

Shift4® word

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

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Payment Processing News from Shift4 Corporation

January 2005

"WOW! I think I can assure you that Shift4 is going to be picking up a lot of new liquor store customers in Texas. We moved about a year ago from a program that had been the preferred POS for liquor stores in Texas. This program interfaced (I use the term interface very lightly) with a competitive gateway. That gateway was a piece of crap. I only have about 30 hours and one store converted to Shift4 so far. But based on that limited experience and your unbelievable technical support, I am confident that I can recommend Shift4 to my friends in the Texas liquor industry." -- Charles A. Sims, Spirits Liquor Stores

NEW FEATURE

Transaction Grid Edit

Shift4 is proud to introduce a new feature in \$\$\$ ON THE NET – Transaction Grid Edit. This tool allows merchants to view and edit all unsettled transactions from one screen. The grid lists the invoice number, clerk number, business date, card type, truncated card number, customer name, transaction amount and transaction type for each transaction. The grid also notes whether there were any problems associated with the transaction.

From this screen, merchants can make changes to the amount of any one transaction or change the type of transaction to an Auth Only, Sale/Credit or Void. Merchants can also select multiple transactions at once and change the transaction type for all selected transactions simultaneously. For ease of use, the list of transactions can be sorted based on the data in any column simply by clicking on the associated header.

To access this tool, click on **Current** from the top menu and select **Edit Transactions in Grid**.

A screenshot of this new tool is included at the end of this PDF.

OVERCOMING COMMON NO'S

The Internet is not reliable or is not secure enough.

Shift4 considers the security of the data that we process to be of the highest priority. We are constantly working to ensure that our system continues to remain secure and reliable. The highly proven, patent pending technology that Shift4 uses to protect merchant and cardholder financial data surpasses that used by ATM networks in the United States. \$\$\$ ON THE NET is independently audited each year to ensure that we surpass all the security measures required by every Card Association, including Visa's Cardholder Information Security Program (CISP), MasterCard's Site Data Protection (SDP), American Express's Data Security Operating Policies (DSOP) and Discover Information Security Compliance (DISC). In addition, Shift4's Assured Delivery technology is designed to ensure that every transaction gets successfully transmitted and only gets transmitted once for unparalleled reliability.

If the merchant still has concerns about the security of this application, we will be happy to forward them a copy of our security whitepaper. When all else fails, we are more than willing to make members of our development team available to further assure your customers and prospects of our system's reliability and security.

REINSTALLS OF \$\$\$ ON THE NET

Occasionally, a customer needs to reinstall \$\$\$ ON THE NET, either because they are switching to a new computer and upgrading their hardware, or because their computer has crashed and wiped out or damaged the NetAPI software install. The process for reinstalling the system is the same as the initial installation. However, before you can perform the reinstall, you must contact the Shift4 Installation Department for a slot re-activation.

You may contact the Installations Department at (702) 597-2480, ext. 3426. You can also e-mail any installation questions or concerns to install@shift4.com.

Please note that if Shift4 is performing the reinstall, there may be a fee involved.

BRENT'S CORNER

In our never-ending quest to have the happiest, best prepared business partners in the world, we proudly present the first installment of "Brent's Frequently Asked Questions".

1. How long will it take our customers to get up and running with Shift4?

It depends. Once we get the paperwork in, we run it through our Quality Assurance Department, which takes 72 hours. If everything on the paperwork checks out correctly, we'll send you the configuration sheet and you'll be ready to install. If there are problems with the paperwork, we have to get the correct information and re-QA it, which could add another 72 hours to the time required.

2. Why can't you just skip the Quality Assurance checks and get this done faster?

Did Da Vinci rush while painting the Mona Lisa? Well, perhaps that's not a good example, because I wasn't there for that, but we go the extra mile for our customers. By having a Quality Assurance Department and setting our

customers up correctly the first time, we help ensure that their transactions will downgrade as little as possible, and that they will have no problems from the very first transaction that they do with Shift4.

3. What paperwork do I need to turn in to get a customer up and running?

We'll need you to provide Shift4 with three documents:

- Master Service Agreement - This agreement has to be completed by the client and turned into Shift4. This allows Shift4 to bill the client for its use of the \$\$\$ ON THE NET solution. Let us know if you need a PDF copy of this and we'll send you one.

- Installation Packet - This document provides Shift4 vital information regarding the client and contacts within the client organization essential to the success of the implementation. This document is available via the Shift4 website in a Microsoft Word Template at <http://www.shift4.com/resellerforms.cfm>

- Profit Center Setup Form - This document provides Shift4 with all necessary information to process the client's transactions with their processor. These forms should be completed with the assistance of the client's Merchant Service Provider. Each "store" or "profit center" must have its own merchant setup form. These documents are also available via the Shift4 website in a Microsoft Word Template at <http://www.shift4.com/resellerforms.cfm>

4. My customer has questions about the paperwork that I can't answer. Who can they call?

The best person to call with questions about paperwork is our installations coordinator, Beverly Bocek. Her phone number is (702) 597-2480, ext. 3426 and her email is bbocek@shift4.com. If the questions are about the Profit Center Setup Form (number 3 above), the customer's bank or Merchant Service Provider can provide them with the answers.

5. Gift cards are hot right now. What can we offer our customers?

You're right. Gift cards are hot now. Shift4 offers a number of different choices. The first is our very own product, It's Your Card®. It works much like \$ \$ \$ ON THE NET and integrates right into several of our interfaces, so your customers can sell gift cards, add value, check balances and redeem gift cards right at the register. If you customers previously purchased a third party gift card system we can also integrate a few "foreign" gift cards into the interface. Third party gift card systems currently available are: Datamark, Nova and Paymentech. If your customers go this route, they won't have to have separate, non-integrated gift card terminals lying around on their counters.

6. Does a customer need to use \$ \$ \$ ON THE NET in order to use the gift cards through our interface?

Yes, our gift card functionality relies on NetAPI to communicate with our data centers.

7. How do we get one of our customers set up with gift cards?

Please have your customers call us at (702) 597-2480, ext. 3315 to go over the fees and contract addendum to add gift cards. They'll need to choose which type of card system (It's Your Card or foreign gift card) they need and which level of Its Your Card (small, medium or large) fits their business.

8. Can we explain gift cards and pricing to our customers instead of having our customers talk to you?

Sure! You can explain the features, benefits and costs of It's Your Card and we also have brochures available that you can give your customers. However, the addendum still needs to come from Shift4. We'll also need some form of payment included with the signed and

returned addendum, whether it's a check, authorization to ACH their account or credit card information. In rare cases, we'll also accept live chickens or historical artifacts as partial payment.

9. I have questions! Who can I call?

Well, it depends on what your question is about, really.

If your question is about paperwork or installation scheduling, your best contact is Beverly Bocek, our Installations Coordinator at ext. 3426.

If your questions are about gift card, contact Brent Grassman at ext. 3315.

If your questions are about other topics, your best contact would be Jared Kleinman, available at ext. 3438, or jkleinman@shift4.com.

Please feel free to reply with further questions you'd like to see on the next list or general comments. We love feedback. Also, thank you for your time and effort in working with all of us at Shift4. We truly appreciate and value your partnership and look forward to a continued bright future together.



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.

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 Post changes to selected transactions

<input type="checkbox"/>	Invoice	Clerk	Bus Date	Type*	Card Number	Customer Name	Amount	Tran Type	Problems
Shift4 Sales Adv Res (41582)									
<input type="checkbox"/>	0000012548	00000	01/11/2005 (Tue)	??	1101xxxxxxxx5666	Margaret Chow	\$206.00	<input type="radio"/> Auth only <input type="radio"/> Sale/Credit <input checked="" type="radio"/> Void	Invalid card number
Shift4 Sales Auto Rental (41509)									
<input type="checkbox"/>	0000000010	12345	10/22/2004 (Fri)	VS	4222xxxxxxxx2222	J.D. Oder II	\$200.00	<input type="radio"/> Auth only <input checked="" type="radio"/> Sale/Credit <input type="radio"/> Void	ok
Shift4 Sales Web Store (41491)									
<input type="checkbox"/>	0000000034	00000	01/03/2005 (Mon)	VS	4222xxxxxxxx2222	Don Johnson	\$111.00	<input type="radio"/> Auth only <input checked="" type="radio"/> Sale/Credit <input type="radio"/> Void	ok
<input type="checkbox"/>	0000000035	00000	01/03/2005 (Mon)	VS	4222xxxxxxxx2222	Fred Larkins	\$111.00	<input type="radio"/> Auth only <input checked="" type="radio"/> Sale/Credit <input type="radio"/> Void	ok
<input type="checkbox"/>	Select All								

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