

Shift4® word

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

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Payment Processing News from Shift4 Corporation

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Are You S.A.F.E.?

Secure Against Fraud Electronically

With the rise in credit card data theft, increasing financial fines and the approaching 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, with two distinct and detailed tracks, one for merchants and one for payment applications (point-of-sale and property management systems).

This unique program is designed to offer payment applications and merchants a first hand look at how to obtain, maintain and certify the security of their payment solutions. The Payment Application Track will focus on the Payment Application Best Practice (PABP) guidelines. PABP was developed by Visa to address security and the risks associated with varying payment applications (point-of-sale or property management systems). To be considered secure, these applications must not retain full magnetic stripe data or CVV2 data and must support a merchant's ability to comply with PCI DSS requirements.

The card associations do not currently require the payment applications to certify compliance with the PABP standards. However, POS and PMS systems are being pressured by merchants, who need the systems to comply with PABP regulations in order for the merchant to pass their own certification. POS/PMS companies are also being pressured by processors, who are requiring payment applications to validate their compliance with PABP in order to maintain their certification to the processors and continue to be able to send transactions from their merchants to these processors for authorization and settlement. The industry's largest processor is requiring validation by October 1, 2005. The summit will delve into the specifics of the PABP regulations and the in-depth assessment process required for validation.

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 qualified to do both PABP and PCI DSS certifications) and D.J. Vogel, a leading forensic expert on credit

card data theft and fraud who worked directly with the card association on the development of the security regulations. Other speakers include individuals from law enforcement, leading corporate law firms, banks and processors.

The event is \$299 for the first attendee from your company and \$199 for each additional attendee. As you will see from the agenda outlined below, we are covering a lot of information, so sessions will run 9:00 am to 5:00 pm on both days. Please plan your travel accordingly.

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.
- **Payment Application PABP Validation** – A 2 ½ hour seminar that looks at the nuts and bolts of the PABP guidelines
 - What it is
 - Deadlines
 - How it works
 - Costs
 - What to do to prepare
- **Legacy Systems** – What payment applications can do to upgrade the security of their legacy applications
 - Protecting merchants
 - Migration paths
 - Patches/fixes
 - Why merchants are pushing you now
- **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**
 - The unique security issues surrounding gift card
- **Legal**
 - How to protect yourself against litigation
- **How a gateway can help payment applications obtain and maintain the right level of security**
 - Using a gateway to store data
 - Faster certification
 - Changing regulations

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. If you have any questions about this event, please call (702) 938-3439 to speak with Christa Kelly. The online registration for this summit, as well as further information, can be found on www.shift4.com. Please note that attendance is limited to the first 350 registrants, so sign up today.

NEW INSTALLATIONS CONTACT

Beverly Bocek has moved out of state and is no longer with Shift4. Partners with installations questions, should therefore contact the Installations Department at (702) 597-2480, Option 4 or installations@shift4.com and your information will be passed to the appropriate installations representative who can assist you.

HELP IS ON ITS WAY

As many of you may have noticed, Shift4 has done some restructuring over the last few months to better serve our partners and customers. We have integrated our partner sales support team with our own end user sales team. That means that the same individuals who have successfully sold our solution to thousands of merchants nationwide are now available to help you during your own sales process. We want to take the burden of selling Shift4 off of you whenever needed, so you can concentrate on selling your own services and solutions. The sales team is here to offer sales support, detailed product information, collateral, demos, return on investment tools and anything else that will help you close a deal. The Shift4 sales team has the knowledge and the skills required to turn your partnership with Shift4 into a value add for all your prospects. We highly encourage you to take advantage of these available resources by contacting our sales reps at (702) 597-2480, Option 3.

In addition to the above infrastructure change, Shift4 has created several new departments and positions within our organization to better serve our customers and partners.

Account Management

Our account management department is designed to keep our valued customers happy and well informed. Customers can call with questions about features and benefits, questions about the Shift4 processes or if they have general feedback for the company. If our account management team doesn't know the answer to a

question, they will either find out the answer or put the customer in touch with the appropriate individual at Shift4 who can assist them.

Heading up the department is Brent Grassman. Brent has been with Shift4 for nearly three years and has served in a variety of different capacities, including our support, sales and partner development departments. He brings to the position a thorough understanding of our company, products and processes, as well as a drive for 100% customer satisfaction. Brent can be reached at (702) 597-2480, ext. 3320.

Customer Service Manager

Shift4 has installed a new position within its support department structure, the Customer Service Manager. This individual is charged with taking our superior technical support



representatives and adding a little more customer focus to their approach. Cheryl Howerton is the new Customer Service Manager.

Cheryl Howerton brings to her role over 30 years of experience in the customer service industry, including work with telecoms, third party support providers and private enterprises. She has also worked with several Fortune 500 companies, developing and implementing some of the industry's most recognized customer service departments. Her ability to successfully deliver highly available and reliable technical and customer care support is what has brought her to Shift4. If you have any feedback or suggestions about the Shift4 Support Department, please feel free to contact Cheryl directly at (702) 597-2480, ext. 3350 or Chowerton@shift4.com.

Product Management

Every technology company needs a strong product management team to make sure that they deliver the solutions and features that the market wants in a way that the market will embrace. Shift4 is extremely excited to have created a formal product management team within our organization who will serve as the authorities on our existing solutions and the spearhead for future product development.

Partner and customer feedback and research are invaluable to an effective product management team in helping them identify what we do right, what we need to do better and what we don't do now that we should. So don't be surprised if you get a phone call or email from them asking for your opinion and feedback. Or, if you have an idea or suggestion about any of our solutions, please email them to marketing@shift4.com.

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. We will make outbound calls to our partners to inform their support departments.
2. 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.
3. A message will immediately be posted to both Shift4's website, www.shift4.com, and to the \$\$\$ ON THE NET website www.dollaronthenet.net
4. If the outage is for a particular credit processor that information will be included in both the telephone and web-based messages.
5. 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.

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.

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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