

Shift4® word

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

Volume 1, Issue 2

Payment Processing News from Shift4 Corporation

November 2004

"Using Shift4 will allow you to leverage the power of the Internet to process your transactions at an ultra-high speed, as well as simplify your accounting, keep great records, have integrated gift cards, and possibly save money, while the other credit card solutions will allow you to process credit cards much like our forefathers did in the late 1800s."

APPEAL TO THE MASSES

As a member of Shift4's Channel Partner Network, you make money when we make money and vice versa. It is therefore in both of our interests to widely disseminate the advantages of combining your application with \$\$\$ ON THE NET.

Our marketing department is here to help you spread the word through a variety of means, including:

- Brochures – We offer tailored versions of our brochures that include your company logo and contact information. We'll even pay for the initial printing and provide original artwork for these brochures so you can reprint as needed.
- Conferences & Events – If you have an upcoming dealer or user event give us a call. Perhaps we can attend and give an onsite demo or provide you with some materials for your attendees.
- Case Studies – In-depth, full color case studies on your customer's installations are a powerful marketing tool and something we can work together to create for a variety of customers.
- Direct Mail Campaigns – Targeting your existing customer base for migration to Shift4 can be a fast and effective way to earn additional revenue and we can work together to create letter campaigns, direct mail pieces and more.

In short, we are here to support you and your efforts. Please feel free to contact our Marketing Manager, Rebecca Kalogeris, at (702) 597-2480, ext. 3419.

OVERCOMING COMMON NO'S

There are certain questions we find that our partners and ourselves are asked everyday by prospects, as well as certain "no's" that we all may run across. This section of the newsletter will be dedicated to addressing these issues and providing some information and techniques to help overcome them. Please feel free to submit any questions you may receive or any tips to rkalogeris@shift4.com.

We don't need middleware. Our processor says we can go directly through them.

A merchant who goes directly to a processor loses the flexibility that a gateway solution, such as \$\$\$ ON THE NET, provides. The merchant becomes tied to a specific processor, which means they must use this processor regardless of rate changes, service issues, etc. Once a merchant is locked into a processor, they lose a lot of leverage and processors can and will take advantage of that.

Without middleware, there is also no ability to audit transactions prior to settlement in order to minimize credits and shorten month end reconciliation times. There is no searchable transaction database to help guard against charge backs. Instead, the merchant has to rely on the processor to find and retrieve charge back transaction data, a process that the processor frequently charges a fee for. It becomes the merchant's responsibility alone to work with the processor to ensure that the proper data in the proper format is collected and to generally be his or her own credit card advocate.

An important addition to this is the potential issues that exist using a gateway that is

owned by a processor. A gateway's job is to help minimize downgrades and optimize payment processing. A processor, however, makes more money the more omissions or errors that occur. For instance, if a customer's gateway is down, they have to call the processor for a voice referral. For each voice referral the processor charges over \$1.00. If that gateway is owned by a processor do they have the same incentive to fix the issue quickly? If the gateway is owned by a processor are they truly the customer's advocate? It's hard to say for sure, but they certainly are far from unbiased.

YOUR CUSTOMERS PAIN POINTS: FRAUD

- 75% of business executives and government officials surveyed reported at least one instance of fraud in the 12 months prior

These numbers may be staggering, but they are real. Fraud is an unfortunate part of doing business today and it's costing your customers real money, money they may not even be aware that they're losing.

How Shift4 Helps

Shift4 helps combat both external and internal fraud. To protect against customer fraud, Shift4 offers Address Verification Services (AVS) and full support of CVV2, CVC2 and CID codes (the three or four digit numbers located on the physical credit card). Historically, AVS and CVV2 were used only for 'card not present' transactions, such as those on e-commerce sites or through mail order. Visa's VIP program, however, has extended the advantages of these tools to Merchants of all types. Running these verifications can help guard against the use of stolen cards and can be particularly beneficial for establishments with larger ticket averages and for any company running a tab or open authorization (hotels, bars, auto rental, etc.)

To combat internal fraud, \$\$\$ ON THE NET includes the powerful 'trusted' employee fraud detection and prevention tool, Fraud Sentry®. There are many types of internal credit card fraud, the most common of which involves the practice of corrupt employees issuing false or over-stated credits to their own card(s) or to those of their cohorts.

Prior to settlement, Fraud Sentry scans through a company's transaction archive, searching for a matching debit charge or series of debit charges that correspond to each credit transaction. If a valid match is not found or if the credit exceeds the charge(s), the suspect credit transaction is flagged and reported to the auditor. But Fraud Sentry goes even beyond this, offering you a variety of ways to analyze trends that may signal there are fraudulent activities.



Within the Fraud Sentry settings screen on \$\$\$ ON THE NET, customers have the ability to

control the 'velocity' settings. Basically, a controller is able to request that Fraud Sentry track and report a variety of different trends by setting their own threshold tolerances. For example, a controller may want to know if a card was used over a certain number of times in a day, week or month, whether the total purchases for a card exceeded a certain amount in any given timeframe, or even whether the total number or price of credits for a single card exceed the threshold. This type of trend analysis capabilities allow merchants to uncover even the most advanced fraud.

CHAT US UP

Remember, in order to ensure that you've installed all the latest functionality and interfaces available in \$\$\$ ON THE NET, you must run "WebChat" after every installation of NetAPI. The proper installation order is as follows:

1. Download NetAPI from <http://www.shift4.com/downloads/netapi.zip>
2. Extract NetAPI.zip to a temporary folder
3. Run "Setup.exe" from within temporary folder
4. Call Shift4 Support to receive your unique code to enter on the "Product Activation Code (Unique Code)" screen
5. Configure NetAPI from the NetAPI Tune-Up
6. Run the WebChat application from Start->(All) Programs->\$\$\$ ON THE NET
7. Click on "Use Enhanced Options" checkbox after WebChat, not before
8. Start NetAPI Stand Alone Application from Start->(All) Programs->\$\$\$ ON THE NET

If you have any questions, please contact the Shift4 Installations Department at (702) 597-2480, ext. 3427 or installations@shift4.com.

SHIFT4 ADDS FOUR CERTIFIED INTERFACES TO IT'S YOUR CARD

Shift4's It's Your Card® solution is designed to provide customers with a comprehensive, end-to-end gift card solution. Built on top of the \$ \$ ON THE NET platform, it offers the same universal POS/PMS integration, processor neutrality, advanced reporting, high speed connectivity and lower costs, as well as a full featured web interface to sell, activate, deactivate and track cards.



While It's Your Card is a robust, stand alone solution, we understand that many of your customers may already have a gift card solution in place that they wish to continue to utilize. Therefore, Shift4 is working closely with today's leading gift and loyalty card solutions to interface between their solutions and Shift4.

We have started our interfacing efforts with four of the largest solutions on the market today. Shift4 now offers certified interfaces to Nova, Paymentech, Datamark, and Givex gift card solutions. Your customers can now utilize their \$ \$ \$ ON THE NET solution to process gift cards from any of these solutions simply by purchasing an It's Your Card interface license.

Please note that these interfaces are limited by the functionality provided by Nova, Paymentech, Datamark or Givex. That is, these interfaces will allow customers to continue to utilize all the features offered by these gift card solutions, but will not include the full feature suite available with

Shift4's own It's Your Card solution. These solutions are simply not designed to support some of our additional capabilities.

If you have any questions about It's Your Card or the new interfaces, please do not hesitate to contact Brent Grassman at (702) 597-2480, ext. 3315.

PRESS BOX

Here are the latest Shift4 headlines. To access the full stories, visit www.shift4.com/pr.cfm

[Shift4 Selects Ambiron as Its Card Association Compliance Partner - September 2004](#)

[N9NE Group Installs Shift4's Payment Processing Solution \\$ \\$ \\$ ON THE NET® - August 2004](#)

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

The Shift4Word is edited by Rebecca Kalogeris, Marketing Manager for the Shift4 Corporation. She can be reached by email at 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