



Are You S.A.F.E.?

Secure Against Fraud Electronically

With the rise in reporting on credit card data theft, increasing financial fines and the approaching (and in some cases past) deadlines for compliance, the security of transaction processing has never been more important. That is why Shift4 is sponsoring this year's Transaction Security Summit.

This unique program is designed to offer merchants a first hand look at how to obtain, maintain and certify the security of their payment process. The summit centers on the latest [Payment Card Industry Data Security Standards \(PCI DSS\)](#) for merchants. Presenters include a variety of industry security experts, including Chris Mark from MasterCard, Wen Free from Security Metrics (one of just a handful of security audit companies approved by the card associations to perform complete security audits for merchants and payment applications) and D.J. Vogel, a leading forensic expert on credit card data theft and fraud who worked directly with the card associations on the development of the security regulations. Other speakers include individuals from law enforcement, leading corporate law firms, banks and processors.

The summit is designed to be an in-depth program that will provide you with all the tools and resources you need to complete your certification. We've even worked with several security auditing firms, who perform the quarterly scans, to get our merchants a significant discount off their listed prices.

The event is \$299 for the first attendee from your company and \$199 for each additional attendee. The event will be held at the beautiful JW Marriott Las Vegas. Suites are available there for \$149 a night (you'll need to mention you are attending the Shift4 event to receive this price). As you will see from the agenda outlined on the side, we are covering a lot of information, so sessions will run to 5:00 pm on Thursday. Please plan your travel accordingly.

If you have any questions about this event, please contact (702) 938-3439 to speak with Christa Kelly.

Working Agenda for Merchants

- **Live Hack Demo** – This exciting, interactive session will show attendees just how vulnerable their systems are.
- **Forensics** – CSI for credit card data. A detailed look at what happens when there is a breach and the clues experts follow to find the culprit and trace the data.
- **Merchant PCI DSS** – A 2+ hour seminar that looks at the nuts and bolts of PCI DSS
 - What it is
 - How it works
 - What to do to prepare
 - Scan procedures
 - Self assessment – what are they really asking
- **Going Beyond PCI DSS**
 - Social engineering
 - Training
 - Ongoing vigilance
 - Security plan
- **Law Enforcement**
 - An insider look at how to train yourself and employees to catch problems, as well as who to contact if you suspect an issue
- **The Processor Perspective**
 - The importance of regulations
 - Why processors are pushing for certification now
 - What it means if you're not certified
- **Gift Card Security**
 - How gift cards can fight fraud/loss prevention
 - The unique security issues surrounding gift card
 - The use of PINs in gift cards
- **Legal**
 - How to protect yourself against litigation
- **Trusted employee fraud**
 - More prevalent than card holder fraud
 - What it is and how common
 - How to protect yourself
- **How a gateway can help merchants with their security**
 - An insurance premium
 - Fraud tools
 - Data storage and protection

The online registration for this summit, as well as further information, can be found at www.shift4.com/security_summit.cfm.

DEADLINE FOR HOLIDAY GIFT CARDS

November and December are the busiest time for gift card sales, often accounting for up to 80% of your entire annual sales. Because this is the busiest time for merchants, the months leading up to it are the busiest time for the card manufacturers. Therefore, if you are looking to be able to offer gift cards this holiday season it is imperative that you start now. Many card manufacturers cannot guarantee delivery for any orders received after September 15 th and those that do often charge exorbitant rush fees.

To get your holiday gift card program up and running, contact your Shift4 account representative today at (702) 597-2480, Option 3. We can get your paperwork in order and put you in touch with several manufacturers who can get you the custom designed cards you want delivered on time. By contacting us today, you can have a full featured gift card solution integrated with your point-of-sale system up and running for the Christmas season.

**KEEPING YOU INFORMED**

Over the last three years, Shift4's \$\$\$ ON THE NET solution has enjoyed 99.9986% uptime; that's less than three hours of downtime in the last three years. However, for the rare time when an issue does arise, we have put new procedures in place to assure that information about the outage is immediately available and that no misinformation is disseminated. The following process should guarantee this.

1. Our phone system will announce the outage and give you information about when service should be resumed. You will be asked to call back so that others will be able to hear the announcement.
2. A message will immediately be posted to both Shift4's website, www.shift4.com, and to the \$\$\$ ON THE NET website www.dollaronthenet.net
3. If the outage is for a particular credit processor that information will be included in both the telephone and web based messages.
4. If the outage is across the board, you will be informed of that as well, but we will not post the cause of the outage for 24 hours (to avoid misinformation caused by the stress of the situation). The reason for any outage will be available only through the websites.
5. We will make outbound calls to our partners to inform their support departments as well.

If you have questions about the above policy or any of our support procedures, please contact our Customer Service Manager, Cheryl Howerton at (702) 597-2480, ext. 3350.

NEW INTERFACES

Shift4 is pleased to announce the following new or enhanced interfaces:

- Bay Lakes Information Systems
- Cobra Systems, Inc.
- Cronkright Interactive
- eHospitality Solutions
- OnePointe by Applied Retail Solutions
- Pinnacle Cart
- Profit Systems, Inc.
- Pro-Shop Keeper
- Raymark

A full list of the over 150 POS & PMS interfaces available can be found at www.shift4.com/pos_pms.cfm.

TECH TIP

How do I update who receives Fraud Sentry emails?

You can change who receives the Fraud Sentry email notifications directly in the \$\$\$ ON THE NET system. Log on to the Root Administrator Account and navigate to Account Settings (under Home - Administration Home - Account Settings) . Once in Account Settings, make the necessary email address changes in the Fraud Sentry Notifications section and click Apply at the bottom of the screen.

If the e-mail address you wish to change does not appear in the Fraud Sentry Notifications section, Shift4 has configured your settings and you must contact us to make any changes. Please fax a signed change request on company letterhead to (702) 597-2499. Include the reason for the change (e.g. old contact no longer with property, etc.), a business card, and copy of your picture ID. While these extra measures may appear cumbersome, they are critical in protecting the integrity and security of your account.



WARM WELCOME

We would like to extend a warm welcome to the following companies who have recently signed with Shift4.

- 3 Peaks Resort & Beach Club
- All Clear Pool and Spa
- Alpine Mountain Village
- Atlantis Motor Inn
- Best Western
- Big Bear Frontier
- Converse
- Dan's Pharmacy
- Econo Lodge
- Foot Candy
- Guest House Inn
- Holiday Vacation Rentals
- Jupiter Waterfront Inn
- Key Ambassador Co.
- Levy Restaurants
- MainStay Suites
- Majestic Pines Casino
- Midwest Car Rental
- Ohio State University
- Peppino's Italian Restaurant
- Quality Inn
- Rainbow Casino
- Rodeway Inn
- School Time
- Sleep Inn
- Vancouver Aquarium
- Village Trading Company
- Wizard Auto Rental
- World Wrapps

PRESS BOX

Click below for the most recent news about Shift4 and our award winning solutions.

[Shift4 to Sponsor Inaugural Transaction Security Summit – August 3, 2005](#)

[Shift4 Handles Over \\$1 Billion Worth of Transactions in March – April 28, 2005](#)

[Choice Hotel Selects Shift4 as Payment Gateway – April 20, 2005](#)

[Shift4 First to Offer Customer Initiated Tip Entry and AVS Fraud Features for MICROS 3700 – April 12, 2005](#)



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