

# Shift4® word

The Voice of Shift4 Corporation and \$\$\$ ON THE NET®

Volume 1, Issue 1

Payment Processing News from Shift4 Corporation

August 2004

Shift4 is pleased to present the first edition of *Shift4Word*, our new e-newsletter for Shift4 Certified Partners. *Shift4Word* will arrive periodically in your email inbox to provide you with the latest information about our company, solutions and partner programs. This newsletter is designed to help provide you, our valued partners, with the information and support you need to successfully bring Shift4's solutions to your customers. Therefore, if you have any comments, suggestions or ideas about what you'd like to see in an upcoming issue, please do not hesitate to email [becky@shift4.com](mailto:becky@shift4.com).

## THE FEW, THE PROUD, THE SECURE

Over the last year, Shift4 has spent significant time and money on independent audits to verify our compliance with Visa's Cardholder Information Security Program (CISP), as well as other industry standard security programs. Shift4's data centers and applications are now acknowledged by Visa USA as compliant with their CISP program. In fact, Shift4 is among just a few select organizations that have been verified compliant by Visa (a complete list is available from Visa at [www.visa.com/cisp](http://www.visa.com/cisp)).



Shift4 has always held the security of the financial data we process to be of the utmost importance to our organization. We were secure before Visa released their CISP guidelines and our security will continue to surpass that required by the program. That being said, CISP certification is important to the industry and can be a powerful selling point for the merchants you deal with. By leveraging our in depth knowledge of the CISP program and simply following our API requirements, you help insure that your solutions are closer to being CISP compliant. What's more, as these guidelines change and expand, we will do the programming and process changes required to remain in compliance with this and other card association requirements.

## YOUR SUCCESS IS IN THE CARDS

According to a recent national consumer survey by TNS Intersearch's Financial Services Group, an estimated 97 million Americans, or 45% of the adult population, bought a gift card in the last 12 months. Gift cards are quickly becoming a standard tool for businesses looking to drive sales, promote customer loyalty and enhance their marketing efforts. Unfortunately, the need for stand-alone terminals, additional phone lines and the high transaction rates associated with most gift card solutions have made them a costly and complicated endeavor. Enter Shift4's "It's Your Card®" gift card and certificate solution, the most comprehensive gift card system on the market today.

It's Your Card utilizes the Application Service Provider (ASP) paradigm and is fully integrated with \$\$\$ ON THE NET®, meaning it offers the same universal POS/PMS integration, processor neutrality, advanced reporting, high speed connectivity and low costs. In addition, It's Your Card provides extensive web capabilities that allow merchants to sell, activate, deactivate, inquire on balances and denominate cards right over the web on a site that can be customized to reflect the basic look and feel of their own website. It's Your Card supports both physical (plastic) cards and e-cards (electronic gift certificates sold over the web), as well as full integration with many of today's leading loyalty and gift card solutions.



---

By integrating It's Your Card with your POS/PMS system, you can offer your merchants a gift card solution that is fully integrated into the systems that they already use. Merchants can activate, swipe, charge, report and process balance inquiries for gift cards from the same place they charge credit cards. Plus, It's Your Card works with any processor and any bank, meaning merchants have the freedom to select any processor and to change processors at will. Because of this neutrality, gift cards can be used across the entire enterprise regardless of whether different locations utilize different point of sale systems or processors.

In short, by integrating your system with It's Your Card you are able to offer your merchants a more comprehensive, powerful and profitable payment processing solution and, of course, earn additional transaction money. It's a win-win situation and it's only available from Shift4.

If you have not certified your interface to It's Your Card, contact our Partner Development Team at (702) 597-2480, ext. 3315 or [bgrassman@shift4.com](mailto:bgrassman@shift4.com).

---

## TAKE THE STALL OUT OF INSTALL

Regardless of whether you or our Installations Department is performing the installation, it is important that we all work together to ensure that it progresses in a timely manner. To keep on schedule, it is critical that you fill out all documents required to setup a new account two weeks prior to your scheduled go-live date and send them to Kanani Tangitau, Reseller Account Coordinator, by fax, (702) 597-2499, or email, [Installations@shift4.com](mailto:Installations@shift4.com), as soon as they are completed.

Once the forms are submitted to Shift4, our Quality Assurance (QA) Team will evaluate the information for accuracy by contacting the Third-Party Processor and respond to you immediately with any errors or omissions discovered. If no errors are found, you can expect your setup within a week of its initial receipt. Any errors or omissions discovered will be reported to you via email within 72 business hours of receipt of the initial setup paperwork.

Once these errors are reported, you will need to work with your customer to fix any errors and return the forms to us immediately. Please note: if changes are required, our QA Team will need another three business days to review the corrected forms and an additional two business days, once the forms are correct, to setup your account.

Since our Quality Assurance Team is reviewing your account setup information to ensure the most compliant transactions for your customers, it is imperative that you schedule enough time for this process. Some of our Resellers have even added a pre-QA step in their own procedures to expedite this process and ensure that the information Shift4 is receiving is accurate. If you would like Shift4 to provide you with contact information for some of the processors so that you may perform this step, we will be more than happy to assist you.

---

## TECH TIPS

### Symptom: Suspended Batch

*Cause: Connectivity issues, bad batch data or processor-specific issues*

*Solution: Contact Shift4 Support to address all suspended batches. Please have merchant, net count and amount, and the error response and summary ID from the batch notes available. Shift4 Support will contact the processor and verify the status of the suspended batch. Usually suspended batches require only a simple resubmit, however, they occasionally require more advanced technical support. It is important to note that when a batch suspends, it is an indication that something failed. Shift4 is the only system with the ability to notify you immediately of a batch failure. This small, simple feature has saved merchants millions of dollars by eliminating extra discount rate paid for duplicate batch submissions and lost batches that weren't realized until year end audits.*

As a general rule, \$\$\$ ON THE NET customers experience significantly fewer suspended batches than \$\$\$ IN THE BANK for Windows customers. This is largely due to the more reliable connection Virtual Lease Line has over direct dial to the processor.

**Symptom: LANhost, Webserver, TcpApi and/or Express threads halted/corrupted**

*Cause: TCP/IP address change*

Solution: Several critical functions in both \$ \$ \$ IN THE BANK for Windows and \$ \$ \$ ON THE NET are dependent on TCP/IP address information. If the TCP/IP address changes on the NetAPI or \$ \$ \$ IN THE BANK machine, the address must also be changed in the Shift4 software.

In \$ \$ \$ ON THE NET, this address should be verified in **NetAPI TuneUp** in the Webserver settings, as well as in the **Identity** settings in Express Manager. If a property uses a TCP/IP-based point of sale interface, the address should also be verified in the appropriate entry in the **API Interfaces** tab of Express Manager.

In \$ \$ \$ IN THE BANK for Windows, these addresses should be verified in the **Engine Tune-up** application. The current IP address should be available and selected in all of the aforementioned places. By design, the main Shift4 software installation always points to its own local machine IP address.

**Symptom: "Allow Activation"**

*Cause: Change to the \$ \$ \$ ON THE NET install or fraudulent activity*

Solution: Because of internal security restrictions, and those imposed by credit card associations, Shift4 must lock down all \$ \$ \$ ON THE NET accounts using a unique code called a "guid" which is derived in part from a PC's IP address and MAC address. If this "guid" changes, usually due to an IP address change, hardware change or software reinstall, Shift4 must approve the reactivation of this account. Both Shift4 Development and Support are alerted

if this occurs, so we may very well call the property before they call us. To reset this activation we will need an explanation as to what happened for our records. Existing customers and resellers facing a \$ \$ \$ ON THE NET reinstall for whatever reason should be aware of this issue and alert Shift4 Support beforehand to ensure an expedient or preemptive reset.

---

**PRESS BOX**

For more of the most recent news about Shift4 and our award winning solutions, visit [www.shift4.com/pr.cfm](http://www.shift4.com/pr.cfm).

[Shift4 Corporation Leads Payment Gateway Industry in Reliability - Las Vegas, NV, July 27, 2004](#)

[NOVA and Shift4 Team Up For High-Speed Communications Transaction Times Reduced to 3 Seconds Using Direct IP Connection - May 12, 2004](#)

[Shift4's Enhanced Interface to MICROS® Offers Signature Capture, Gift Card Processing, Dynamic Currency Conversion & PINned Debit - Las Vegas, NV, April 20, 2004](#)

---

*The Shift4Word is edited by Rebecca Kalogeris, Marketing Manager for the Shift4 Corporation. She can be reached by email at [rkalogeris@shift4.com](mailto:rkalogeris@shift4.com) or by calling (702) 597-2480, ext. 3419.*



Content is the opinion of Shift4 Corporation

© Copyright Shift4 Corporation, All Rights Reserved



**Shift4 Corporation**

1491 Center Crossing Road

Las Vegas, NV 89144-7047

(702) 597-2480

[www.shift4.com](http://www.shift4.com)