

July 2007

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TransFirst  
Provider of Internet, PC  
software, or terminal  
solutions



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# TRANSFIRST In Focus Insightful. Innovative. In depth.

## TransFirst Financial Institutions Client Conference



TransFirst invites you to this year's Fall conference to be held at the Hyatt Grand Champions Resort and Spa in Indian Wells, California on October 14-17, 2007.

Save the date cards have been mailed out with the following tentative agenda. We will be mailing out invitations in 4-6 weeks with the final agenda. Room rates and airport information are included with the save the date card.

The hotel's web site is [www.grandchampions.hyatt.com](http://www.grandchampions.hyatt.com).

**Tentative agenda:**

Sunday, October, 14th	6:00pm—9:00pm	Welcome reception
Monday, October 15th	8:00am—10:00am	Keynote Speaker
	10:00am—1:00pm	General Session
	1:00pm	Free time
Tuesday, October 16th	8:00am—12:00pm	Vendor Sessions
	12:00pm—1:00pm	Lunch
	1:00pm—5:00pm	Vendor Sessions
	6:30pm—10:00pm	Presidents Dinner and Dancing
Wednesday, October 17th	8:00am—12:00pm	Vendor Sessions
	12:00pm	Event Concludes

## Bridging the Gap

We usually have a bridge the gap item in our ABC calls. This usually covers or briefly reviews a subject from our last ABC call.



### ABC Call June 2007

May's ABC call covered PC and Internet products. Two things Laura wanted to review are:

- If a merchant needs a specific type of product, you need to do a PC Internet Questionnaire.
- If a merchant is now with another processor and using a product we have to first make sure we can set up the product and that it is certified on one of our networks. We also have to find out if it is PCI compliant. To complete this research we need the following information:
- Name of company, phone number, DBA name of the merchant, the product name and version, and the Website URL and contact if possible.

### ABC call July 2007

Laura wanted us to remember the promo on the T7 Plus Terminal which goes through August 31st. It is a very good deal as the terminal is reduced to \$250.00 and thus a savings of \$50.00. Please remember to enter FI Hypercom project on the Equipment Order Form. Also, see memo that went out about the "T7 Plus Promotion" dated May 29, 2007.

## T7 Plus Review:

### Simple, Convenient, Reliable, and More



June's ABC call featured a review of the T7 Plus. It was presented by Debee McAteer from Hypercom. See presentation emailed out June 26th for more details. Here is a summary of the features that make it another classic Hypercom terminal.

#### Features:

- Smaller footprint
- Faster, quieter clam shell printer eliminates paper jams.
- Bigger paper holder makes for fewer paper changes
- 400 batch capacity
- High-contrast LED backlit, 4X20 display
- Water resistant key pad
- One touch operation—No menu driven keys

- RS 232 Port for peripherals such as check readers
- Compatible with existing T7P applications—Retail / Restaurant
- Gift Card Compatible
- 1 Meg standard memory
- Invoice number reset after Batch Settlement
- AVS
- CVV2 / CVC2 / CID
- Purchase Card Level II Support
- Table Processing Table ID Prompt
- Suggested Tip Table
- Additional Receipt Footer lines

**Remember the special sales promotion on this terminal going on until August 31st !**



S9 Pin Pad used with T7 Plus

## FYI's and Reminders

- **ABC calls:** We are looking for input on topics you want covered in the ABC calls. Contact your Account Manager with information you want covered.
- **We recommend** you use materials in our newsletter in your website to keep everyone updated.
- **CR600 Check Reader:** per our memo, this equipment is no longer available through our vendor POS Portal. If one of your merchants owns a CR600 check reader, we can set it up and support it.
- **New merchants and merchant retention:** we have sample letters available you can use to promote getting new merchants and to keep existing merchants processing with your bank.
- **AVS codes are:**  
Z-Five digit zip matches but address does not.  
N-Address and ZIP do not.  
U-Address info is unavailable.  
W-Nine digit ZIP matches, address does not.  
A-Address matches but ZIP does not.  
G-Address info unavailable.  
R-Retry.  
X-Exact match, address and nine digit ZIP match.  
E-Error response for Merchant Category Code.  
Y- Address and five digit ZIP match.
- **POS Partner:** Merchants should be using latest version 6.2. A memo went out June 22, 2007 with details on this upgrade. Please contact your Account Manager if you have questions.

## Certified Software Quiz

### Questions:

1. Betsy's Pub & Grill currently has a T330/P900 on Vital/restaurant application. She would like to start selling gift cards, what options will you provide to her?
2. Shannon's Grand Hotel is opening in 2 weeks; she needs a terminal to process credit cards. She would like the availability to authorize the card for a set amount & then when the customer checks out she wants to charge the card for the actual amount that is due. She is hoping to have about 150 customers checking in & out every day, what will you recommend?
3. Monica's Tamale Stand always has a very long line of people & she really needs to speed up her transaction time. Right now she has an Omni 3200, what are some ideas you can offer her to help speed up the lines to keep up with her fast pace business?

### Answers:

1. Upgrade to a T380x2, Omni 3750/40, Nurit 2085/2085+, Nurit 8320, Nurit 8000 landline only, T7P on SPOS, T77 on SPOS, T7Plus on SPOS, or the Elite 712. Or offer the merchant the use of the TenderCard virtual terminal if they do not want to purchase new equip.
2. T380 on Vital or Ptech, T460 on Ptech, T7P or T77.
3. Upgrade to an Omni 3750/40 with IP if possible for faster trx time, QSR, & Contactless.

**For help, see Certified Software list included with emailed newsletter.**

