

TRANSFIRST In Focus

Insightful. Innovative. In depth.

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In This Issue

*Terminal Talk-
Ingenico Elite
712*

*Merchant
Insights
Highlights*

*FYI's and
Reminders*

*What Does This
Mean?*

AMEX Update

Next Month

*Client
Conference
Review*

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We welcome any article ideas and suggestions you may have.

Terminal Talk-Ingenico Elite 712

TransFirst is pleased to announce the release of Ingenico's Elite 712 terminal. The Elite 712 is a fully integrated, menu driven POS device with an integrated pin pad and thermal printer. Realizing the need to save counter space, Ingenico designed this as a hand over device, which allows the merchants to safely hand the terminal to the customer for PIN entry on PIN based Debit transactions. With today's growing markets for Value Added Services, this terminal is capable of handling multiple applications in a secure and modular fashion. The Elite 712 is Class A certified only on the Vital Network and is now available to you and your merchants.

Features:

- Credit and Debit processing
- 300 transaction capacity
- E Commerce indicator for web based transactions
- CVV2/ CVC2 processing
- Multi-application capability
- Corporate card processing

- AVS capability
- Account Truncation compliancy-merchants are able to print a merchant copy with the entire card number as well as a truncated customer copy

Target Markets:

- Retail and Retail with Tips processing
- Restaurant
- Mail Order/ Phone Order



Please contact your Account Manager for more information regarding this terminal.

Merchant Insights Highlights

Riding the Pre-Paid Wave-There are literally hundreds of pre-paid products in the marketplace today.

Long Distance Phone Cards-Consumers have embraced prepaid phone cards, which allow them to keep in touch with family and friends within the US and abroad. Phone cards can be reloaded and used on an ongoing basis. We have teamed with PaySpot (a division of Euronet, the largest prepaid provider in the world) to bring you long distance products from industry leaders such as Verizon, Encompass and IDT.

Pre-Paid Wireless-It is easier to qualify for a car loan than for the normal cellular plan, which prompts many Americans to choose prepaid cellular. The formula is simple. Buy a phone from your carrier of choice then recharge it with minutes purchased from anyone capable of supplying those minutes. Again we are working with industry leader, PaySpot to provide you with high margin, virtual inventory solutions.

Stored Value Cards-Looking ahead we see another prepaid wave just beginning to gain some major momentum. That wave is stored value cards. There are a number of products that fall into that category.

Gift Cards-Provide a profitable customer friendly gift solution for merchants.

Payroll Cards-are particularly useful for direct deposits to employees who do not have bank accounts. **Prepaid Debit Cards** allow cardholders to store funds virtually on the card and use the card at any authorized point-of-sale merchant or ATM. Safer than cash and carry prestige and convenience of plastic. Carry the ability transfer funds from one card to another and pay bills. Prepaid cards will be branded with Maestro, Cirrus, Star and MasterCard provided by Access Card Systems and their partner Symmetrex, Inc.

If you have any questions contact your account representative.

FYI's and Reminders

AMEX Purchasing/Corp Cards- A merchant can only process Amex corp/purchasing cards if they can provide level II data. TTC doesn't allow level II data so merchants will need to purchase a terminal or software that supports level II prompts if they want to be able to process these types of AMEX cards.

Discover/Novus Network has changed their name effective September 1st, 2004 to Discover Network. To order new signage with the new look and name, please contact Discover at 1-800-347-3062.

PC Charge Support Contracts will automatically renew at the end of their contract date. If you have a merchant using PC Charge and they are unsure when the renewal charge will occur, please have them contact the Help Desk.

New Address TransFirst has moved to a new location. The new mailing address is:

**TransFirst, LLC
371 Centennial Parkway
Louisville, CO 80027**

All phone numbers will remain the same.

Tendercard & Cross Check are two of the newest products TransFirst has released. Tendercard will replace World Gift card as the gift card-issuing program. Cross Check will be replacing SPS Check Services as the check service provider. Please see the attached product releases for additional information.

Updated Applications - TransFirst will update applications for merchant agreements as is necessary. Please be sure you are using the most recent version. If you have any questions, please contact your Account Manager or Client Relations representative.

American Express Bulletin!

American Express has modified the requirements for Merchant Maintenance requests:

Effective immediately, all requests for changes to a merchant's banking and or address information must come directly from the merchant. American Express will no longer accept requests from third parties.

Merchants must meet these requirements:

1. Banking and or address change letter:

Merchants must submit banking or address change letter to American Express on company or business letterhead. The requester should specify their name and position within the company and fax request to 602-744-8413.

2. Voided check:

Merchants must include a copy of a voided business check with the letter.

Merchants can call 1-800-528-5200 to request changes and will be assisted as appropriate.

What Does This Mean?



Address Verification System (AVS)- A service that enables merchants to verify a cardholder's billing address before completing a mail or phone order transaction.

Discount Rate- A fee merchants pay for the processing services that enable the merchant to process credit card transactions.

Network- Data processing system used to support authorization, clearing and settlement services for card transactions.

TransFirst currently uses Global, Vital and Paymentech.

Retrieval Request- The card issuer's request to the acquirer for a copy of the original sales draft information from the merchant. Usually requested due to a disputed transaction.

Chargeback- Process by which an issuer may return a disputed transaction to the acquirer. A cardholder or the card issuer can initiate Chargebacks.

STW- Short Name assigned to each bank or Sales organization that TransFirst does business with. This information is asked for on several of the forms including the application. If you do not know what your STW is, please contact your Account Manager.

If you have any questions on these terms, please contact your Account Manager.

