

# TRANSFIRST In Focus

## Insightful. Innovative. In depth.

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TransFirst  
Provider of Internet, PC  
software, or terminal  
solutions

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### **Meet Our Staff—Carrie Haley** **Director of Relationship Management-Financial Institutions**

TransFirst is pleased to introduce our new Director of Relationship Management, Carrie Haley.

Carrie has been assigned to oversee Processing Bank programs in its full capacity. Carrie brings years of industry talent and shares responsibility with our newly introduced Sales Response Team, allowing you faster and prompt first call resolution. She also directs our Account Managers who provide dedicated resources to help you service and maintain your client base. Additionally, she manages the Portfolio Managers who provide business development and marketing solutions to help grow your portfolio.

Carrie is continually tasked with providing solutions to help our clients maintain, retain and grow their merchant program for optimum achievement. She reports to our new Processing Bank Division President, Ron Sodoma whom she worked with previously at Bank of America.

When Carrie is not working, she is spending time with her two beautiful children, Ian (7) and Campbell (5). This alone keeps her extremely busy as you can imagine. Carrie also has talents in singing and music and enjoys getting exercise whenever she can. She lives in St. Louis, Missouri and travels frequently to visit our clients.

### **PC Software and Internet Gateway Quiz**

Questions:

1. Do I need multiple MID for merchants with additional locations using any software product?
2. Which released software(s) allow for level III data?
3. In what instances would a merchant want to do recurring billing?
4. Why would a merchant need NetConnect?
5. If a merchant is inquiring about what software they should use, what document would you send in to TransFirst?
6. When would a merchant need a shopping cart?
7. Briefly explain the difference between a gateway product and a software product.
8. If a merchant is taking transactions over the Internet from their website, and also taking transactions in a retail store front swiped environment, what is required for setup?
9. If a merchant is using POS Partner and they have multiple PC's, would they need to order multiple software discs?
10. If a merchant would like to network their PC together on POS Partner can this be done?

Answers:

1. Yes
2. POS Partner, Skipjack, and 3 Delta
3. Any time they have to bill the same customer repeatedly for the same amount.
4. If they are on a PC software on Paymentech that requires IP.
5. The PC Questionnaire
6. If they would like to display a catalog of items to purchase.
7. A Payment Internet Gateway does not require an installation or download. It is an Internet based product which can be accessed from any computer where Internet is available. PC software is installed locally on a specific computer, and only the computers on which the software has been installed will be used to access that product.
8. They would need two MID's and two TID's due to the different pricing for swiped vs keyed transactions and also because Internet transactions require the ECI indicator to be present in the transaction data.
9. and 10. Both are Yes



## Rapid-Receipts



From click to cash.

### Rapid Receipts for Quickbooks and Microsoft Office Accounting

An easy to use software application that turns your existing desktop computer into a payment processing terminal, allowing you to easily accept secure credit and debit card payments from your customers.



Works with Quick Books Pro, Quick Books Premier, Quick Books Enterprise. Microsoft Accounting 2007 or 2008 Express and Pro versions, with TransAction Central supporting all transactions in the background as the processing gateway.

**Operating systems: Windows Vista, XP, or Windows 2003.**

We opened a beta March 27<sup>th</sup> running until June 30<sup>th</sup>. During the beta period we will be waiving the TC setup fee & the IP Commerce software setup fee. We will look at a product release at the end of the beta period.

Small businesses are increasingly looking for more robust solutions to simplify their daily transaction processes.

**TransFirst** is expanding payment solutions for leading applications such as QuickBooks and Microsoft Office Accounting.

TransFirst has teamed with an established industry reseller leading processing plug-ins for industry leading solutions – **Rapid Receipts**.

**Eliminates Need for Multiple Solutions:** Capture credit card transactions directly into QuickBooks/Office Accounting

**Eliminates Review of Paper Statements:** Review past transactions from within QuickBooks/Office Accounting

**All Transactions Types in One Solution:** Manage transactions including credits, returns & voids

•**Efficient Daily Processes:** View all transaction data in-line with all other QuickBooks/Office Accounting data

•**Rapid-Receipts** delivers a seamless user experience from within QuickBooks & Office Accounting

•**Transaction Central** supports all transaction processing in the background Together they provide real-time processing and reporting

•All it takes is an internet connection and an activation code to get started

•Merchants receive the same world-class service as always with TransFirst

In March of 2007 BIG software Inc completed a **PCI audit** of Rapid-Receipts ( All TransFirst solutions are PCI compliant )

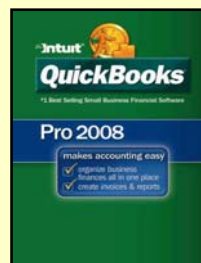
Rapid-Receipts is designed to meet the needs of merchants who:

1. Need to receive payments for products and services
2. Desire a move away from current manual accounting processes
3. Use QuickBooks or Microsoft Office Accounting
4. Could benefit from offering multiple payment methods for customers
5. Could benefit from a solution to compliment a current terminal solution
6. Are starting a new business

Examples of current Rapids Receipt Users:

Attorney's office  
Painting contractor  
Non-profit conservation group  
Technology consultant

Engineering consulting firm  
Pet supplies  
In-home elderly care  
Cosmetic consultant



### Hypercom P1300 PIN Pad Release

TransFirst is excited to release the new low cost P1300 external PIN Pad from Hypercom !



Effective immediately, the Hypercom P1300 replaces the S9 as the TransFirst PIN pad offering to support all Hypercom terminals. This compact, plug and play device, has the same set up and operation as the predecessor, at a lower cost.

#### **Overview:**

- PCI PED certification and Triple DES encryption capability make the P1300 the most compliant unit available for deployment and sale today.
- Tamper-proof construction with intrusion detection.
- Small, flexible ergonomic design that allows twist and turn motions for improved customer privacy.

#### **Global East/Central Platforms:**

TranFirst has made a corporate decision to discontinue setting merchants up on the Global Central and Global East platforms. This decision is a direct result of servicing and network down-time related to both platforms. We will no longer be boarding any new business on the Global platforms beginning April 25th.

We are currently developing a project plan to convert any existing terminals off the Global platform, including the utilization of a new voice authorization vendor. We are in the preliminary stages. More information to follow, including a list of your merchants impacted, our conversion plan, and what involvement you want to have in the process, if any.