

TRANSFIRST In Focus

Insightful. Innovative. In depth.

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TransFirst
Provider of Internet, PC
software, or terminal
solutions




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Way Systems



TransFirst is pleased to announce the release of WAY Systems MTT-1500 terminal and printer. This exciting new wireless solution provides the full benefits of a terminal in a package slightly larger than a cell phone. The miniature wireless printer combined

with swipe transaction capability makes this an ideal product for the merchant on the go.

With this release you have the opportunity to offer one of the most talked about new products on the market today to your merchants. The MTT-1500 is not only an excellent solution for many of our existing target markets, but also opens the door to new potential market segments.

Target Merchants

- Merchants who deliver merchandise including restaurants and grocery stores
- Home/business repair including plumbers and heating/air conditioning services
- Automotive related merchants including: windshield repair, towing services, auto clubs
- Merchants who attend craft shows, trade shows, or conventions
- Charity fundraisers
- Outdoor vendors, mall kiosks, traveling carnivals
- Transportation services such as taxi's and limousines

Revised Helpdesk IVR ~Fax on Demand

IVR(Interactive Voice Response) phone prompts

The most significant change to the Help Desk IVR relates to terminal support. Merchants will now have the ability to identify their specific type and model of terminal such as Hypercom T7 or VeriFone Omni. Based on the merchant's selection, calls will be routed only to individuals who have extensive training and experience for the selected terminal. This change allows for further reductions in our speed of answer and significant improvement of the quality of support.

Separate prompts have also been added for CrossCheck and TenderCard allowing these calls to be immediately routed to either the vendor or TransFirst Help Desk depending on user selection.

- Any merchant processing in an environment where land lines are not available.

Product Highlights:

- Smallest wireless terminal on the market today!
- A true mobile solution; battery powered wireless processing
- 7-second transaction speed
- Low cost makes this a viable option for most merchants
- Data-only plan allows merchants to keep their current cellular phones and voice plans (voice plan optional)
- Nationwide GPRS accessibility
- Offline feature gives merchant the flexibility to store transaction data for authorization when out of cellular coverage
- Qualified swiped transaction rates 24/7/365 helpdesk support provided by WAY Systems

Always check for coverage prior to purchasing a wireless terminal. Coverage for GPRS can be checked at www.synapsemanager.com

It is important to note that designation of coverage on the Synapse website does not guarantee wireless coverage.

24 x 7 x 365 support is available through WAY Systems at 1-866-929-6881 or they may call the TransFirst Help Desk to be transferred for technical support.

Fax On Demand (call 1-800-589-3674)

Our *Fax-On-Demand* product has been completely revamped with new software and hardware to provide consistent and dependable support. This tool will be accessible through the main Help Desk phone number with 24/7 availability. Reports will include the following:

- Item Counts and Dollar (Batch) Totals for specific date
- Transaction Detail Report by date range up to 7 day
- Transaction search by Card Number or Dollar Amount by statement date range

Leprechaun Release



The Leprechaun program has officially been released! Leprechaun may seem like a funny name for a point-of-sale (POS) solution, but when you examine it's many outstanding features, the money making opportunities and the luck you'll have in using it, the name Leprechaun seems only natural!

The program uses the Elite 712 terminal. Every new Elite 712 terminal ordered from POS Portal during this promotion will be loaded with shell applications for TenderCard, CrossCheck, and ViaOne. These terminals will also be shipped with flyers promoting these ancillary products and detailing the discount and signup process. Merchants contact the vendors directly and through a simple boarding process they are functioning with one or all of these ancillary products.

The Leprechaun solution is an all-in-one merchant solution for the smaller retailer. Loaded with outstanding and reliable software applications, this compact and easy-to-use terminal, is supported by 24X7 help desk support, as well as industry leading service and processing support. The Leprechaun provides small merchants with the transaction and value-added service features of a major retail chain, but without the costs.

TransLink Enhancements

TransLink just keeps getting better! New features were implemented Jan 23rd. Most of these new improvements were recommended by our clients! No action is required for the user to view this new information.

Merchant level reports:

- ◆ Transaction report upgraded so you can see column totals with option to print.
- ◆ Merchant information report shows approved volume and swipe percentage and card type detail.
- ◆ Find merchant search: new default is "starts with".

Portfolio level reports:

- ◆ Portfolio notes allows banks to access notes for all of their merchants by a selected date range.
- ◆ Action reports: application status will now be displayed on the first screen of this report.
- ◆ Most reports can be sorted by column.
- ◆ Charge record report broken out by officer code, providing income, expense and revenue.



FYI's and Reminders

- ◆ We no longer require the ESA or the EASI applications to add American Express or Discover. You can email a rate, merchant number, and DBA name to your account manager and they can request it be added.
- ◆ When requesting coding on Nurit 3010 and Nurit 8000 wireless terminals, please submit the service being used, i.e., Mobitex, or GPRS.
- ◆ Coming soon: multi-merchant on Omni 3750.
- ◆ When sending in coding for a PC product, please include the version of the software. Also call your account manager to determine if we can set up the product.
- ◆ When setting up a merchant on Transaction Central and the merchant is integrating it with a shopping cart, please note this and the name of the shopping cart on the special instructions part of the TC set up options form.
- ◆ Ingenico help file disks are available. Contact your account manager to obtain a copy.
- ◆ Agent Bank newsletters are also available on the TransFirst web page at: www.transfirst.com. Look under Financial Institutions, newsletters.
- ◆ TransFirst will be conducting our first quarter in-house training session for your staff members on March 21st and 22nd. The trainings will be held at our office in Louisville, Colorado.



POS Partner 2.24 Deadline Extension

Vital has announced an extension to the formerly announced February deadline for POS Partner version 2.24 discontinuation. Merchants will now have until the "fourth quarter, 2006" to convert off this product, however it is highly recommended that they continue with the conversion as version 2.24 is non-compliant.

In the fall of 2005 merchants were notified that they must migrate off Vital's POS Partner 2.24 software processing product by February 2006. At that time they were notified that the software is non-compliant and that Vital would cease supporting the product after February. TransFirst merchants currently using POS Partner version 2.24 will now have additional time to migrate to another software product.

Vital will continue to support this product until the fourth quarter of 2006.

It was recommended, at that time, that clients migrate to POS Partner 2000, and merchants are still encouraged to continue with this migration, however it is important to note that POS Partner 2000 will not be fully PCI compliant until mid-2006.

