer. (http://www.shift4.com/promotion_0001.cfm)

If a gift card program has been in your mind for a while, we have an offer that will help you jump start one.

From now until the end of 2010 you can get our customizable, secure, enterprise-wide gift card solution – completely integrated into DOLLARS ON THE NET – with no installation or set up fees.

Not only does IT’S YOUR CARD bring all the ease and efficiency of DOLLARS ON THE NET to your gift card solution, it also integrates with nearly any existing or legacy gift card program you may support.

For more information on IT’S YOUR CARD, including how it integrates with your current POS/PMS, visit http://www.shift4.com/your_card.cfm.

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NOTE: Shift4 does not produce or provide the plastic cards. However, we can refer you to a few companies that do.