

# TRANSFIRST In Focus

## Insightful. Innovative. In depth.

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**Conference**  
**October 9-12<sup>th</sup>**  
**At Hyatt Regency**



**in Hill Country of**  
**San**  
**Antonio**

We welcome any article ideas and suggestions you may have

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### Client Relation's Department Update



I wanted to take a minute to give you an update on the department that you work with daily. There have been several changes both in new staff, as well as some reorganization that I would like to share with you.

Last year was a challenging year from a staffing standpoint. I lost 4 veteran members of my staff with combined experience of over 25 years. Although this was challenging, it also brought opportunity to hire many new people internally, with bankcard experience, to fill these roles.

Monica Ankele, Sandy Hozempa and Lori Stratton who were all supervisors of the department have been promoted. Monica and Sandy are both sharing the management responsibilities of the department and are now responsible for staff training and development. As the department has grown, the need to focus on this has become a high priority. Both Monica and Sandy are also available for escalation issues should you need their assistance. Lori has been promoted to Operation's Manager of the department and is focusing on internal/external audits, TSYS back end projects, pricing and various other special projects. I am happy to have these 3 key members of my staff in their new capacity.

Tony Flaxbeard has been promoted to an Account Manager to handle Lori's portfolio. Stacie Vigil, who was previously the Supervisor of the TSYS Operation's Department is taking over the support of Sandy Hozempa's portfolio and Lucy Tellez who previously worked in the Merchant Training area is taking over the support of Monica's portfolio. In addition, Barbara Scudder was promoted from a Client Relation's Representative to an Account Manager, Helen Yi was promoted from the Internal Sales Assistant to an Account Manager, Debbie Clements who was the Chargeback Department Manager has joined us as an Account Manager and Donna McCann who was the Training Department Supervisor has also joined us as an Account Manager. I am also pleased that Amie Kuntz, Alex Armendariz, and Eden Volinsky, who were all previously part of our Helpdesk, joined us as Client Relation's Representatives. Janet Gallegos also joined the department as a Client Relation's Representative. Janet was previously with the DataBase Management and New Application Department. To round out our staff, Sara Buckner and Erin McKee are new to TransFirst as Client Relation's Representatives.

With all of these new additions, the department's average tenure with the company is 3.75 per employee and the average year's of banking/bankcard experience is 9 yrs.

### TenderCard Intra Program Settlement (TenderCard IPS)

TenderCard has a new feature available that will allow merchants to keep track of gift cards being issued, redeemed, and re-loaded at multiple locations. Merchants will receive reports to track this information and TenderCard will move the funds to the appropriate account.

#### **Target Merchants:**

- **Multi-location merchants**
- **Chains and franchises**
- **Any merchant that desires the ability to issue and redeem cards at any participating location and have the funds transferred electronically via ACH among locations**

#### **So how does this work?**

**Location A issues a card for \$100.00, and becomes the card 'owner'. Location B redeems the same card for \$25.00. TenderCard will transfer \$25.00 from location A to location B at the end of the settlement cycle. Merchants have the choice of a daily, weekly, or monthly settlement cycle. See your account manager for more details**

### TenderCard Announcement

Due to some changes in demand, TenderCard has made some changes as of September 1, 2005. It won't affect any current merchants placed on the TenderCard program. It only affects new merchants and reflects the markets demand and needs.

- ◆ **4-Color Pre-Designed Cards will no longer be available. One Color Pre-Designed cards will be available at lower prices.**
- ◆ **4-Color Custom Cards will be produced with higher standards of excellence and production. The new minimum is 250 cards for 4-Color Cards. One Color Custom Cards are available with a minimum of 100 cards.**

As a result prices on all the kits and Gift Card Processing Fees have come down! Contact your account manager if you have questions. Also, see the memo dated August 29, 2005 on these changes.



Offer these gift card options to your merchants early this year for the upcoming holiday seasons.

### New Wireless Service



Our Product Implementation team has released the newest wireless service General Packet Radio Service (GPRS). This is the latest technology for Wireless POS devices and provides a vast coverage area. You can check coverage for your merchant on the Internet by going to [www.synapsemanager.com](http://www.synapsemanager.com). All you have to do is go to coverage and enter the zip codes they need to process in and check under Cingular for the inside and outside coverage available. Cingular is US Wireless Data's carrier of choice for GPRS. GPRS is available through our wireless service gateway, US Wireless Data (USWD) on the Lipman Nurit 8000 GPRS terminals on the Vital network.

#### *Target merchants*

- ◆ *Merchants accepting credit cards at trade shows.*
- ◆ *Traveling merchants processing at various locations, such as limousine drivers, taxi, and shuttle services.*
- ◆ *Merchants making house calls, such as veterinary services, doctors, plumbing, heating and air conditioning.*

GPRS terminals use Subscriber Identity Module (SIM) Cards in the same manner

that cell phones do. The SIM card is the brain of the terminal and is what allows the wireless technology to work. SIM cards are located underneath the battery and will be installed by our vendor POS Portal into each Nurit 8000 GPRS terminal. Each SIM card has a unique serial number that our deployment area will use to activate the wireless service. The serial number will be needed for all activations, deactivations, and reassignments of wireless service.

#### *Support*

*Functionality of the Nurit 8000 GPRS application is consistent with the functionality of all TransFirst supported Nurit 8000 Vital applications. 24-7 support is available through TransFirst. Class A certification and support is also available by Vital Processing.*

Older Nurit 8000 terminals that don't have a SIM card for GPRS, will need to have a new one installed. It can be ordered at the time of activation and cost is included in the cost of activation. The SIM card is located under the terminals battery.

More information is available with this product release sent out on September 2, 2005. Check with your account manager for more details and pricing.

### FYI's and Reminders

- **If you have a merchant that owns *POS Partner 2000* & for some reason they need another copy of the software (if they are updating their computer & they lost the original disk) they can call Vital's PC Helpdesk at 1.800.847.2772, provide their V# & email address and Vital can email them the information to install on their computer.**
- **Our *Transaction Central processing* can be set up seasonal. This is a distinct advantage over most other Internet gateways.**
- ***Meta Gift card* conference calls are still available on Tuesday at 9:30 a.m. Central time and Thursday at 1:00 p.m. Central time. Contact your account manager for logon information.**
- ***New merchant applications* are out so please start using them now. New additions are required by our sponsoring bank and by Visa and MasterCard. Be sure and use these forms on our online application in TransLink.**
- ***Aloha Software.* We have been informed by Visa of suspected compromises at restaurant locations involving Aloha POS applications. This application has been found to be storing full-track magnetic stripe data. Merchants using Aloha Software must be using version v.5.3.15. Lists of affected merchants have been sent to all banks. Please contact your account manager to facilitate upgrading your merchants. Terminals need to be compliant by October 1, 2005. Please see previous memos or contact your account manager for further details..**

### New Global Retail Applications

GCRXL02, GCR3003, and GCR8602:  
***Sound like Greek to you?*** It's not, you see, they are the newest Global Retail applications for a Zon Jr XL, Trans 330, Trans 380, and Trans 460 terminals respectively, released by TransFirst.

These applications are Class A certified on the Global Payments Central platform and all support and set up will be performed in house by TransFirst.

These applications have an enhanced feature to allow debit transactions to process smoothly on the host based Global system and will provide added confidence in running debit transactions on this network.

Benefits of these applications include:

- ⇒ Host based application, good for

merchants needing auto close.

- ⇒ Debit capable w / PIN Pad 1000se
  - ⇒ Supported by TransFirst helpdesk
  - ⇒ Accepts CrossCheck Check Service
- For more details, see the Product Release distributed August 12, 2005.*

### Diners Club MasterCard Alliance Project

As most of you know, MasterCard has entered into a multi-faceted alliance with Diners Club North America. Merchants that did not accept Diners Club will now have the capability of accepting these cards under the MasterCard label. TransFirst is in the process of updating POS applications unless your bank has decided to handle this. The deadline is November 30, 2005. Please refer to previous memos on this topic or contact your account manager.