

NorthAmerican
BANCARD

FINALLY, PREMIUM SERVICE
AT A SUPER LOW RATE.

2¢

IP
Transaction

2.5¢

Dial-Up
Transaction

Introducing the New Fuel/Small Ticket Program from North American Bancard!

Tired of lousy service? Have the giant mega-processors left you on hold? Let North American Bancard fill your tank. With NAB you get prompt payment of all your residuals, 24/7 merchant support and fantastic customer service. Gas Stations not your bag? Our new low rates are the perfect solution for Grocery or Small Ticket merchants.

- **Process Fleet Cards, Wright Express® and Voyager® utilizing BuyPass, the most prolific front-end network in the petroleum space.**
- **Fast food, groceries, video rental, movie theaters, parking lots, garages and more.**

NorthAmerican
BANCARD

A Better Opportunity. A Brighter Future.

Call us today 1-888-229-5229 • www.GONAB.com

Now There Is an Alternative for All Your Grocery and Small Ticket Merchants!



2¢ IP TRANSACTION • 2.5¢ DIAL-UP TRANSACTION

This is exactly what you have been waiting for. Finally, a program with the power you need to close the big deals. Now when you have grocery, fast food and small ticket merchants, NAB has a great program with an unbelievable rate to help you land the deal.

With NAB, You Get an Interchange Revenue Split up to 65% No Annual Fee or Batch Header Fee Required

If you charge one you share in it!

Up to \$750 Conversion Bonus!

Get paid 1.5% of the actual monthly processing on every merchant. If the merchant processed \$50,000, then you receive a \$750 bonus.

\$200 Approval Bonus

For each retail merchant approval and card-not-present merchant approval.

Don't Need Free Equipment?

Get an additional \$100 Bonus!

\$3,000 Signing Bonus

Sign up 30 merchants within your first 90 days, and North American Bancard will pay you \$3,000!

Health Benefits Plan

Medical/Dental/Life/Long-Term Care
NAB pays 50% of insurance premium, up to \$300 per month.

NAB PROVIDES DAILY PAYMENT OF ALL BONUSES! WHY WAIT WEEKS TO GET YOUR CASH? GET PAID DAILY OR WEEKLY – YOU CHOOSE WITH NORTH AMERICAN BANCARD!

DON'T FORGET: NAB will pay up to \$295 of your merchant's early termination fee!

NorthAmerican
BANCARD™

A Better Opportunity. A Brighter Future.

Call us today 1-888-229-5229 • www.GONAB.com

2.6¢ per
transaction

+1 BASIS POINT

Do the math. It's a **better deal.**

We put together the **most lucrative program** for your high-volume IP-based processing merchants.

This is the best cost structure in the marketplace.

Upfront conversion bonus payments, free terminal programs, full residual commissions, reimbursement for your merchants' early termination fees, and world-class support for you and your merchants — **what more can you ask for?**

This is the program you need to close deals with busy restaurants, retailers and hotels. And, it's coming from the most trusted name in payment processing – Total Merchant Services.

Now you have everything you need to sign up IP-based merchants that process \$25K+ per month – and you don't have to give up ANYTHING!

For more information, call **888-84-TOTAL ext. 9727**, or get the full program details at **www.upfrontandresiduals.com**

Total Merchant Services (TMS) is a Member Service Provider for: HSBC Bank USA, National Association, Buffalo, NY.

- Better cost structure – 2.6¢ + 1 basis point per transaction!
- Upfront Conversion Bonus Payments – \$300 - \$500 per account!
- Additional \$100 upfront conversion bonus payment if you do not need the free terminal equipment.
- Free Terminal Programs – free to sell, lease or place.
 - Hypercom T4100 Multi-App, Dual Comm, IP-enabled
 - Hypercom T4100 with Magtek Check Imager
 - Hypercom T4100 plus ViVOtech4000 Contactless Reader Kit
 - Nurit 8000 GPRS Wireless Terminal
- Full Residual Commissions – 50% - 65% revenue-sharing program.
- Plus, we'll even pay the merchants' early termination fees – up to \$295 per merchant!



total merchant services
payment solutions for your business

www.upfrontandresiduals.com



FUEL YOUR RESIDUALS WITH PETROLEUM PROCESSING

United Bank Card has established one of the most accessible petroleum processing programs in the payments industry. We can provide you with the tools you need to approach gas stations and C-Stores with confidence and come away successful from every deal.

PROGRAM DETAILS

- \$0.05 transaction fees
- Offer high speed transactions
- Approach a high transaction volume market
- Knowledgeable technical support

FULL CERTIFICATION ON MULTIPLE PLATFORMS

- Paymentech
- Buypass
- Alliance Data Systems

CERTIFIED WITH MULTIPLE SITE CONTROLLERS

- Ruby
- AutoGas Regal
- Gasboy
- Pinnacle
- Retalix
- Gilbarco
- CCiSTech
- Multiforce (Fuelforce)
- Radiant Sargent/Epsilon
- Syntech (Fuelmaster)

OFFER FLEET CARD ACCEPTANCE WITH RESIDUALS!

- Wright Express (WEX)
- Visa Fleet
- Voyager
- MasterCard Fleet

ADD PETROLEUM PROCESSING TO YOUR MERCHANT SERVICES TODAY!

Our low prices and comprehensive service will allow you to take advantage of a lucrative and growing market! Contact United Bank Card today to find out how you can enhance your merchant service offerings with petroleum and pay-at-pump processing!

To learn more, contact: Brian S. Jones, EVP Sales & Marketing: 800-201-0461 x 136
Jonathan Brandon, National Sales Manager East: 800-201-0461 x 145
Max Sinovoi, National Sales Manager West: 800-201-0461 x 219
or log on to www.isoprogram.com



2005 | 2006 | 2007





News

Industry Update.....	14
PCI – the talk of NRF 2008	50
It's a woman's world, too.....	50
Calling all Canadian ISOs, MLSs.....	54
Uh oh, where'd Penney's data go?	57
Payments in podcast.....	58

Features

EMV and the United States <i>By Tracy Kitten, Editor</i> ATMmarketplace.com.....	24
AgentTalkSM: Steven Peisner Boardroom to street, security's his beat	40

Views

Gift card muscle flex <i>By Max Sinovoi</i> United Bank Card Inc.....	28
---	----

Education

Street SmartsSM Are you prepared for the big R? <i>By Dee Karawadra</i> Impact PaySystem.....	74
Three ways to boost sales in 2008 <i>By Scott Henry</i> VeriFone.....	78
Residual report review <i>By Jeff Fortney</i> Clearent LLC	82
Stop, look, listen to merchants: Ten tips <i>By Aaron Bills</i> 3Delta Systems Inc.....	86
Get a grip on revolving doors <i>By Curt Hensley</i> CSH Consulting.....	92
Pounce on cash advance pronto <i>By Mike Evans</i> 2nd Source Funding.....	96

February 11, 2008 • Issue 08:02:01

XTP: Putting sexy into payments

XTP? What the heck is that? Is it a new Summer X Games event – Extreme Ten-speed Peloton? Or is it the name of a super group formed out of the remains of rock 'n' roll bands INXS and Stone Temple Pilots? Or maybe it is something much more mundane but hopefully useful, like extremely soft and absorbent toilet paper.

No, it is none of those things. In payments industry parlance, XTP stands for extreme transaction processing. But don't let the catchy name fool you. It's not all marketing flash and no substance, for XTP is indispensable in a number of industries today and holds great promise for the well-being of payments in the near future.

The velocity of payments

Every time a card is swiped, tapped or waved at a POS terminal (not to mention card-not-present transactions like e-commerce, mobile payments or even old-fashioned MO/TO purchases), large amounts of data perform a high-wire circus act, somersaulting through networks and automated clearing houses to process that transaction: authenticating it, switching it, authorizing it and settling it, all in a matter of seconds.

Back-end processing, therefore, is a complicated, data-intensive exercise for each and every transaction. And it is getting more complicated as time goes on. The volume of electronic transactions taking place is increasing at a rapid pace.

Consumers expect 24/7 services and the ability to access their money and pay for things almost instantaneously, anytime, anywhere. And business executives, with their eyes screwed obsessively to the bottom line, are feeling the pressure to keep up. Either businesses will handle the increased volume of payments, and do it affordably, or they will go under.

XTP is seen as a way to streamline and simplify processing, to reduce processing costs even while workloads increase. But XTP is not a new technology, just a necessary and vital evolution from an old one. And like biological evolution, where an organism retains characteristics that help it survive and abandons obsolete traits, XTP takes what is useable from the old and grafts it onto a newer, more agile body.

But, just like the study of evolution, in order to understand XTP, one must know from whence it came.

Old school

Since the 1970s, mainframe computers have dominated the payments industry. They were the processing workhorses. But, by today's standards, they are considered ponderous, obsolete systems, difficult to maintain because of a lack of useable spare parts and impossible to adapt to newer technologies.

According to Cameron Purdy, Vice President of Development of the Fusion Middleware Group at database management giant Oracle, in the old days, if a

NorthAmerican
BANCARD

FINALLY, PREMIUM SERVICE
AT A SUPER LOW RATE.

2¢

IP
Transaction

2.5¢

Dial-Up
Transaction

Introducing the New Fuel/Small Ticket Program from North American Bancard!

Tired of lousy service? Have the giant mega-processors left you on hold? Let North American Bancard fill your tank. With NAB you get prompt payment of all your residuals, 24/7 merchant support and fantastic customer service. Gas Stations not your bag? Our new low rates are the perfect solution for Grocery or Small Ticket merchants.

- Process Fleet Cards, Wright Express® and Voyager®
- Fast food, groceries, video rental, movie theaters, parking lots, garages and more.

NorthAmerican
BANCARD

A Better Opportunity. A Brighter Future.

Call us today 1-888-229-5229 • www.GONAB.com

Advisory Board

- » Tony Abruzzio—Global Payments Inc.
- » John Arato—MagTek Inc.
- » Adam Atlas—Attorney at Law
- » Clinton Baller—PayNet Merchant Services Inc.
- » Audrey Blackmon—Granite Payment Alliance
- » Sam Chanin—Business Payment Systems
- » Steve Christianson—AAmonte Bankcard
- » Steve Eazell—Secure Payment Systems Inc.
- » Peter Estep—National Bankcard Systems Inc.
- » W. Ross Federgreen—CSRSI
- » Jim Fink—EVO Merchant Services
- » Kim Fitzsimmons—First Data Merchant Services
- » Ed Freedman—Total Merchant Services
- » Marc Gardner—North American Bancard
- » Alan Gitles—Landmark Merchant Solutions
- » Russ Goebel—Pay By Touch
- » Alex Goretsky—USA ePay
- » Jared Isaacman—United Bank Card Inc.
- » Jerry Julien—Equity Commerce LP
- » Lazaros Kalemis—Alpha Card Services Inc.
- » Dee Karawadra—Impact PaySystem
- » Allen Kopelman—Nationwide Payment Systems Inc.
- » Mitch Lau—Money Tree Merchant Services
- » Mitch Levy—Merchant Cash and Capital
- » Dan Lewis—AmeriBanc National Ltd.
- » Douglas Mack—Card Payment Systems
- » Paul Martaus—Martaus & Assoc.
- » Biff Matthews—CardWare International
- » David McMackin—AmericaOne Payment Systems Inc.
- » Patti Murphy—The Takoma Group
- » Michael Nardy—Electronic Payments Inc. (EPI)
- » Joseph Natoli—NPC
- » Steve Norell—US Merchant Services
- » Garry O'Neil—Electronic Exchange Systems
- » Paul Oswald—TransFirst
- » Bulent Ozayaz—VeriFone
- » Marcelo Paladini—Cynergy Data
- » Michael Petitti—Trustwave
- » Bill Pittman—TPI Software LLC
- » David Press—Integrity Bankcard Consultants Inc.
- » Charles Salyer—GlobalTech Leasing Inc.
- » Jeffrey I. Shavitz—Charge Card Systems Inc.
- » Lisa Shipley—Hypercom Corp.
- » Dave Siembieda—CrossCheck Inc.
- » Ted Svoronos—Group ISO
- » Scott Wagner—Humboldt Merchant Services LP
- » Matt Whitaker—Smart Payment Solutions
- » Dan D. Wolfe—Teledraft Inc.
- » Sam Zeitz—American Bancard, LLC



The Green Sheet Inc. — Winner
APX Awards for Publication Excellence
in print and on line 6 consecutive years.
Plus, One of America's 2004, 2006 & 2007

Affiliations:



Notable Quote

Sometimes the best sale you ever make is the sale you didn't make.

See story on page 40



Inside this issue: CONTINUED

Company Profile

ProposalPortal.com

Leading the way 33

New Products

A paper-thin RFID shield 101

Elo touch screen at Vegas POS 102

Inspiration

Little lovin', big boost 109

Departments

Forum 5

Datebook 112

Resource Guide 116

Advertiser Index 126

Miscellaneous

Sarcasm Sells – Editorial cartoon 5

QSGS: Quick Summary Green Sheet 8

Bottom Lines 14

ISOMetrics 62

POScript 98

Water Cooler Wisdom 109

**WHY
ADVERTISE
IN GSQ?**

**REACH THOUSANDS
OF READERS IN
FULL COLOR**

**ISSUE-SPECIFIC
TARGET MARKETING**

**DISTRIBUTED AT
INDUSTRY EVENTS**

ONLINE PDF ARCHIVES

GSQ

**CALL DANIELLE THORPE AT (707) 586-4737
OR RITA FRANCIS AT (866) 429-8080 TODAY!**

The Green Sheet Inc.
www.greensheet.com

President and CEO:

Paul H. Green.....paul@greensheet.com

General Manager and Chief Operating Officer:

Kate Gillespie.....kate@greensheet.com

CFO/Vice President Human Resources & Accounting:

Brandee Cummins.....brandee@greensheet.com

Managing Editor:

Laura McHale Holland.....laura@greensheet.com

Senior Editor:

Patti Murphy.....patti@greensheet.com

Associate Editor:

Breanne Hubbard.....breanne@greensheet.com

Staff Writers:

Sue Luse.....sue@greensheet.com

Lisa Mann.....lisa@greensheet.com

Michael Miller.....mike@greensheet.com

Dan Watkins.....dan@greensheet.com

Art Director:

Troy Vera.....troy@greensheet.com

Advertising Sales:

Danielle Thorpe, Advertising Sales Director.....danielle@greensheet.com

Rita Francis, Account Executive.....rita@greensheet.com

Kat Doherty, Advertising Coordinator.....kat@greensheet.com

Production:

Lewis Kimble, Production Manager.....lewis@greensheet.com

Circulation:

Vicki Keith, Circulation Assistant.....vicki@greensheet.com

Correspondence:

The Green Sheet, Inc.

800-757-4441 • Fax: 707-586-4747

6145 State Farm Drive, Rohnert Park, CA 94928

Send your questions,

comments and feedback to.....greensheet@greensheet.com

Send press releases to.....press@greensheet.com

NOTE – Please do not send PDF versions of press releases.

Print Production:

Hudson Printing Company

Contributing Writers:

Aaron Bills.....abills@3dsi.com

Mike Evans.....mikadoesbooks@yahoo.com

Jeff Fortney.....jeff@clearent.com

Curt Hensley.....curth@cshconsulting.com

Scott Henry.....scott_henry@verifone.com

Dee Karawadra.....dee@impactpaysystem.com

Maxwell Sinovi.....msinovi@unitedbankcard.com

The Green Sheet (ISSN 1549-9421) is published semi-monthly by The Green Sheet Inc., 6145 State Farm Dr., Rohnert Park CA 94928. Subscription is FREE to participants in the payment processing industry, an annual subscription includes 24 issues of The Green Sheet and 4 issues of GSQ. To subscribe, visit www.greensheet.com. POSTMASTER: send address changes to The Green Sheet Inc., 6145 State Farm Dr., Rohnert Park CA 94928. Any questions regarding information contained in The Green Sheet should be directed to the Editor in Chief at greensheet@greensheet.com. Editorial opinions and recommendations are solely those of the Editor in Chief.

In publishing The Green Sheet, neither the authors nor the publisher are engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought. The Resource Guide is paid classified advertising. The Green Sheet is not responsible for, and does not recommend or endorse any product or service. Advertisers and advertising agencies agree to indemnify and hold the publisher harmless from any claims, damage, or expense resulting from printing or publishing of any advertisement.

Forum

Proudly sponsored by



RELIANT
PROCESSING SERVICES

Sarcasm Sells



Visit www.greensheet.com/sarcasm sells.html for the full archive.

announcement about its initial public offering by April. But that is only speculation.

Editor

Who's the best?

I enjoyed reading The Green Sheet and found it very informative. I have just one question. Is there a list of merchant service providers that rates the best companies against the less ethical? I'm looking for employment as an ISO, and I'm finding it difficult to sort them out. Any help would be appreciated.

Thanks,
Joe Meehan
Muskegon, Mich.

Joe,

I'm pleased to learn The Green Sheet has been helpful to you. While the Resource Guide published in each of our issues lists many ISOs looking for agents, we do not maintain a list that rates companies based on their business ethics, nor do we know of such a list.

The idea of creating this type of list has been discussed throughout the payments industry. We published "List conundrum: Bad blood blues or bona fide bad apples?" on Sept. 25, 2006, in issue 06:09:02. It is available on our Web site, www.greensheet.com, and discusses the pros, cons and logistics of listing problem merchant level salespeople (MLSs), as well as problem ISOs.

Also, members of GS Online's MLS Forum generously share their experiences working with companies in the payments industry. To post a question, you'll need to register, which can be done easily by clicking Register Today! in the upper right hand section of our home page and following the prompts from there.

Additionally, a good way to get a feel for the industry is to attend regional and national association events. Next up is the Southeast Acquirers Association meeting March 23 to 27, 2008, in New Orleans. For details and registration information, visit www.southeastacquirers.com.

Best of luck to you!

Editor

Visa Inc.'s big debut

I was wondering if you had information as to when Visa was going to go public. Someone said that if anyone knew, it would be you.

Matt Turlinger
Genesis Payment Solutions

Matt,

When Visa announced plans to go public in October 2006, it estimated the entire process would take from 12 to 18 months.

In May 2007, it tapped Joseph Saunders, former Chief Executive Officer of Provident, to be Visa Inc.'s Chairman and CEO. About one month later, it filed a registration statement with the Securities and Exchange Commission, which outlined how it proposed to restructure and combine its global operations.

In October 2007, Visa Inc. announced completion of its restructuring, having received broad member approval for the series of transactions by which Visa Canada, Visa U.S.A. and Visa International became subsidiaries of Visa Inc. Visa Europe remains a membership association and will become a licensee of (and own a minority interest in) Visa Inc.

The company is not yet listed on the New York Stock Exchange. If Visa's initial estimate is still accurate, we could receive an



Wireless Terminals

FREE



VeriFone V670

The smallest all-in-one handheld payment device with an integrated printer in the world. The V670 opens profitable new market opportunities – such as paying at the table!

FREE



Nurit 8000 GPRS

The Nurit 8000 is a lightweight, handheld device enabling fast, secure, error-free transactions for merchants "on the go."

FREE



Way System w/wireless printer
Handheld, wireless,
Smart Card-enabled terminal.

**Thinking of switching from
your current processor?**

**Look before you leap.
No one compares to NAB.**

NorthAmerican
BANCARD

A Better Opportunity. A Brighter Future.

Call or visit us online today!

Premium Terminals

FREE



Plus FREE PIN PADI

Premium Solution VeriFone V^570

Dual communication ports
& Smart Card ready.

FREE



Plus FREE PIN PADI

Check Solution VeriFone V^570 & CR 1000i

Accepts checks like credit cards.
Guaranteed and deposited the next day.

FREE



Hypercom T7Plus

Advanced retail countertop
POS terminal.



FREE
Tap & Go
Device

INDUSTRY-LEADING FREE TERMINAL PLACEMENT PROGRAMS! FREE Terminal Programs to Place, Sell or Lease No Annual Fee or Batch Header Fee Required

If you charge one you share in it!

With NAB, You Get a True Interchange Revenue Split up to 65%

Unlike other programs, we don't charge
3 to 6 basis points off the top disguised
as a "Reserve Fee for Hidden Losses" or
something called a "Bin Sponsorship Fee."

Up to \$750 Conversion Bonus!

Get paid 1.5% of the actual monthly
processing on every merchant. If the
merchant processed \$50,000, then you
receive a \$750 bonus. !!!Paid Daily!!!

\$200 Approval Bonus

For each retail merchant approval and
card-not-present merchant approval.
!!!Paid Daily!!!

Don't Need Free Equipment?

Get an additional \$100 Bonus!

\$3,000 Signing Bonus

Sign up 30 merchants within your first
90 days, and North American Bancard
will pay you \$3,000!

Health Benefits Plan

Medical/Dental/Life/Long-Term Care
NAB pays 50% of insurance premium,
up to \$300 per month.

More Solutions

FREE



Desktop Solution
PC Charge

FREE



Internet Solution
Authorize.Net

No one in the
industry offers a
larger selection of

FREE
Terminal Solutions!

No one in the
industry offers a

BETTER
Compensation
Program!

QSGS

A quick summary of nearly all the articles in this issue to help keep you up-to-date on the latest news and hot topics in the payments industry.

Proudly sponsored by

**MERCHANT
PORTFOLIOS**
FDM

Cover Story

1

XTP: Putting sexy into payments

In payments industry parlance, XTP stands for extreme transaction processing. But don't let the catchy name fool you. It's not all marketing flash and no substance, for XTP is indispensable in a number of industries today. Will it ensure the well-being of payments in the near future?

Feature

40

Boardroom to street, security's his beat

Steven Peisner joined the ranks of merchant level salespeople (MLSs) by accident 24 years ago, but his ensuing career has been anything but happenstance. He has scaled the payments industry heights closing deal after deal, as well as founding and shaping companies of his own. His current passion is fraud prevention and data protection; in this interview, he reveals why.

Feature

24

EMV and the United States

From ATMmarketplace.com. EMV isn't new, but it continues to garner media attention, and a number of software-testing vendors in the ATM space have taken an interest. But the United States isn't exactly embracing EMV adoption. Why are Visa Inc. and MasterCard Worldwide allowing the United States to take a baby step when a leap makes more sense?

News

50

It's a woman's world, too

Women represent 46% of the workforce, but hold less than 13% of executive positions in the 50 largest banks. Women Networking in Electronic Transactions intends to change that. On Jan. 25, 2008, W.net launched a comprehensive online career center on its Web site specifically to address the dearth of management and executive positions for women.

View

28

Gift card muscle flex

Gift cards are paid for upfront; 20% of consumers never use the cards given to them; 50% use them only a few times within a year of the purchase. With statistics like that, how many merchants would turn down stocking them? Not many, and you'd better be the one offering gift cards to your merchant customers.

News

54

Calling all Canadian ISOs, MLSs

Payments professionals in Canada are poised to launch the first ever Canadian Acquirers Association. The association's main objectives will be to provide information and education about Canada's payments industry, facilitate networking opportunities for association members, and advocate for the industry in order to open up the market to greater competition.

How to Succeed in Today's Marketplace

A Great Opportunity for You to Grow

If you're a successful merchant services professional, chances are you are trying to grow.

The biggest challenge is providing infrastructure for your business. It takes a considerable amount of time and money to provide administrative, logistics, sales support, human resources, health coverage, and training. We have the solution!

Over the years, AmericaOne has invested millions of dollars in developing a one-of-kind company structure for merchant services professionals just like you. Our model for success is simple; You offer your sales and management skills and we provide a complete program that leverages your talents while maximizing your income potential like never before.



Consider how high you could fly if your primary responsibility was to mentor a sales team while we provide you with all the following and so much more:

- **Hiring and Training.** A big part of staying out front is having a talented and well-trained team. We assist you in recruiting your team, then train them quickly using our 24/7 online Virtual Training Courses, live local training and cutting-edge strategic sales techniques.
- **Excellent Compensation.** You can't attract or keep a sales force these days without an aggressive Pay-Now compensation program. Our plan pays your sales team weekly and upfront so they receive hundreds or thousands of dollars for each merchant account sold.
- **Latest Products and Services.** AmericaOne offers virtually every merchant product and service in today's marketplace. To further enhance compensation, your team earns significant income for each add-on service sold.
- **Stock Program.** It's a real rarity in our business for a company to offer stock. We make joining AmericaOne a worthwhile short and long term profitable experience for you and your team.
- **Cutting-Edge Management Tools.** Let us walk you through our real-time proprietary systems that automate recruiting, hiring, training, payroll, installations and management reporting for both you and your sales team.

Join the winning team with over 20 successful regional offices currently in place. Call us today to learn about an opportunity you won't find anywhere else!

We currently have Sales Management, Account Executive and Independent Sales Office Opportunities available.

1.888.502.6374

Email: opportunity@americaonems.com
www.americaonems.com

AmericaOne
MERCHANT SERVICES, INC.



Powering Your Portfolio

Since 1996 Authorize.Net has been resellers' preferred payment gateway. We remain committed to serving you and helping your businesses grow.

- + Competitive Buy Rates
- + Reliable Residual Payments
- + Multiple Revenue Streams
- + Convenient Portfolio Conversions
- + Private Label and Co-Brand Programs
- + Free Merchant and Reseller Support
- + New International and Advanced Risk Management Programs

866-437-0491

www.authorize.net

Authorize.Net
a **CyberSource** solution

News

57

Uh oh, where'd Penney's data go?

One year after the infamous TJX Companies Inc. data breach came to light, J.C. Penney Co. Inc. joined the list of retailers whose customer data has been mishandled. Personal information from an estimated 650,000 J.C. Penney and 100 other retail store customers is unaccounted for. When will it end?

Education

74

Street SmartsSM: Are you prepared for the big R?

Media headlines indicate we might be headed into a recession or something very close. In good times, consumers use their debit cards because they have cash in the bank. On the doorstep of a weak economy, however, consumers start relying on credit cards because their bank balances are decreasing. So, will the recession not affect us? This is the billion dollar question.

News

58

Payments in podcast

TDG-Phenix Inc.'s podcast was picked up by Apple Inc.'s iTunes. Podcasts are media files distributed over the Internet, using syndicated feeds. They are suitable for playback on portable media players and personal computers. The TDG podcast provides audio encapsulation of news and trends in the banking and payments industries. And you can get involved.

Education

78

Three ways to boost sales in 2008

Are your sales looking a little slack? Are you concerned about recessionary storm clouds? Or maybe you're just feeling down in the dumps following the new year. If so, it's time to get motivated. Herein are three fundamental things you can use to keep from feeling queasy about your sales outlook in the coming months.

So, you're comfortable with your residual stream, huh?

Just how big of a bite is your ISO taking?



At COCARD[®], together we achieve greater success. Everything we do is to protect your lifetime residuals as if they were our own. Stop being treated like shark bait and consider partnering with COCARD... A Whole New Kind of Company! Here we treat you with respect and as a REAL PARTNER. See how we differ from every other ISO out there:

- True 80/20 split
- Pre-negotiated vendor buying power
- Multiple processing platforms
- 24-hour funding for merchants
- Paid residuals on American Express[®] and Discover[®]
- Direct access to processors
- Excellent training and support
- High-Multiple Exit Strategy


COCARD

A Whole New Kind of Company

www.cocard.net

800-882-1352

Education

82

Residual report review

Residuals are the lifeblood of the industry. However, many MLSs do only a cursory review of their monthly residual reports. While it takes effort to analyze this data, the good news is you don't need a degree in mathematics to understand it.

Education

92

Get a grip on revolving doors

Building a merchant services business in today's economy is a tall task. The added burden of losing top talent as you expand can stunt your growth plans and possibly your company's entire future. This article explores why workers give notice and offers new ways to respond so as to decrease the number of resignation letters.

Education

86

Stop, look, listen to merchants: Ten tips

The new year is now in full swing. And maybe you're like most of us: A month into the year, and you don't know which way is up. Are you searching for some guidance? If your resolution is to increase profits and differentiate your business from those of other ISOs and MLSs, the tips in this article are for you.

Inspiration

109

Little lovin', big boost

In many parts of the country, inclement weather is the norm in February. People think twice before donning boots, umbrellas, sturdy coats and other gear that might be necessary for braving the elements. And many ask themselves, why go shopping? But there are things you can do to counter the cold and give your merchant customers a boost.

FIELD GUIDE SEMINAR IS COMING TO**NEW ORLEANS**

"The Practical Field Guide
to ISO Sales Success"

FIELDGUIDE
ENTERPRISES, LLC
WWW.GOFIELDGUIDE.COM



Monday, March 24, 2008

**Sheraton New Orleans Hotel
500 Canal Street • New Orleans**

REGISTER TODAY AT
WWW.SOUTHEASTACQUIRERS.COM

Agenda includes:

What is ISO Sales Success? *By Mark Dunn*

Lead Generation and Filling the Sales Pipeline *By Mark Gorge*

Check Processing as a Major Source of New Revenues *By Caroline Marino*

Winning Bankcard Sales Strategies in a Competitive Environment *By Juan Ortiz*

Today's Challenge: Hiring, Training and Keeping Good Salespeople *By Matt Clyne*

Improve Your Close Ratio with Proposal Selling *By Mark Dunn*

Merchant Retention - It's easier to keep them than to sell new ones *By Mary Wingham*



“Finally.

I have something to talk about other than just price.”

-Michael Mucciacciaro, Baltimore

In the competitive world of credit card processing, lower prices are only part of the story. Which is why agents around the country are talking about Innovative Merchant Solutions.

With IMS, you're offering a broad range of payment processing services that integrate seamlessly with QuickBooks, the #1-rated small business financial software, to deliver real business value through time and cost savings. So you can attract—and retain—more clients.

IMS and QuickBooks: It's got people talking.

"IMS offers the only solution that really seamlessly integrates with QuickBooks. My clients often talk to me about how easy it is to use and how much time they save. It's great talking about IMS and QuickBooks and not focusing just on price."

- Scott Hausmann, Minneapolis



"It's often difficult to get prospects to listen to my sales pitch when you're like everyone else. The QuickBooks and Intuit brands give me immediate credibility when dealing with merchants and larger referral partners like banks, accountants and associations. It has really made a difference in my entire business approach."

- Todd Eichner, Los Angeles

"They have the best programs for small businesses, which really helps me close more deals, and makes me feel like I'm helping them with their finances."

- Keith Pollins, San Diego

You don't have to take our word for it. See it for yourself.

Find out how IMS leverages the power of effective integration and ease-of-use to deliver smart solutions for your clients—and longer-term relationships for you.

**Contact us at 800-383-8306
or www.innovativemerchant.com.**



IndustryUpdate

Proudly sponsored by



NEWS

Kentucky awards Fleet One fuel contract

Fleet One LLC, a provider of fuel cards and fleet-related payment solutions to businesses and government agencies, signed a four-year contract with the Commonwealth of Kentucky that allows government entities to contract for the use of the Fleet One local fuel card at more than 1,000 retail locations throughout Kentucky.

Following the initial four-year term, the contract offers six one-year renewal options. The agreement represents an annual consumption of 13 million gallons of fuel, including fleets employed by law enforcement, emergency services, regulatory inspections and other services. County and city government offices are also part of the contract.

nFinanSe to provide pay card program

NFinanSe Inc. signed an agreement with **Food Lion LLC** and **Hannaford Bros.**, subsidiaries of **Delhaize Group America**, on Jan. 22, 2008, to be the exclusive pay card program provider for participating employees. NFinanSe, headquartered in Tampa, Fla., provides stored value and prepaid card solutions.

Under the agreement, nFinanSe will provide nFinanSe Discover Network Pay Cards to participating employees and manage the execution of the program. This includes the application of payroll payments to cards and ongoing cardholder service and support.

NFinanSe Network has developed a POS and PC-based software platform that connects retail merchants with multiple stored value prepaid card processors and issu-

ing banks. NFinanSe owns and operates the network as a standardized, national network of stored value and prepaid card cash load stations located throughout the United States.

NACHA shows shade of green

NACHA – The Electronics Payments Association's Payments 2008 annual conference will be held May 18 to 21, 2008, at the MGM Grand in Las Vegas. This event will include new practices that will provide benefits for attendees, including "green" tips.

"Payments 2008 provides premium educational opportunities, and incorporating environmentally friendly meeting practices into the event is the right thing to do," said Danne L. Buchanan, Executive Vice President of Zions Bancorp. and Chairman of Payments 2008.

"The rapid depletion of our natural resources is a business issue with real impact; our forums can serve to inform as well as to lead change."

NACHA is committed to minimizing the environmental impact of Payments 2008 by decreasing the amount of garbage produced by the event, reducing energy and water consumption, and disposing of garbage in an environmentally responsible manner.

Mid-size merchants make PCI progress

According to **Visa Inc.**, 62% of mid-sized U.S. merchants have now validated their compliance with the Payment Card Industry (PCI) Data Security Standard (DSS), up from 15% in December 2006. These merchants account for approximately two-thirds of Visa's U.S. transaction volume.

BOTTOM
LINES

HEADLINES
FROM THE
RETAIL
WORLD

THANK YOU, PLEASE READ AGAIN!
TRAKS ID: 460465 EXP: 120408

- According to **Scarborough Research**, 12% of today's beer drinkers have a home with a market value of \$500,000; 23% have an annual household income of \$100,000 or more.
- The **National Retail Federation** expects total retail spending for Valentine's Day to reach \$17.02 billion. The average consumer will likely spend \$122.98, up from \$119.67 in 2007.
- Before Super Bowl Sunday, Feb. 3, 2008, a **Retail Advertising and Marketing Association** survey found that 158 million people (70% of U.S. consumers) intended to watch the 2008 Super Bowl. In addition, they planned to purchase 3.9 million televisions for the event, up more than 50% from 2.5 million in 2007. Total related consumer spending was expected to reach \$9.5 billion.



Advanced Payment Services

You make the highest residual on buy rates in the industry.

We Pay 125% Over Buy Rate Plus Bonuses*

Your Buy	If Sold	Profit	Your Profit
Rate 1.59%	At 1.89%	37.5 BP	\$37.50
Trans 15¢	At 25¢	12 1/2¢	\$12.50
Statement \$5.00	At \$10.00	\$6.25	\$6.25
			**Total \$56.25

No minimum amount of applications needed to qualify for this program

No liability, No monthly minimum fees, No annual fees

**Based on an average merchant volume of \$10,000 per month

*First 3 months receive an additional 25% bonus of total merchant processing commissions.



JOINAPS.COM

Proud Sponsor of Steven Wallace & RWI Racing Inc.

Faxed applications

Same day live merchant numbers

Instantly updated web based status reports

Online access to view merchant deposits, transaction history, and statements

Call 800-414-4286 x122 or x123 or just call & ask for ISO Support.

APS IS A REGISTERED ISOMSP OF HSBC BANK USA, NATIONAL ASSOCIATION, BUFFALO, NY

IndustryLeader

Visa's multi-tiered strategy of financial incentives, education and noncompliance fines has had direct impact on increasing compliance among the largest U.S. merchants, from about 12% in March 2006 to 77% by Dec. 31, 2007.

Additionally, Visa has actively encouraged smaller merchants to become compliant with PCI DSS and reduce their account data storage.

Since Visa announced the requirement, 100% of active U.S. acquirers have submitted plans to Visa and are in the process of implementing security programs.

ANNOUNCEMENTS

AmEx, Heartland streamline platform

American Express Co. and Heartland Payment Systems Inc. will offer an updated process that enables merchants to accept AmEx cards on Heartland's merchant processing platform.

The platform gives merchants a single source for statements, settlement and customer service. Heartland will provide these merchants with payment processing services on behalf of AmEx.

"Our agreement with American Express simplifies card processing for these business owners," said Bob Carr, Chairman and Chief Executive Officer of Heartland.

"We look forward to helping ease the complexity of card processing for our customers with one unified statement and one place to call for live customer support."

Prepaid gets boost in HBNet space

Cellucom Group Inc., a source of prepaid wireless products in North America, has selected HBNet Inc., a subsidiary of Hypercom, for POS activation services.

The use of HBNet's high security transaction transport service is intended to help Cellucom POSA, a division of Cellucom Group Inc., quickly activate its prepaid wireless and long distance cards at the POS.

Cellucom POSA markets and activates prepaid wireless airtime along with the distribution of prepaid cellular phone handsets. With this new POSA service, Cellucom intends to go nationwide.

CO-OP Financial offers check imaging

CO-OP Financial Services, an automated teller machine (ATM) processor that provides end-to-end check imag-



Hello All!

As the bankcard sales industry continues to evolve – the importance of value added products for retention and income are increasing.

I believe we have emerged as the most trusted partner in the industry, and not just because of our technology and products. I believe it is because we are simple and easy to work with. We ensure your resources are used in growing your business, not managing the problems and process flows a value added partner can create.

We only market through the ISO Sales Channel - and as a former bankcard agent I've insisted that GETI's first priority is to preserve YOUR bankcard relationship with YOUR Merchant.

We are excited about our upcoming launch in the next few months of a Checks-By-Phone Program, Point-of-Sale Virtual Terminal and Check 21 Processing.

I welcome any comments or inquiries to contact me directly ...

Chris Brundage
President
chris@globaletelecom.com
877-454-3835 ext9460

www.CheckTraining.com
www.GiftCardTraining.com

Global eTelecom, Inc.





MONEY MOVERS OF AMERICA, INC.

America's Leader For Electronic Payment Processing
Registered ISO / MSP of Chase Paymentech Solutions



An ISO of, by and for the Merchant Level Sales Person

With MMOA you have....

- ... a revenue share based on true interchange levels with no markup on sponsored bank fees.
- ... online access for residual and portfolio management direct from our sponsor bank.
- ... access to major front end processors including Chase Paymentech, Vital, Concord, FDMS and Global.
- ... additional merchant services including a suite of electronic check, gift & loyalty and merchant cash advance solutions.
- ... a free terminal program that is truly free.
- ... available group benefits such as healthcare and profit share.

MMOA provides agents with **FREE** unlimited access to sales leads using *Salesgenie.com*.™

The Salesgenie.com™ Database Suite

- Unlimited Access to...
- 14 Million U.S. Businesses
 - 2.6 Million Brand New Businesses
 - 13 Million Executives and Professionals
 - 600,000 Manufacturers
 - 250,000 Big Businesses
 - 5 Million Small Businesses



Genie is Your Online Source for Unlimited Sales Leads, Mailing Lists & Business Credit Reports.

Salesgenie.com™
Unlimited Sales Leads

See our company profile in the Aug 13, 2007 - issue 070801 or online at www.greensheet.com



Contact ISO/Agent Services 800.815.4360

www.mmoa.us



One Westbrook Corporate Center
Suite 120 Westchester, IL 60154
Tel: (800) 815-4360
Fax: (708) 401-0351

Industry Update

ing technology to credit unions, is now offering a full suite of digital tools to capture, proof and clear checks.

The products include ATM check imaging, fast branch (kiosks) and home deposit. Branch and retail deposits are set to debut later this year.

"Check imaging has rapidly matured and is now capable of supporting all electronic consumer and business checking," said Stan Hollen, CO-OP President and CEO. The benefits of check imaging include a reduction in fraud and transaction errors, as well as processing, courier, postage and back-office costs, and an increase in funds available for credit unions and their members.

Indigo headquarters opens

Indigo Payments opened its new ISO headquarters in Atlanta. Founded by Erik Hendricks and Linda Kelley, Indigo is operating a nationwide sales force. Prior to forming Indigo, Hendricks was the CEO of RBS Lynk, where Kelley led regional sales.

BART tries NFC technology

First Data Corp., **VIVOTECH Inc.** and **Sprint Nextel Corp.** have teamed up with **Bay Area Rapid Transit (BART)** and **Jack in the Box Inc.** to launch a technol-

ogy trial that will allow participants to pay for their rides and meals using specially-equipped Sprint wireless phones.

Jack in the Box and Sprint advertisements, powered by a VIVOTECH chip and posted on BART station walls, will download directions to the nearest Jack in the Box restaurant or content from Sprint.

Sprint's trial phones are embedded with First Data's near field communication (NFC) enabled smart chip. Participants can pay for their fares or fries by waving the phone in front of a reader. Additionally, participants can check their balances at any time.

"It has the potential to allow [consumers] to quickly manage their daily commute and make payments using the one device they carry with them throughout the day," said Thad Langford, Vice President, Sprint.

Mobile banking technology made affordable

Mitek Systems Inc., an image analytics and pattern recognition software company, has unveiled **ImageNet Mobile Deposit**, allowing banks to accept paper check deposits and bill payments via camera-equipped mobile phones.

Mitek will demonstrate the new software at the Bank Administration Institute TransPay Conference and Expo Show Feb. 5, 2008, in Dallas at the Gaylord Grapevine Resort.

Mitek's ImageNet Mobile Deposit supports the payments industry standards for remote check deposit and extends mobile payments and deposit capabilities to millions of consumers who use camera-equipped mobile phones.

PARTNERSHIPS

Goldleaf, C&F expand remote capture

Citizens and Farmers Bank has selected **Goldleaf Financial Solutions Inc.** to launch C&F Remote Deposit, a remote capture solution that will enable customers to scan, submit and deposit checks electronically.

Additionally, Goldleaf's remote capture SmartScan functionality allows eligible checks to be converted to automated check handling items for collection.

"Today's banks need to promote their products to extend their market reach, gain new customers and enhance existing relationships," said Lynn Boggs, CEO of Goldleaf.

"C&F Bank can now reach out to both current and previ-

Residual Buyout Program

We buy all kinds of credit card processing portfolios.

- ✓ Private Party Buyer (No Red Tape)
- ✓ Close Transactions in as Few as 5 Days
- ✓ We Don't Switch Merchants From Existing Processors
- ✓ We Purchase Small & Large Portfolios

Call
Darrin Ginsberg
949.200.7474
portfolio@buyresiduals.com
www.buyresiduals.com



You Supply the Briefcase.



Build your own ISO plan at MSI.



MSI

**Merchant
Services Inc.**

890 Mountain Ave. • Floor 2
New Providence, NJ 07974
Fax 908-516-5954
www.msihq.com

- ✓ **INTERCHANGE PASS THROUGH – NO MARKUPS**
- ✓ **FREE EQUIPMENT**
- ✓ **LUCRATIVE SIGNING BONUS**
- ✓ **CONVERSION BONUS**
- ✓ **INSTANT APPROVALS**
- ✓ **FREE EQUIPMENT SHIPPING**
- ✓ **FAXED APPLICATIONS**
- ✓ **FREE EQUIPMENT DEPLOYMENT**
- ✓ **NON BANKCARD SIGNING BONUS**
- ✓ **FREE ONLINE PORTFOLIO MANAGEMENT**
- ✓ **DIRECT LEASING**

Call Rich Lopez at 1-800-537-8741 and start building your own ISO plan. For over 15 years we've been developing the most profitable ISO Programs in the industry. Call Rich and get started today.

Direct Lease Funding and Services provided by **LFG** d/b/a Lease Finance Group

Industry Update

ously untouched markets with useful solutions, in addition to promoting the institution and its values."

Fair Isaac, IBM optimize open technologies

Fair Isaac Corp. and IBM Corp. expanded their alliance to create and deliver end-to-end financial services solutions powered by IBM's open technology.

As part of the alliance, Fair Isaac will optimize a new generation of decision management software and lead with IBM's global business services on systems integration for clients as part of its shared services delivery model.

This expanded alliance tightens the integration between the two companies across all areas, including software, hardware, services, marketing and joint product development.

It also represents a significant commitment to providing clients open standards-based solutions that will allow them to leverage existing information technology assets, lower costs and increase flexibility.

Kagi picks TrialPay

Kagi has integrated TrialPay Inc.'s payment option

into its e-commerce platform, providing its merchant base the opportunity to improve conversion rates and increase online sales by 15% to 100%.

According to TrialPay, Kagi merchants can win back customers whose subscriptions have lapsed, convert trial users into paying customers, reduce Internet shopping cart abandonment, prevent software uninstalls, entice customers to upgrade from basic to premium product levels and increase the effectiveness of e-mail campaigns.

Safeway chooses Cardtronics ATMs

Safeway Inc. and Cardtronics Inc. have entered into a multiyear agreement, under which Cardtronics will provide comprehensive ATMs to approximately 650 Safeway locations. The program is expected to be operational during the first quarter of 2008.

Cardtronics will provide a complete cash management, maintenance, customer service, monitoring and processing solution.

"As a Cardtronics customer, Safeway can fully leverage the economies of scale and operational expertise Cardtronics has developed," said Brian Archer, Cardtronics' Executive Vice President of Sales.

Solicore, ITC ink multiyear deal

Innovative Card Technologies Inc., developer of the ICT display card for e-banking, e-commerce and data access authentication, and battery manufacturer Solicore Inc. entered into a multiyear purchase agreement.

Under the agreement, ICT will purchase several million of Solicore's patented Flexion batteries to be used in the display card.

"Solicore's ability to create flexible and ultra-thin – half a millimeter thick – batteries has helped us to be at the forefront of demand for secure OTP [one-time password] cards," said David Corey, CEO of Solicore.

The paper thin battery is capable of flexing and bending, making it ideal to fit inside standard credit, debit and enterprise cards. Solicore's paper thin batteries have enabled ICT to create breakthrough security devices in payment card form.

Solicore's batteries can be configured to additional smart card platforms via a variety of sizes and capacities to meet the demands of different physical and power requirements. The Flexion battery has a shelf life of three years and enough capacity to power tens of thousands of OTP card transactions.

Sybase 365 teams with C-SAM

Sybase 365, a division of Sybase Inc., has joined C-SAM

Lease Source —————

Your best source for **POS Leasing**

- Best Rates
- Same Day Funding
- Equipment Upgrades
- Guaranteed Approvals
- 90 Minute Turnaround
- 48 Month Leases on Wireless
- No Verbal Verification Program
- Faxable and PDF Leases Accepted and Funded

Lease Source
The proven leader in
POS Leasing

LSI
Lease Source, Inc.

877 – 690 – 4882
www.gotolsi.com



Get the
EXtra'S
You Deserve with
EXS



Contact Us Today!

Call now
1.888.949.2021
or visit
www.exspartner.com

More **FREE**
EXtra'S from **EXS**

MERCHANT TRAINING
ENCRYPTION
EXTERNAL HYPERCOM PIN PAD
MAGTEK CHECK IMAGER
DEPLOYMENT
SHIPPING



Hypercomm T4100
(Dual-Comm) Terminal



Hypercomm T4100 Terminal
plus a Magtek Check imager



Nurit 8000 GPRS
Wireless Terminal

We're giving away terminals & cash!

EXS, the best in the industry for over 15 years, is now giving away the best - the **Hypercom T4100** - to help you be the best. As a **multi-application, IP-enabled, dual-comm terminal**, the T4100 is simply the smartest, most adaptable and most advanced machine in the industry. Now it's a gift to you, from EXS, for **FREE!**

- ** **FREE** Terminals Programs - sell, lease or place.
- ** Upfront bonus payments - \$200 to \$600 per merchant account paid **WEEKLY!!**
- ** True Residual splits up to 65% on **ALL** revenue streams.
- ** **NEW** - Now earn residuals on Discover transactions.
- ** **NEW** - 2.6¢ transaction fee.
- ** **NEW** - Earn an extra \$100 if your merchant doesn't need one of the free terminals.
- ** **NEW** - Cancellation Fees reimbursed up to \$295 per merchant!

Please Note: If you place the Nurit 8000 GPRS terminal under our Free Terminal Placement Program, our upfront bonus program does not apply.



Same Great Service & Treatment -
Now, Everything's Free!

With EXS, you're free to make as much money as you can. Call **1-888-949-2021** or visit **www.exspartner.com** today!

Industry Update

Inc., the makers of mobile phone-based transaction technology, to extend its mobile banking platform to include a downloadable Java and NFC compatible client.

Mobile banking, bill payments, money transfers, person-to-person payments, ticketing, coupons, loyalty, stored value, advertising and NFC-based proximity transactions are some of the services offered with C-SAM's mobile transaction platform.

USA Technologies accepts Discover's Zip

USA Technologies Inc.'s ePort cashless system for vending now supports **Discover Network Zip** contactless technology. Discover Network is a business unit of **Discover Financial Services**.

In addition to USA Technologies' integration of Zip technology into its readers, Discover also has purchased 1,000 ePort cashless systems for vending. Discover expects to deploy the systems by the end of this month.

The terminals are expected to be deployed in vending machines in major cities nationwide and accept all major credit cards, both traditional magnetic swipe credit cards and contactless cards and other NFC devices.

ACQUISITIONS

NOVA purchases Southern DataComm

NOVA Information Systems, a wholly owned subsidiary of **U.S. Bancorp**, has entered into a definitive agreement to purchase **Southern DataComm Inc.**, a payment software and gateway services provider based in Largo, Fla. The deal is expected to close in early February.

"Southern DataComm's experience in the hospitality and multilane retail markets, combined with NOVA's recent completion of an International Processing Platform, will allow us to more quickly develop and deliver a best-in-class hosted global gateway platform," said Stuart C. Harvey Jr., president of NOVA.

PayPal combats fraud with Fraud Sciences

PayPal has agreed to acquire **Fraud Sciences Ltd.**, a privately-held Israeli company with expertise in online risk tools, in a cash transaction with an aggregate transaction value of approximately \$169 million.

Fraud Sciences' risk tools and analytics are expected to enhance **eBay Inc.**'s and PayPal's proprietary fraud management systems and accelerate the development of next generation fraud detection tools.

Key personnel from Fraud Sciences including Yossi Barak, Fraud Sciences' Chief Operating Officer, and founders Shvat Shaked and Saar Wilf, will join the company's technology and fraud management teams.

Gadi Maier, Fraud Sciences' President and CEO, will provide strategic and operational support to the company during the integration period.

The acquisition, subject to the satisfaction of certain conditions, is expected to close within the next 30 days.

EBay does not expect this agreement to have a material impact on its 2008 financial guidance issued in conjunction with its fourth quarter earnings released on Jan. 23, 2008.

APPOINTMENTS

Holman pulls double duty

Dave Holman has joined **Fast Transact** as National Sales Director and Director of Operations.

He will oversee all sales related activities from the company's corporate headquarters in Olympia, Wash., and be responsible for the day-to-day operations. He will emphasize the coordination of people and processes company-wide.

MasterCard names Lagunes, Barzi to board

José Octavio Reyes Lagunes and **Silvio Barzi** were elected to the **MasterCard Worldwide** board of directors. Lagunes was previously President of the Latin American Group for The Coca-Cola Co.; Barzi formerly served on the MasterCard board from April 2003 to May 2006.

Mejia advocates for i2c

i2c inc., a transaction processing and stored value card management solutions company, welcomed **Wendy Mejia** as an Account Advocate.

Mejia worked in client relations within the retail industry before joining i2c; she managed high profile clients such as Anheuser-Busch Companies Inc. and Twentieth Century Fox Film Corp.

Mejia will develop relationships with senior decision makers within i2c's client organization and maintain an understanding of their businesses in terms of current performance and future strategies.

O'Leary takes seat on Fi-serv committee

Denis O'Leary has been appointed to the **Fiserv Inc.** board of directors' audit committee.

He brings more than two decades of experience to the committee. He has expertise in executive leadership, technology, finance and retail banking. ■

**For 30 years,
the NPC brand has
lead the industry
through...**

Experience

**NPC Senior Management has
over 300 years combined
industry experience.**

Reliability

**NPC pays out over \$11 million
in on-time residuals and
lease funding every month.**

Integrity

**The bankcard industry is constantly
looking to NPC officers and ISOs
for information and guidance.**

Scale

**NPC is the largest acquirer
dedicated to the
ISO Business Model.**



NPC[®]
**Where you *Always*
want to be.**

New!

Upfront Cash

**Health Care
Allowance**

**Merchant Cash
Advance**

**Free
Equipment**

**Call TODAY!
1-877-300-7757**



NPC[®] America's Payment Systems Authority

EMV and the United States

By Tracy Kitten, Editor

ATMmarketplace.com

This story was originally published on ATMmarketplace.com Jan. 9, 2008; reprinted with permission. © 2007 NetWorld Alliance LLC. All rights reserved.

For the last several months, I've been collecting and reviewing news reports about the world's migration toward EMV compliance – the smart-chip-card standard that Europay International, MasterCard Worldwide and Visa Inc. collaborated in 1999 to create.

EMV isn't new, but it continues to garner its fair share of media attention, and a number of software-testing vendors in the ATM space have taken an interest.

So, I like to keep an eye on how the migration is developing, all the while wondering if and when the United States will make a move.

Snap: If you're a retailer or banker, don't sigh. The United States doesn't appear to be making any movement, and Visa and MasterCard aren't expected to put any pressure on card issuers and retailers anytime soon.

Canada's migration to EMV has reportedly progressed smoothly.

A number of factors, including experience gained from the United Kingdom's migration and the fact that Canada has one electronic funds transfer network, Interac Association, have contributed to Canada's success, said Ian Kerr, Chief Executive of England-based Level Four Software Ltd.

Level Four is working with banks in the U.K., Canada and other parts of the world as those countries make the move to EMV.

Other companies, such as Canada-based Phoenix Interactive Design Inc. and United States-based ACI Worldwide Inc. also are working with financial institutions throughout the world to help reach EMV compliance.

And as more domestic migrations occur, they begin to move at an accelerated adoption pace, simply because the industry is learning as it moves along.

"In the U.K., the testing piece was the last thing we did," Kerr said. "We learned from that experience, and it's a lesson we've been able to use when we move toward EMV in other countries, like Canada. Now we test earlier."

In fact, Canada's success thus far bodes well for meeting the compliance deadline of 2012. Unlike the U.K., where the 2006 deadline was missed by banks and retailers alike, Canada appears to be on target.

* **EMV** stands for:
Europay
International,
MasterCard
Worldwide and
Visa Inc.

Contactless and EMV

We see more of a push in the United States for contactless payments. MasterCard Worldwide this week announced that First Hawaiian Bank (\$12.5 billion in assets) is issuing its PayPass debit card, which Giesecke & Devrient GmbH is providing.

G&D specializes in smart cards. To date, it says it has supplied more than 10 million contactless payment cards to U.S. banks, and 2008 is expected to be a year of contactless growth in the United States.

MasterCard also sees opportunity for its PayPass cards, which now total 20 million, along with 80,000 merchant acceptance locations, in 20 countries.

In 2005, the Smart Card Alliance recognized Chase Bank USA (a subsidiary of JPMorgan Chase & Co.) for its innovation in the contactless space for the issuance of its "blink" credit card. Chase was recognized because its "blink" introduction marked one of the first innovative moves in the U.S. payment card space in more than a decade.

"We expect a huge change in smart cards used in payment applications between 2004 and 2010, and that will be driven by take-up of contactless payment cards in the United States," said Karthik Nagarajan, Senior Analyst for Frost & Sullivan, in America's Smart Card Market Analysis, 2005. 

Mexico's EMV compliance deadline was the end of 2007. I guess we'll soon hear how that country fared.

So where does that leave the United States? Well, somewhere in the middle, literally.

There's no question that fraud spurred the push for EMV adoption in countries throughout the world. Credit fraud has long been a problem in the U.K.

Question:

Ask the others 80% of What?



We mean 80%!



WWW.EQUITYCOMMERCE.COM

866.790.3995

Equity Commerce L.P. is associated with Bank of America, N.A.

Feature

After the introduction of chip and PIN in 2004, the U.K. reported a 25% drop in card fraud within two years.

The replacement of the easy to copy mag stripe is to thank, according to the U.K. payments association APACS.

And while some recent industry reports have questioned how effective the smart chip will continue to be at curbing fraud, there's little question that it's more secure than the mag stripe.

The same can't be said for near field communication, on which basic contact-

less cards are based. Radio frequency identification (RFID), which is typically used, has been challenged by a number of industry experts who claim it can easily be intercepted.

While some argue that RFID transmissions can be encrypted like any other type of communications frequency, the mere openness of it all has left many skeptics unsatisfied that the technology is safe.

And though the technology that governs RFID and smart chips is, on a basic level, the same, the RFID chip fundamentally differs from the smart chip, which in and of itself is a mini-computer, capable of sending and receiving transmissions.

The RFID, on the other hand, is very basic and dumb, only capable of receiving messages.

So, the United States is expected to continue down its road of contactless adoption, a stage that was set a few years back when Citibank introduced its "blink" card. But the move is a curious one, to say the least.

The argument against EMV migration in the States has largely fallen on the huge investment retailers and bankers would have to make.

The costs associated with purchasing EMV-compliant POS systems and issuing EMV-compliant cards has made migration costs prohibitive, without having high card-fraud numbers nudging the initiative.

But a move to RFID contactless puts a similar financial demand on retailers and bankers. POS systems must be replaced, and cards must be reissued.

My question: Why are Visa and MasterCard allowing the United States to take a baby step when a leap makes more sense? 🤖

Link to original article: www.atmmarketplace.com/article.php?id=9558

goes
where
others
can't.



WAY Systems, Inc.
www.waysystems.com



The MTT 1510
fits the Mobile Merchant

WAY Systems developed the smallest POS in the industry to provide mobile merchants with a tool they can use to build their business. The MTT 1510 gives merchants **"transactions without boundaries,"** with the power to accept payment anywhere, anytime.

1.877.300.7757

National Processing Company
5100 Interchange Way, Suite 100
Louisville, KY 40229



 WAY Systems, Inc. is the exclusive worldwide licensee for point-of-sale merchant POS solutions based on granted patents held by InnoGate Commerce, Inc. (IG) (NYSE:IGI). The patents cover communication method and apparatus arrangements for all US, CAN, and 33-enabled POS devices used for authenticating equipment transactions.



They promise you the world...
We give you only what's **REAL.**

- 14 years of Mutual Growth
- Turn-key POS Sales & Support
- In-House Gift/Loyalty Program
- No Hype, Real Revenue Share Program

For more Info, please contact:

POS Sales & Marketing
800.260.3388 Ext. 241 Bryan

Northeast Sales & Marketing
800.260.3388 Ext. 509 Mike

Southeast Sales & Marketing
888.701.2288 Koun

West Coast Sales & Marketing
800.979.7880 Charles

Registered MSP of HSBC Bank USA, National Association, Buffalo, NY
© 2007 United Merchant Services, Inc. All rights reserved.

UNITED Merchant Services
Bankcard Processing Company



Gift card muscle flex

By Max Sinovoi

United Bank Card Inc.

Gift cards have long been my favorite value added solution. When you mention stored value, gift cards jump to the minds of most merchant level salespeople (MLSs). Gift cards store value very well and usually permanently. Name any other product that is purchased and then often goes unused. Go on, I dare you.

The Tower Group Inc. estimated Americans spent \$97 billion in gift cards in 2007. Most likely, you received at least one card between your last birthday and the holiday season. And the holidays slightly edged out birthdays for the number one reason for gift card purchases. Mother's Day, Father's Day and graduations are also some of the biggest gift card selling days of the year.

Imagine what the initial group of merchants must have thought when they first heard of the gift card idea. MLSs gave them the bare facts: The cards are paid for upfront; 20% of consumers never use cards given to them; 50% use their cards only a few times within a year of purchase.

With such extremely favorable statistics, how many of your merchant customers would turn down offering gift cards? Not many, I believe. Gift cards can be one of the best things to ever happen to a merchant's cash flow. This is why I truly feel that gift cards are an underrated service. They can increase merchants' sales, while merchants may never have to exchange the value on the cards for merchandise.

Feeling the bulge

Gift cards can generate sizable profits for merchants. Most research shows that two-thirds of all holiday shoppers planned to give someone else a gift card this past holiday season. According to Comdata Corp.'s adult card study, the average amount for a gift card purchase is \$45.

The Tower Group's research placed breakage, the industry's term for card value that was purchased and never redeemed, at \$7.8 billion for 2007. Best Buy Co. Inc. had the highest amount of breakage at \$16 million. A recent article in *The New York Times* stated \$3.5 billion in gift cards went unclaimed during the 2007 holiday season alone.

There is also what retailers call up-spending: Most customers who use their gift cards often spend some of their own money to purchase merchandise that is more expensive than the value of their cards. Of those who receive cards, a whopping 51% spend more than the cards' initial values.

One of my favorite gift card facts is that merchants retain any unused balance, depending on state laws. For example, Vermont consumers can only cash out cards if the value is less than \$1. (For more information, see "California chomps on gift card leftovers," Jan. 14, 2008, issue 08:01:01)

I truly feel that gift cards are an underrated service. They can increase merchants' sales, while merchants may never have to exchange the value on the cards for merchandise.

With the older relative of the gift card, the paper certificate, cash was given back if the purchase was under the value of the certificate. There are quite a few states that require the merchant to give back cash if the value on the card is under \$5.

Gift cards are also far safer than gift certificates because they are harder to counterfeit. And if a box of gift cards gets lost or stolen, the merchant need not worry: Cards can only be activated at the POS terminal.

According to KeyCorp., switching from paper certificates to plastic can result in two to four times the average revenue growth because plastic cards are more visible and widely publicized. Additionally, carrying around a gift card that has a brand name on it gives merchants another opportunity to advertise.



Tribul Merchant Services LLC...has the power to
Make your Business Worth the Change!



We created Tribul Merchant Services LLC in an effort to evolve with our merchants and to put the business owner at the forefront of our industry.

OUR SUITE OF PRODUCTS INCLUDE:

- ◆ Credit and ATM/Debit Card Processing
- ◆ Top Check Guarantee Program in the nation
- ◆ Prepaid Services and Products
- ◆ Gift and Loyalty Programs
- ◆ High Risk Processing and Petroleum Products
- ◆ ACH Program
- ◆ ATM Sales and Leasing
- ◆ E-Commerce and Web Hosting
- ◆ #1 Unsecured Cash Advance Program

Discounted Rates as low as
1.39%



Join our team to begin processing with new clarity and with a vision that will prosper. Have no regrets with Tribul. We will deliver.



Call today! 1-866-602-0996
Speak to Patrick Burke x6252
or Dale Laszig of UFirst x6543

Start saving money when you process with Tribul today!

www.TribulOnline.com

Tribul Merchant Services LLC, is a registered ISO/MSP in association with Bank Of America, N.A. Charlotte, NC



Need a Cash Advance, but can't get one? Tribul Cash can help you!

How Tribul Cash Saved Jimmy's Restaurant From Going Out Of Business:

"Last month there was a fire in my restaurant's kitchen and all but one oven was destroyed, leaving the working conditions irreparable! I needed \$20,000 to rebuild my business and to meet payroll, or I would be forced to shut-down. I had nowhere to go until I found out about Tribul Cash. I was rejected by other lenders because I am in a "high-risk" industry; however Tribul Cash accepted me because my business processes credit cards. In just 72 hours, after speaking to a funding specialist, I was wired the money I needed and regained all hope. Thank you Tribul Cash for keeping me in business."

- Jimmy Diagiacamo, Jimmy's Restaurant
Bailey, Colorado

If your business accepts credit cards and needs an unsecured cash advance, call now, 1-866-868-4011 and receive cash as fast as 72 hours!



- Receive \$2,000 - \$100,000 (up to \$500,000, subject approval)
- No fixed payment schedule
- No interest
- Quick approval



CALL US TODAY!
1-866-868-4011
www.TribulCash.com

View

Holding strong

Gift cards can do an amazing job of enhancing merchant retention. We all know the more value added services your merchant has, the lower your attrition.

Evidence has shown that merchants with gift card programs switch processors with 50% less frequency. And with recent law changes concerning gift cards, many merchants find it difficult to leave their current merchant service provider because gift cards with existing balances must be honored.

The real opportunity to offer gift cards is with your installed base of mer-

chants. It's fairly cheap and easy to sell to merchants with whom you are already doing business; you can make a case that the value added service will increase their sales.

If they are satisfied with the products you've given to them thus far, chances are they'll take your suggestion and add gift cards to their sales floor. Some companies now offer basic cards in addition to customizable cards – designed with logos, pictures, lights, music and so forth.

Basic cards appeal to mom-and-pop merchants looking for the lowest cost to offer gift cards. These programs are great for merchants who aren't interested in purchasing a gift card package until completing a trial run.

Some MLSs offer the first bulk of basic cards for free to all merchants as bait. This helps get merchants hooked on the cards' revenue and benefits. Then MLSs steer them toward investing in gift card packages. This is when they mention that gift cards also capitalize on impulse purchases. Merchants who set up grab items at the POS are more likely to sell a gift card and a small item – maybe a stuffed animal, lip gloss or candy.

Online reporting and many new custom, interactive designs, such as cards that double as kaleidoscopes, have been added recently to give merchants more power and flexibility when choosing what gift cards to sell to their consumers.

If you don't sell gift cards to your merchants, others will. If that happens, your merchants will likely leave you and take their businesses to competitors with more enticing offers. Why take that chance?

Gift cards pack a punch in the payments industry, especially in the profit margin. 

Maxwell Sinovoi is the National Sales Manager of the Western United States with United Bank Card Inc.

He can be reached by e-mail at msinovoi@unitedbankcard.com.



DISCOVER
THE ALPHA EDGE TODAY!

Zero Hold Times • Zero Statement Fees • Zero Transaction Fees

Call NOW! 1-866-253-2227

AlphaCard
 S e r v i c e s TM

www.thealphaedge.com

GET THE REAL STORY.

REAL REPS. REAL SUCCESS.

What's your inspiration? My beautiful wife and four kids. **What's your aspiration?** I want to spend my summers vacationing with my kids while they are still young. **How do you unwind?** I surf behind my Calabria and teach surfing in Idaho. **What were your residuals before the Total Merchant Services Free Terminal Placement Program?** M.I.A. **Your residuals now?** I'm embarrassed to say because you would be jealous. **How do you stay ahead of the curve?** I stay on top of Google® AdWords and Yahoo!® search marketing because that is the future of this business. **Best decision you ever made?** Marrying my wife. **How do you measure success?** Hugs and kisses from my four kids. **What are your favorite words of wisdom?** It is easier to make more than it is to get your wife to spend less!



Kevin Kennedy

*Business Credo: Keep it as simple as possible
– and it doesn't get any more simple than FREE!*



total merchant services
payment solutions for your business

Start writing your success story today!
Join the team with a proven track record.

Check out Total Merchant Services program details at www.upfrontandresiduals.com
or call us toll-free at 1-888-84-TOTAL ext. 9411

"He who hesitates..."

We'll get you the offers you can't refuse.

It's a seller's market. When you list your portfolio or ISO with MerchantPortfolios.com, you maximize your asset's exposure to the global marketplace, ensuring that you'll get the best multiple and deal structure. Let buyers compete for you. Call MerchantPortfolios.com today.

offer 1: \$3.2 million

~~offer 2: \$2.6 million~~

offer 3: \$3.4 million

offer 4: \$2.9 million

offer 5: \$2.0 million

offer 6: \$3.3 million

offer 7: \$2.2 million

offer 8: \$2.7 million

offer 9: \$2.5 million

Call us today!
866.448.1885

MERCHANT
PORTFOLIOS
.COM

Company Profile



ProposalPortal.com

ISO/MLS contact:

John Knauss
Executive Vice President, Director of Business
Development
Phone: 800-975-7659, ext. 4902
Fax: 312-775-0941
E-mail: jknauss@proposalportal.com

Company address:

118 North Clinton
Suite 205 and 301
Chicago, IL 60661
Phone: 800-975-7659
Fax: 800-975-7659
Web site: www.proposalportal.com

ISO/MLS benefits:

- Leads received via e-mail in real-time
- Ability to choose and modify the quantity of leads received
- Web-based lead management system
- Refunds for invalid leads

Leading the way

Many ISOs and merchant level salespeople (MLSs) have a recurring dream about being allowed to concentrate only on what they do best, which is selling their products and services. But the dream is often interrupted by nightmarish demons. Leads.

Leads can cause consternation and anxiety in MLSs in several ways. Many are cold; others provide incomplete information; some have already been contacted by multiple competitors. The pursuit of leads can become an agent's Achilles' heel, relentlessly eating away at time better spent closing sales. But there is a viable alternative.

ProposalPortal.com, a rapidly growing business-to-business (B2B) lead generation company, has a philosophy that reflects its number one goal: to match qualified business owners who are actively seeking specific products and services with lead partners who can accommodate them.

ProposalPortal was developed to distinguish itself from other lead generation companies. It focuses on more involvement in client growth, so much so that it refers to clients as lead partners. Tom Knauss, the company's co-founder and President, has been in the merchant services industry the majority of his life. He empathizes with the struggle to obtain consistently reliable leads.

Given Knauss' experience, he appreciates the Herculean challenges faced

by ISOs and MLSs. "It's a niche market, and if you've never been in it and never dealt with an angry merchant, you will never know what these guys go through on a daily basis," he said.

To that end, Knauss set out to build a lead generation company that is flexible, knowledgeable and client driven.

Active involvement and follow-up

ProposalPortal wants its clients to thrive. It values itself as a partner – an extension of an ISO's sales and marketing teams. The company knows its success is critically and directly connected to its clients' triumphs. It fosters a corporate culture dedicated to its clients' return on investment, which is proportionate to the value of the lead supplied to the client.

ProposalPortal generates leads primarily through Web-based marketing campaigns across a network of industry specific Web sites. Through its requests for proposal quote process, the company generates hundreds of qualified B2B leads that forward detailed information regarding the products for which merchants are currently shopping.

It also participates in industry seminars, conferences and tradeshows. ProposalPortal is committed to staying abreast of industry trends and requirements in order to offer its customers the greatest advantage in securing the most profitable leads.

ProposalPortal didn't want to take a cookie-cutter approach to its sales and follow up service. The legions of tire kickers who are not actively shopping are weeded out of the lead pool early in the generation process.

ProposalPortal's dedication to be actively involved is critical to the lead buyers' success. The company collects data from business owners through a qualification process that is tailored to each lead partner. It wants to know exactly what products or services potential buyers need.

"Our primary method of generating leads is via Web-based marketing," Knauss said. "Through a comprehensive online campaign that includes pay-per-click advertising, natural SEO [search engine optimization] and a network of industry specific affiliated sites, ProposalPortal.com redefines the standard for traditional merchant service lead generation."

CRM worth every penny

Like bees in a honeycomb, ProposalPortal staff members gather comprehensive profiles of potential merchants and forward the leads to clients in real-time; the targeted business owners are often still online and in a buying frame of mind. "We deliver quality information and bring ancillary lead sources [to clients] that they did not have before," Knauss said.

ProposalPortal launched the Partner Portal CRM (customer relationship

management) in September 2007 to enable clients to view and manage leads, as well as track sales activity and leads status. The CRM also gives clients the tools to implement fundamental customer relations for each lead, tailored specifically for that business.

"Our long-term goal is to become an extension of our clients' sales and marketing teams by providing a comprehensive online CRM tool that will provide clients with visibility into their business development pipeline," said Scott Hettmen, ProposalPortal's Director of Operations.

By offering comprehensive CRM to clients at no additional charge, the company believes it will build a reputation as a key element in the overall growth of its clients business. With the CRM, clients can track each lead, log calls and update a lead's status. This eliminates the old school method of paper, pencil and pounding pavement to follow up on leads.

"This method accelerates the sales process of ISOs by eliminating the cold calling element and allowing them to engage with warm leads that generate meaningful conversation," Hettman said.

Easy setup and implementation

ProposalPortal noted that approximately 50% of its leads result in closed sales. Getting started on those sales is as easy as clicking on the Vendor Leads icon on the company's home page.

ProposalPortal developed a subscription-based model with a unique fee structure that allows clients to purchase a monthly allotment of leads. With the program, clients are able to control and monitor their

Do you need cash to help your sales office grow?

ISO Funding can help!

With ISO Funding you can add to your sales team, buy inventory, plan for emergencies and focus all your energy on building your business.

It's easy to qualify.

Just sign at least 20 new merchants a month (without a free terminal program) and have an established monthly residual stream of \$10,000 or more.

Loans of up to \$200,000 are available. Rates are as low as Prime plus 2% and repayment terms of up to 4 years are available.

Don't wait. Contact ISO Funding Today!

Call Bob Robinson at 800-781-5007 or visit ISOFunding.com

ISO Funding



You can turn even the whitest winter green

with **prosperity**^{plus™} partners

from Cynergy Data

Now ISOs can have the best technology and a lot of extra cash to go with it

Sign up today and get:

- Free portfolio conversion
- A revolving credit line up to 12x your average monthly residual
- Vimas—the best portfolio management technology anywhere
- Best rates in the industry
- Program administered by Cynergy Data and never by third parties

We just made a good thing even better.

Call us today to find out more.
866.ISO.HELP (476.4357) or visit us at www.cynergydata.com

Cynergy Data is a registered ISO/MSP in association with Bank of America, N.A., Charlotte, NC



cynergydata
think way beyond >>>

Company Profile

influx of leads. ProposalPortal offers 29 lead categories. Clients in the payments industry can find leads for such market segments as automated teller machines, credit card processing, e-commerce, gift cards, kiosks, Internet services, payroll and POS systems, collection agencies, and telemarketing.

Working only with what ProposalPortal deems quality leads, distribution is also kept to a minimum.

A whopping 10% of leads that the company examines are never distributed because ProposalPortal has determined they lack potential.

Specific leads are sent to a maximum of only four other clients. However, the company reports that, on average, each referral is sent to only three partners because all geographic areas are not completely sold out.

Partner Portal, an online management system included free with each ProposalPortal lead account, can save lead partners hours of time searching through files, faxes and e-mails. Looking for leads and contacts can be managed all from one online source. Further information can be found under FAQs on the company's Web site, www.proposalportal.com.

Easy billing, easy refunds

Leads can be delivered in real-time via e-mail in a variety of formats. When completed paperwork is received from a lead partner, an account can be set up within 24 hours. When a consumer requests a quote in a particular client's subscription area, the information is sent in the requested format to the client's e-mail address within seconds.

Billing is also simple. During setup, a client selects a preferred billing method and will be charged a deposit based on the client's specified lead volume and pricing. Subsequently, clients are charged for the previous month's lead by the fifth of the following month. Statements are always sent out before any charges are processed.

Time spent searching for hot prospects is valuable and should not be wasted on unsound leads. Knowing that bogus leads should not be an issue, the company has implemented an aggressive refund policy guaranteed to eliminate a lead partner's concerns about paying for a spurious lead.

Invalid leads are those that have a fake name, disconnected phone number, or an incorrect or incomplete request form. Refunds for invalid referrals are also approved and credited to client accounts within five days. Calls

Tired of working for pennies?

Interested in offering your merchants a

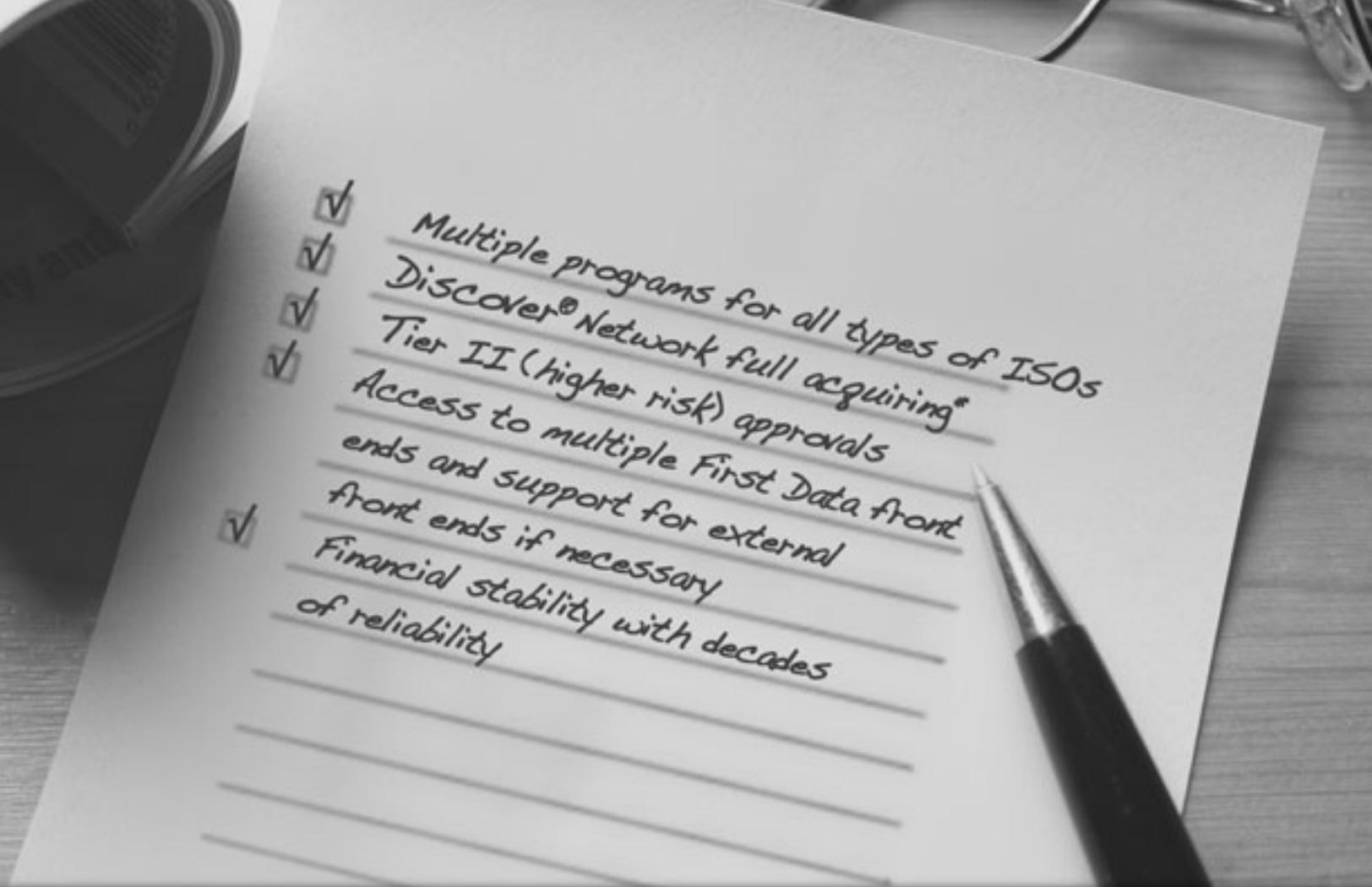
FREE Service

that pays you \$9.00 per transaction?



Call Harry at (800) 208-2964

sales@checXchange.com

- 
- ✓ Multiple programs for all types of ISOs
 - ✓ Discover® Network full acquiring*
 - ✓ Tier II (higher risk) approvals
 - ✓ Access to multiple First Data front ends and support for external front ends if necessary
 - ✓ Financial stability with decades of reliability

EVERYTHING AN ISO COULD WANT. AND THEN SOME.

When you look closely at First Data, you'll quickly see why so many ISOs prefer the advantages of working with us.

For an ISO, no other relationship offers as much opportunity as First Data. Today, First Data's Independent Sales team delivers innovative solutions and flexible programs you can leverage to acquire and retain new merchants.

There's never been a better time to work with First Data because there's never been a better, more flexible First Data.

Call 877-203-6827 or visit firstdata.com/isoprograms to find out more.

* Not available for all ISO programs.



CompanyProfile

requesting refunds are reviewed weekly and, once approved, are immediately reflected as a refund on the account.

Empowerment in a competitive marketplace

While the quality and quantity of leads are in direct correlation to professional sales success, they are not the lone factors. Follow through is the glue that ultimately seals the deals. Competitors vying for the same leads, time and resource constraints, and even dead cell phone batteries can adversely hinder an ISO's or MLS's closing rates. ProposalPortal, as one solution, endeavors to empower clients in a fiercely competitive marketplace by introducing them to quality providers at competitive rates.

The company is to the electronic payments industry what a dating Web site is to single people who no longer want to go it alone. And according to company records, six of the top 10 processors currently use ProposalPortal for their leads generation. If ISOs and MLSs are inundated with lame leads, they are unable to provide the quality service and dedicate the resources necessary to close deals. Those who are able to choose the number of leads they receive and modify them on a continual basis are not inundated by prospects.

ProposalPortal didn't want to take a cookie-cutter approach to its sales and follow up service. The legions of tire kickers who are not actively shopping are weeded out of the lead pool early in the generation process. Also, tailoring both merchants' and clients' needs on a level of specificity that connects both in a timely manner is paramount.

John Knauss, ProposalPortal's co-founder, Executive Vice President and Director of Business Development said, "What we try to do is look at each industry partner and [not] try to push the same program to each individual." Clients can even select filters in their lead generation programs for a specific region, state, city or area code. The more specific the filter, the more refined the lead.

Tom Knauss believes his company is on the right path because its value lies in being an asset to the client, rather than simply a provider of contact information. He expects this philosophy to propel ProposalPortal into becoming one of the nation's premier lead generation sources.

John Knauss agreed. A satisfied customer will remain as such and spread the word to others dissatisfied with lead service companies whose core beliefs do not prize client satisfaction over all else. "If we can custom tailor the lead flow to match their core competencies, it seems that we can get partners [who] are happy with the program and are around for a long time," he said. ☐

© 2011 Discover Network. All rights reserved.

“Drill for oil? You mean drill into the ground to try and find oil? You’re crazy.”

- WORKERS EDWIN L. DRAKE
TRIED TO HIRE FOR OIL
EXPLORATION IN 1859

Know Better.™

Know the payments network that takes your plans seriously. Deal less with bureaucracy and more with people who are willing to work with you. Trade the status quo for collaboration.

DISCOVER
NETWORK

DiscoverNetwork.com



We'll Show You The Way...

Customer Service

- Zero Hold Time
- 24/7 Customer Service
- Award Winning Service

Technical Support

- Terminals In/Out Same Day
- 24/7 Customer Service
- Zero Hold Time

Agent Relations

- Your Own Personal ISO Rep
- 3 Hour Merchant Numbers
- We Approve All Deals

- TSYS Acquiring Solutions
- All Front/Back End TSYS
- Paid On **All Income** Streams

Own Your Own Agent/ISO Program



(800) 863 - 5995

AgenTalkSM

Boardroom to street, security's his beat

Steven Peisner joined the ranks of merchant level salespeople (MLSs) by accident 24 years ago, but his ensuing career has been anything but happenstance. He has scaled the payments industry heights closing deal after deal, as well as founding and shaping companies of his own. Through it all, his quest has been to serve merchants. And right now his passion is fraud prevention and data protection.

Peisner is President of SellitSAFE.com, a Web site dedicated to providing merchants the tools and resources necessary to protect their merchant accounts and bankcard transactions.

In addition, he is the founder of Shared Information Systems, which developed NoChargeBacks.com, an enterprise offering Internet and MO/TO merchants access to cardholders' chargeback histories as a way to prevent fraud or electronic shoplifting.

Peisner, who is on the Electronic Transactions Association's Government Relations Committee, is also a member of the International Association of Financial Crimes Investigators. He is adamant that fraud and identity theft must be eliminated from the payments industry.

Peisner believes integrity, honesty and support are vital to the survival of both his and his merchants' businesses. In this article, he discusses his mission to make the Internet a safer place to sell, his resemblance to a fictional movie character and reveals his greatest success as an agent.

The Green Sheet: You still seem excited about this business after all this time. Why is that?

Steven Peisner: There's just something about this industry. ... I find once people are in it, they don't get out of the business. There are certain people, like Joe Kaplan, who has sold his business twice for millions and is working harder now than he ever was. To this day, no matter what store I walk into, I find myself looking over the counter to see what kind of terminal and printer they have.

I'm not sure of any other business where someone does that. Besides, if the proprietor says something, you've always got your opener: 'Well, I'm in the business ...'

GS: How did SellitSAFE come about?

SP: SellitSAFE was created based on the need of one merchant and his chargebacks. And the rest is history. We exist as another layer of security to give merchants an added layer of protection against fraud.

GS: Where do you get your information, and how might that benefit merchants?

SP: We're not a predictive model, assigning scores to the intangibles of transactions. We're not on a probability model and are not connected to the card Associations. We get our information from sewer systems [data on hard drives users have deleted but can still be found by someone with the right skills], known fraudulent areas, cyberspace, forums, chat rooms, known bad places. We are specifically a data and information supplier.

Even when a card has been compromised, merchants may still get a positive authorization from your processor because the card has not been reported stolen yet. By getting the information before the processor does, I save the merchant the chargeback fee that wipes out the sale, the money that has to be returned by the merchant, as well as the loss of the discount rate or the transaction fee.

Sometimes the best sale you ever make is the sale you didn't make.

GS: It seems impossibly easy to compromise a system.

SP: Well, yes, if they don't keep up with the patches required.

GS: Patches?

SP: The database list of patches that are needed to remedy software flaws and misconfigurations. This information is available on the National Vulnerability Database, the government repository of data that enables automation of vulnerability, security management and compliance.

The Web site is <http://nvd.nist.gov> and is used by most software engineers and information technology managers to see what security upgrades are needed for which systems. But hackers have accessibility as well because it's a public Web site. They will write a script, search for Web sites that are using these systems and identify their weaknesses.

GS: How do you stay one step ahead of the hackers?

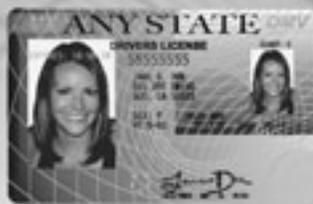
SP: Depends on what day it is. It's really a constant battle of good and evil. Knowing what they're doing is more important than staying ahead of them. I interview merchants – where they were, when they shopped. Sometimes it is sloppy merchant habits that cause problems. [More often than not] it is a lack of education.

We need to educate merchants that at some level you

Excella STX



A BENCHMARK OF EXCELLENCE
FOR SECURE ELECTRONIC
CHECK TRANSACTIONS



CHECK & ID SCANNING FEATURES

- ✓ A compact single-feed check reader and dual-sided scanner
- ✓ Supports USB 2.0 and Ethernet 100 Base-T interfaces
- ✓ ID Card scan provides option to couple image record of ID with check image
- ✓ Endorsing printer & Franking printer deter fraud by defacing check with custom message
- ✓ SHA1 digital signature available for file authentication and to ensure check image integrity
- ✓ Optional 3-Track magstripe reader with MagnePrint® card authentication technology

Excella STX offers a viable and affordable alternative to implement image capture at the earliest entry points for check payments. Excella STX also brings unprecedented security to electronic check transactions by offering innovative security features not available in other check scanners.

MagTek has available a complete line of MICR Check Readers and Scanners that offer many product options to meet and exceed the market needs for electronic check conversion applications, and the new electronic check truncations opportunities created by Check 21.

Contact MagTek for more information on Excella STX
800-788-6835 or visit us on the web at www.magtek.com

Customers First. Quality Always.

MAGTEK®
THE TECHNOLOGY BEHIND THE TRANSACTION

magtek.com



AgenTalk

have to be concerned with PCI DSS [the Payment Card Industry Data Security Standard]. Ninety-nine percent of the time, problems arise due to a weakness in security. But remember, an 8 or 16 gigabyte USB chip can hold up to 100 million bits of information. This makes a strong temptation for potential internal employee problems. That one chip can hold a lot of credit card info.

GS: Why are chargebacks so detrimental?

SP: Chargebacks are one of the biggest concerns an Internet or MO/TO merchant faces. This is why we are always on the lookout for ways of reducing the possibility of an item being charged back. It is important for merchants to understand that they are exposed to the highest risk for chargebacks and fraud. Issuing banks usually side with cardholders, who are liable for only a nominal amount. It is the merchant who ends up paying the losses associated with charges made from transactions where identity theft has occurred. Merchants may even end up paying fines for chargebacks and can lose their merchant accounts if chargeback problems are not controlled.

GS: How do electronic shoppers commit fraud?

SP: They use the same technology that allows merchants to conduct business online and, in some cases, with total

anonymity. This is especially true for businesses selling soft goods (nonphysical products), online subscriptions or memberships, or other services where delivery is made to an e-mail address as opposed to a physical address.

GS: How do they access this information?

SP: With hundreds of free, Web-based or e-mail forwarding addresses available, an electronic shoplifter can obtain stolen credit card numbers and have a stolen identity within minutes.

These fraudsters engage in online spending until it is discovered or the stolen card is maxed out on its limit.

Merchants are 100% financially responsible for fraudulent transactions, while the cardholder has a maximum liability of \$50 dollars per occurrence.

GS: How prevalent is this phenomenon, and how fast can it happen?

SP: In the time it has taken to read this article so far, merchants will have suffered nearly \$25,000 in credit card fraud losses due to transactions being processed in which identities were compromised. I always tell merchants to be more aware and err on the side of caution.

SOUTHEAST ACQUIRERS ASSOCIATION

The SEAA is Back in the

BIG EASY

Let the Good Times Roll

(Or transmit electronically, wirelessly, by phone order, or in batch downloads...)

SouthEast Acquirers Association • Annual Convention
March 24–26, 2008 • New Orleans, Louisiana

Featuring "The Field Guide for ISOs" • Monday, March 24, 12:30–5:00 pm
 Admission is FREE with paid admission to the SEAA Show

Register by February 29th
 to Guarantee Group Rate
southeastacquirers.com

Choose the right partner

Having the right support in business is as valuable as getting the deal

Join CREDOMATIC's Partner Solutions Program.

As a partner, you will be able to offer merchants a complete set of custom integrated payment solutions, with liberal underwriting and same day activation, all while earning more cash benefits.

Partner Benefits:

- On time residuals-paid monthly
- 50-70% TRUE profit sharing on all processing revenue
- NO BIN fees, NO risk fees. NO downgrade surcharges
- Upfront and Residual income on all payment services
- 1% conversion bonus-up to \$1000.00 per account
- Activation bonuses-up to \$350.00 per account
- 5% commission on merchant cash advances

Merchant Solutions:

- Same day funding option on all transactions settled by 1 a.m. (EST)
- Multiple billing options
- Free terminal placement and account activation
- A complete suite of TSYS (Vital) Payment Solutions
- All services (credit/debit, checks, gift cards, and cash advances) billed on one statement and settled through a single deposit
- State-of-the-art web-based touch screen POS solution

With Credomatic, it's always possible



For almost 30 years, we have been continuously forging profitable relationships. Join our Partner Solutions Program **today**. For more information, go to www.credomaticpartner.com or call us at 1.888.82AGENT (1.888.822.4368)



Partner
GE Money

CREDOMATIC is a registered ISO/MSP of BAC Florida Bank. BAC Florida Bank is an affiliate of CREDOMATIC.



CREDOMATIC

Member BAC | CREDOMATIC Financial Network

AgenTalk

GS: Why are merchants so susceptible to identity theft?

SP: Because there are no regulations in place to protect the merchant. There are federal regulations that protect the consumer, but it's the merchant who pays for identity theft. SellitSAFE has security systems in place that can shut cards off before fraud is committed, and merchants aren't stuck with chargeback losses as well as interest and late fees.

[We] have developed proprietary methods to gather compromised data from a variety of sources all over cyberspace to protect the merchant. We can also identify specific businesses that have problems. In the end, it's all about protecting the merchant.

GS: Are there any obstacles in the way of creating a system that better protects merchants?

SP: The big thing that is setting us back, the place where everyone's main focus is right now, is PCI compliance. The chargeback losses are nominal compared to the six- and seven-figure fines that can be assessed to companies that are not PCI compliant.

Huge corporations are even granted leniency on their chargeback losses. 'So what, it's a couple of cardhold-

ers', one might hear, but in reality it is much more than a couple of cardholders.

GS: Are the PCI provisions in the United States sufficient, and how good is compliance overseas?

SP: I think there's still a long way to go, especially with smaller merchants. I think they just don't get it, that in their perspective it's too costly. The larger merchants are working towards compliance even at the expense of chargeback losses. The fines for being noncompliant far outweigh the money lost on fraud.

I was traveling in Italy and France. It's unbelievable how archaic Europe still is. I was finding full card numbers with expiration dates and, in some cases, the merchant's account number. Everyone will eventually be PCI compliant, but there is a lot of data out there, and securing it is the key.

GS: How much more prevalent is identity theft today than it was, say, five years ago?

SP: Well, the numbers say that overall fraud is down, but the numbers are misleading because the transaction volume is up, so of course fraud won't go up proportionately. But the problem is still there, still prevalent. Plus, the technology is making it easier for the bad guys.

GS: If you could change anything about this business, what would it be?

SP: Right now, today, I would not allow interchange to be given away by a company like Google just because they can afford the loss and make it up somewhere else. Interchange is the basis upon which the industry relies and the ISO is built.

The card Associations will receive their revenue regardless, and since they only see their members, they will not do anything regarding the ISOs or the MLSs. I feel that they should do something to protect those that helped build this industry.

GS: Has anything else in the industry changed since you started?

SP: When I started, signing merchants was like shootin' fish in a barrel. You didn't have to go far to find them. Nowadays you have to walk uphill in the snow both ways at night with sunglasses on and in bare feet to sign a merchant. Today there is a lot more competition.

GS: With that increase in competition, what would an ideal training program consist of?

SP: An overview of how we got here and the sales process – probing, qualifying your prospect/customer, uncovering objections, review, test close, close.

Got Appointments?

DRG Telemarketing, Inc.

High Quality Telemarketing Since 1989

- Appointment Scheduling for both Merchant and Cash Advance Leads
- Thorough Understanding of ISO/MLS Needs
- Full DNC Compliance
- US Based Call Center
- Free List Consultation
- Free Scripting and Set-up
- Flexible Payment Options
- No Long Term Contracts

DRG
TELEMARKETING, INC.
*America's Premier Lead
Generation Service*

1-800-998-8707 (X117)



IMPACT

PAYSYSTEM

Dear Agent:



One of the things that I hear a lot from Agents inquiring about our program is that most ISOs make the same or similar promises, but not many have delivered. Having started as an Agent, myself, I understand the everyday frustrations of an Agent's world. Eliminating those frustrations was the ideology used in forming Impact PaySystem.

In order to *earn* your trust, we invite you to board a few of your merchants so that you can experience the difference for yourself. If for *any* reason you become unhappy with our service during the first six months, we will assist you in moving those merchants to the ISO of your choice with *NO* repercussions to you or your merchants.

OUR PLEDGE:

- We will answer every email and voicemail the same business day.
- We will provide you with dedicated Customer Service and Tech Support.
- We will provide you with true group health benefits, the same benefits that our employees receive.
- We will ensure accurate and timely residuals.
- We will offer you multiple platform availability and easy boarding processes.
- We will extend to you a comprehensive training program for you and your team, including industry specific topics such as petroleum and lodging.

Come grow with us, we can make an IMPACT together!

Sincerely,



Dee Karawadra

HONESTY. INTEGRITY. RELIABILITY.

1-866-884-5544

www.impactISO.com

AgentTalk

GS: How should MLSs go about choosing an ISO partner?

SP: MLSs should interview their ISO partner the same way they would interview an employee. MLSs know what they are going to do for the ISOs. What are the ISOs going to do for the MLSs? If you don't ask, you won't get.

GS: Do you think all ISOs should be registered?

SP: Yes, to keep the bad guys out.

GS: What is unique about your sales style/method?

SP: Whatever it takes for me to get into a merchant's place, I will do it. ... back door, window, floor board, air vent. That's OK as long as I leave through the front door. Naturally, I don't mean this literally. You have to find the merchant's sweet spot, and you only have a few minutes to do so. Find it fast or you are dead.

GS: What methods do you employ to help ensure account retention?

SP: I try to stay in contact with my customers and with the industry. Industry contacts are as important as merchants, especially if you get referrals from within the industry. It's

also critical that I stay on top of the ever-changing industry rules and regulations.

GS: Do you have a surefire way to resolve conflict?

SP: Yeah, I avoid confrontation like George McFly, the dad from the "Back to the Future" movie trilogy. There's always a way to take a positive spin in any situation. And the bottom line is customer service, satisfaction and retention.

GS: What is one of the most powerful things you have learned?

SP: Don't laugh – probably my partner reminding me to say please and thank you when we first worked together in this industry.

GS: What has been one of your greatest successes as an agent?

SP: Breaking the million dollar mark in annual commissions.

GS: How do you explain interchange rates to prospects?

SP: They are aware of it long before I get there. Acquiring



Are you ready to take your career to the next level?

With Electronic Merchant Systems you'll discover that while other processors make big promises, EMS has the ISO program that delivers. If you're looking for a better opportunity with a brighter future, **the choice is clear.**

The EMS Advantage

As an Agent for Electronic Merchant Systems, we'll provide you with the tools you need to increase your income and build your career. We offer one of the best ISO / Agent programs in the credit card processing industry, including:

- + Interchange + 8 cents
- + Up to 80% Split Program
- + Vested Lifetime Residuals
- + Portfolio Lending / Portfolio Acquisition
- + No Liability / No Risk to Agent
- + \$8,000 Signing Bonus
- + Up to \$500.00 Conversion Bonus
- + Fast Approvals
- + Free Starter Kits
- + Guaranteed Fax Leasing
- + Online Portfolio Management
- + Gift & Loyalty Programs
- + Check Guarantee Program
- + eCommerce Solutions
- + Cash Advance Programs
- + Income from ALL revenue streams

What are you waiting for?
 Call Fred Couch at 800.726.2117
 or email fcouch@emscorporate.com

800.726.2117  **electronic merchant systems**



SOME MAY CALL THIS A
SYMBOL OF STRENGTH

OUR CLIENTS CALL THIS

A THE CUTTER
ADVANTAGE.™

With over twenty-five years of unparalleled client success stories, shouldn't you consider the Cutter financial advantage? From superior portfolio valuation to unmatched speed-of-service, David Daily and the team of Cutter professionals continue to build an impressive trust-based reputation for providing clients with maximum value from the purchase of Agent/ISO residual streams and merchant portfolios.

Call or email today and join the thousands of sales agents and ISOs who consider Cutter financial their first call for successful acquisitions.



CUTTERLLC
WWW.CUTTERFINANCIAL.COM

304 Gainsway Court, Franklin, TN 37069

Phone: 615.604.3886

davidd@cutterfinancial.com

AgenTalk

Solutions International, of which I am the Vice President, is an ISO that specializes in CNP [card not present] merchant processing.

GS: Why is it important to have a full arsenal of products to offer merchants?

SP: To find the merchants' 'buy' button.

GS: What do you do when it looks like you're on the verge of losing a sale?

SP: I tell the merchant that if there is anything I can ever do or any questions they have, don't hesitate to contact me. I love what I do. Even if we don't get your processing, don't hesitate to call.

GS: What types of merchants do you prefer to work with and why?

SP: CNP, MO/TO and Internet. It just seems that those merchants are so grateful to get the services they need. Today's payment industry requires specialization, finding that niche market – and we have found ours in CNP.

GS: How many merchants are signed up with your new venture?

SP: With SellitSAFE, I am still at this point doing a lot more goodwill in contacting consumers. I still try to pick up the phone and talk to people every day, and I'm still writing business every month on the ISO side.

But I am concerned with all merchants who are losing money on chargebacks and electronic fraud.

Protecting all merchants is why I got into the security side. The legislation is not helping merchants and they need an alternative source for assistance.

GS: Do you participate in GS online's MLS forum?

SP: Yes, and I use my real name too! I just like to help others where and when I can.

GS: Do you have a motto that you live by?

SP: For business – Pigs git fed, hogs git slaughtered. For life: And in the end, the love you take is equal to the love you make.

For success: Keep your eyes and ears open; keep your mouth shut; listen to half of what you hear; and believe half of that. That will keep you a step ahead of everyone else at all times. 📺

A DIRECT BANK Relationship

877.635.3570



- ▶ Ownership of **YOUR** Residual Income
- ▶ Residuals Paid by an **FDIC-Insured Bank**
- ▶ Share In **Revenue** Streams Based on Bank's Cost
- ▶ **Bank-Sponsored** Relationship Available



www.hbms.com

An affiliate of 1st National Bank of Nevada, Reno, NV
Member FDIC

A man in a dark suit and tie is laughing heartily, his head tilted back and eyes closed. The background is a light gray with numerous US dollar bills falling or floating around him, creating a sense of wealth and success. The overall tone is celebratory and positive.

Introducing a New Concept
in Payment Processing:

Earn Percentage Points Instead of Basis Points

FastCapital[®]
The New Leader in Merchant Funding

Fast Capital's generous commissions mean **MORE MONEY** for you. Call us today to find out about:

- High Commission and Closing Rates
- Unlimited Growth Opportunities
- Lead Generation
- Recurring Commissions on Renewals
- Extensive Training Program

Call **Fast Capital** today at:

1-800-952-1494

and start earning more money. What a concept!

www.fastcapital.com
sales@fastcapital.com

PCI - the talk of NRF 2008

Concerns about the Payment Card Industry (PCI) Data Security Standard (DSS) were on most retailers' minds at the National Retail Federation's 97th Annual Convention & Expo, held Jan. 13 to 16, 2008, at the Jacob K. Javitz Convention Center in New York.

In a webinar recapping the show and hosted by Stores magazine, Zebra Technologies Corp. and Motorola Inc., Frank Riso, Marketing and Operations Executive for Motorola's Industry Solutions Group, said, "PCI compliance was mentioned by just about every retailer – wanting to understand it, wanting to see technology, wanting to make sure our technology complied with it."

PCI DSS was a very hot topic, he said, since all retailers have to be in compliance with it, "so we were able to demonstrate how our mobile computers as well as the access point switch, application servers and the things that we provide for a wireless backbone, all complied with the various PCI standards."

Riso emphasized that the key component of PCI is the ability to detect and block someone trying to penetrate a merchant's wireless in-store network via rogue applications and associated mobile devices.

Regarding the 12 security requirements of the PCI DSS, Riso highlighted integrated firewall protection; compliance with the latest security standards, including WPA (Wireless Protected Access) and WPA 2; and the ability to monitor wireless devices as the most important aspects of a retailer's wireless network.

Riso noted that retailers were generally concerned about PCI and confused by the requirements. They were upset about the costs of becoming PCI compliant and were not convinced becoming PCI compliant would make customer data more secure.

He also pointed out that becoming PCI compliant isn't just about technology. "There's a lot of other steps a retailer needs to go through," he said.

"The area that we got very much involved in was to demonstrate to the retailers that the data, once it was in the wireless infrastructure within the concept of your store, was protected from being detected outside the store or by anybody else.

"But as most technologists know, just about anybody can find a wireless system, but getting into the wireless system is the trick of detection and the area of PCI compliance that we were demonstrating to retailers."

According to Riso, despite a sluggish 2007 holiday season for retailers, the 2008 NRF Convention & Expo was a rousing success, with more than 18,000 attendees from over 64 countries. ■

It's a woman's world, too

Women represent 46% of today's workforce, but in the 50 largest banks, less than 13% of executive positions are held by women. Thirty percent of those banks have no female executives. But Women Networking in Electronic Transactions (W.net), an organization dedicated to females in the electronic payments industry, intends to change that.

At the current growth rate, it will take 70 years for women to reach parity with men on Fortune 500 executive boards. According to Victoria Tobin, Managing Director of W.net, research and advisory nonprofit Catalyst Inc. described the movement of women in Fortune 500 positions as "glacial." Catalyst also noted that Fortune 500 companies with a higher percentage of women in senior management positions financially outperformed those with a lower percentage.

"The changes are happening slowly, but every successful woman in our organization is committed to see who is coming up, then offering her expertise to guide and mentor," Tobin said. "That's what W.net is really all about."

W.net was founded in 2005 to inspire and empower women in the electronic transactions industry and to focus on their professional and personal growth.

On Jan. 25, 2008, W.net launched a comprehensive online career center on its Web site specifically to address the dearth of management and executive positions for women. The Web site, www.w-net.biz, is designed specifically for women interested in or already part of the electronics transactions industry.

"The career center was developed to be an extension of the member benefits of W.net," Tobin said. "We wanted to have a place where members could post their resumes and search for jobs.

"Our goal was to create a marketplace where companies who are looking for qualified female candidates have a natural place to post their job listings."

Membership in W.net is \$200. This allows you to post your resume or apply for jobs, though anyone may view opportunities free of charge. Career postings are domestic and international.



You PROFIT

from our principles

United Bank Card, Inc. (UBC) is the processing partner you can depend on to help your office grow. We have designed our entire ISO program with the purpose of helping you to achieve your sales goals, maximize your profitability and realize your office's full potential.

United Bank Card has an established reputation for helping our ISO/MLS partners develop profitable merchant portfolios. We paid out over \$20 million in residuals, bonuses and commissions in 2006 and our program continues to improve.

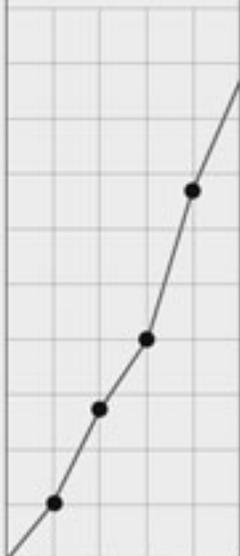
HOW?

It's simple. United Bank Card stays ahead of the competition by listening to our ISO/MSP partners and enabling them to close every deal with unparalleled sales tools. We provide you with the most comprehensive assortment of merchant service offerings available as well as the highest level of support.

WHY?

United Bank Card works with you to ensure your success. With online account reporting, dedicated Relationship Managers and 24 hour customer service and technical support, it is no wonder that our program is preferred by over 1,600 ISO partners.

Additionally, we do not compromise your interests by putting ourselves in direct competition with our ISO partners. Unlike many competing organizations, our corporate website does not market directly to merchants or encourage them to bypass the independent sales channel. Instead of competition, United Bank Card provides you with a variety of revenue generating programs to help you increase your merchant portfolio and profit from our principles!



United Bank Card



*Read further to learn how United Bank Card
can improve your profitability.*



SOME COMPANIES STAND OUT FOR OBVIOUS REASONS...

United Bank Card is widely recognized as a payment processing leader and continues to set the standard for exceptional ISO programs within the industry. United Bank Card has achieved this position as a result of the tremendous success of our sales partners, and in return we are dedicated to helping you maximize your profitability. We offer you incredibly low transaction fees, free equipment that can be sold or leased while keeping 100% of the profit, multiple value-added programs and a variety of bonuses.

LOWEST TRANSACTION FEES IN THE INDUSTRY

3 CENT

TRANSACTION FEES

IP transactions are even lower at 2 cents per transaction!

Residual splits of up to 65%!

Maximize your profitability with the lowest transaction fees in the industry and take advantage of our unheard of revenue splits of up to 65%! Our low processing fees and high revenue splits will help you make the most of your merchant portfolio and increase your monthly residual income.

VALUE ADDED SERVICES

- 25 FREE gift cards for all of your merchants
- FREE Ingenico eN Check 2500 check reader with check services application
- FREE VIVOpay 4000 contactless reader for qualifying merchants
- WAY Systems mobile transaction terminals for \$199
- Merchant Cash Advance Program
- Registered ISO/MSP Program - United Bank Card pays your registration fees!

UNBEATABLE BONUS PROGRAMS*

Combine your bonuses with free terminals that you can sell, lease or place free of charge and keep all of the profits!

- Earn up to \$455 in bonus money per deal per week!
- Earn up to \$6,000 in quarterly bonuses!
- Earn up to \$25,000 in bonus money annually!
- Receive a \$500 health insurance allowance!

NEW!

- Conversion Bonus
- American Express Bonus & Residuals
- Discover Residuals
- Interactive Merchant System Bonus & Residual

NEW!

■ Nationwide Petroleum Program

Let us help you take advantage of the ever-growing petroleum market. As an agent of United Bank Card, you will have the ability to offer pay-at-the-pump processing as well as Fleet Card, Wright Express and Voyager payments.

- Nationwide Sales, Service and Support for POS Systems



NOW OFFERING AMERICAN EXPRESS CARD ISSUING!

Issue your merchants American Express business cards through UBC and earn residuals and bonuses!

Give your merchants the ability to apply for an American Express business card conveniently from our merchant application. United Bank Card's card issuing program enables you to offer your merchants the opportunity to earn American Express Business Rewards and to receive a bonus from every approved account.

To learn more about United Bank Card, contact:

Brian Jones, Executive Vice President Sales and Marketing: 800-201-0461 x 136

Jonathan Brandon, National Sales Manager East: 800-201-0461 x 145

Max Sinovoi, National Sales Manager West: 800-201-0461 x 219

or log on to www.isoprogram.com for more details

ENHANCED! FREE EQUIPMENT PROGRAM

Why buy equipment when United Bank Card provides you with state-of-the-art terminals for free?

United Bank Card launched the original free terminal placement initiative and it continues to be the program of choice. With our enhanced Free Equipment Program, you have the option of placing terminals for free or you can sell/lease a brand new piece of equipment at whatever price you want and keep 100% of the profit!

OPTION 1 – FREE PLACEMENTS!



Nurit 8500x



Hypercom T4100



Nurit 8000 Wireless

This is the same popular program which has been sold by our partners since the launch of the Free Terminal Program in November 2004. However, in addition to the Nurit 8500x, you now have the ability to offer the Hypercom T4100 and the Nurit 8000 wireless terminal** for free.

OPTION 2 – PLACE, SELL OR LEASE AND RETAIN 100% OF THE PROFIT!



New!
Nurit 2085



Comstar CHARGE
ANYwhere Wireless



New!
Hypercom T7Plus



WAY Systems
MTT

Four completely free terminals! For every merchant application you submit, you will be able to choose from four advanced terminals that are yours to sell, lease or give away free of charge. You will be able to place, sell or lease a new Nurit 2085, Hypercom T7Plus, WAY Systems MTT or Comstar Wireless unit at whatever price you want and keep 100% of the profit.

**Inc.
500**

2005 | 2006 | 2007

United Bank Card is a top 40 merchant acquirer with an impeccable reputation of excellence in the payment processing industry. United Bank Card provides payment services to over 80,000 businesses throughout the country and processes in excess of 7 billion dollars annually. We commit our resources to helping our ISO and MLS partners succeed and give them the tools they need to maximize their sales. United Bank Card has set the standard for innovation and our programs will continue to provide our agents with a competitive edge. Contact United Bank Card and find out how our dynamic programs can improve your sales performance and increase your earnings!

*All bonus programs are subject to terms and conditions. Please contact United Bank Card for details.
**Subject to terms and conditions. Please contact United Bank Card for details.

United Bank Card 

News

"Oftentimes diversity is at the forefront of thinking when HR [human resources] professionals are looking for the most qualified candidates," Tobin said. "We wanted to have a central location for those employers to reach out to those diverse populations."

There are links to resources for career and educational opportunities. "We are out there for women at all levels in the industry," Tobin said. "Certainly for someone just coming in, our organization could be a tremendous advantage. The education and networking portions of our programs alone are fantastic."

Easily accessible resources include resume templates, writing tips and distribution services; job search guides; and forums. Links to academic programs are also listed, including nine language courses offered abroad.

Other links point to tips on salary negotiating, interviewing skills and understanding federal employment and labor laws. W.net is constantly updating information and accessing the most pertinent links in an effort to provide the most comprehensive site for career training and associated services. Jobs are posted as soon as they come in.

W.net's members include chief executive officers, presidents, senior managers and emerging women leaders from all levels of the electronics transaction industry.

Membership spans all facets of the electronics payments business including merchant acquiring, card issuing and processing, as well as providers of stored value, loyalty, and check and automated clearing house services.

W.net points out that one of the benefits of being a W.net member is gaining access to the women who are the true movers and shakers of the industry.

Along with the newly launched career center, member benefits also include ongoing professional development workshops, newsletters and a mentoring program.

The mentoring program requires a six-month commitment. Women with the most experience are matched one-on-one with those who are less experienced – to help show newbies the ropes of the business and get them the tools they need to thrive.

"We're also working on a designer boot camp for October of this year," Tobin said. "It's going to involve traditional speakers and successful women, along with some break-out sessions that are more of a hands-on workshop environment. And the energy at our programs is unlike any that I have ever seen."

W.net also holds Local Interest Networking Circle (LINC) meetings where members come together to exchange ideas, insight and career development tips. The next LINC will be held April 15, 2008, in Las Vegas.

"The LINC convention in April is in conjunction with the ETA because our events are not typical with regard to education about the specifics of the industry," Tobin said. "The meetings and forums at the convention teach women how to flourish on both the personal and professional levels." ■

Calling all Canadian ISOs, MLSs

Recognizing a lack of communication and coordination among the ISO and merchant level salesperson (MLS) community in their country, a small group of payments professionals in Canada is poised to launch the first ever Canadian Acquirers Association.

Led by Adam Atlas, a Toronto-based attorney for the payments industry and contributing writer to *The Green Sheet*, the association will have three main objectives: to provide information and education about Canada's payments industry; to facilitate networking opportunities for association members, including ISOs and MLSs; and to represent the industry to the Canadian government and elsewhere in the hopes of opening up the market to greater competition.

Perhaps 100 industry representatives will gather June 12, 2008, at an, as yet, unspecified hotel in Toronto, where the direction of the proposed CAA will be discussed.

Atlas was not at liberty to divulge the names of any attendees at this time. Companies interested in participating in the kick-off event are invited to register at www.acquirers.ca.

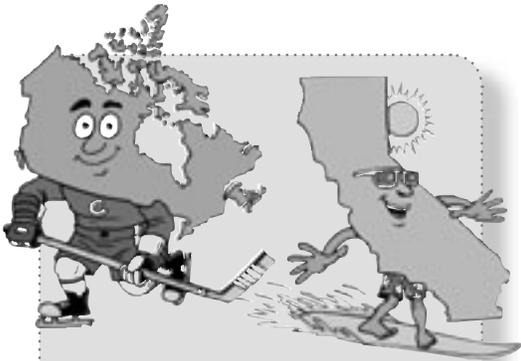
Viewed as a hybrid of a regional American payments association and the international Electronic Transactions Association, Atlas said the CAA intends to foster a "pro-business, pro-competition kind of culture," similar to the marketplace in the United States.

According to Atlas, the payments industry in Canada is a stagnant one, characterized by bank control of acquiring and processing on the one hand and a small, scattered collection of ISOs and MLSs across the country on the other. Atlas called the banking system a monopoly that stifles competition.

Old boys' network

Atlas noted that the Canadian payments industry is dominated by a handful of financial institutions, namely the Royal Bank of Canada, Canadian Imperial Bank of Commerce, Scotiabank, TD Canada Trust and Fédération des caisses Desjardins du Québec.

Together, these banks control Interac Inc., Canada's only



CA versus CA

Canada has a population of 32.6 million and boasts the eighth largest economy in the world, with a gross domestic product (GDP) of nearly \$1.3 trillion.

California has 36 million residents and a GDP of \$1.7 trillion. California has about 40 banks operating in the state; Canada has six major banks and about 14 minor ones.

debit network. All debit payments in Canada, therefore, must go through Interac. For that reason, Atlas also considers Interac a monopoly.

Furthermore, according to Atlas, the banks have substantial influence over the Canadian Payments Association, the not-for-profit organization that sets the rules and standards for the settlement and clearing of payments in Canada.

Atlas sees the CAA as a counter to the power Canadian banks wield over the payments landscape. The CAA will, therefore, advocate for allowing foreign banks to operate in Canada.

Atlas compared Canada to the state of California. Canada has a population of 32.6 million and boasts the eighth largest economy in the world, with a gross domestic product of nearly \$1.3 trillion.

California has 36 million residents and a GDP of \$1.7 trillion. California has about 40 banks operating in the state today; Canada has six major banks and about 14 minor ones.

"I have no problem with banks making money in Canada," Atlas said. "I just want there to be more of them."

More banks mean more competition and more opportunities for ISOs and MLSs, Atlas said. As it is, Canadian banks often deal directly with merchants, cutting out the intermediaries altogether.

The little guys

Atlas doesn't think the banks have made it easy for ISOs and MLSs to do business. All merchants that ISOs board must have their electronic payments settled through a Canadian bank. And, according to Atlas, the banks have not been communicative with ISOs.

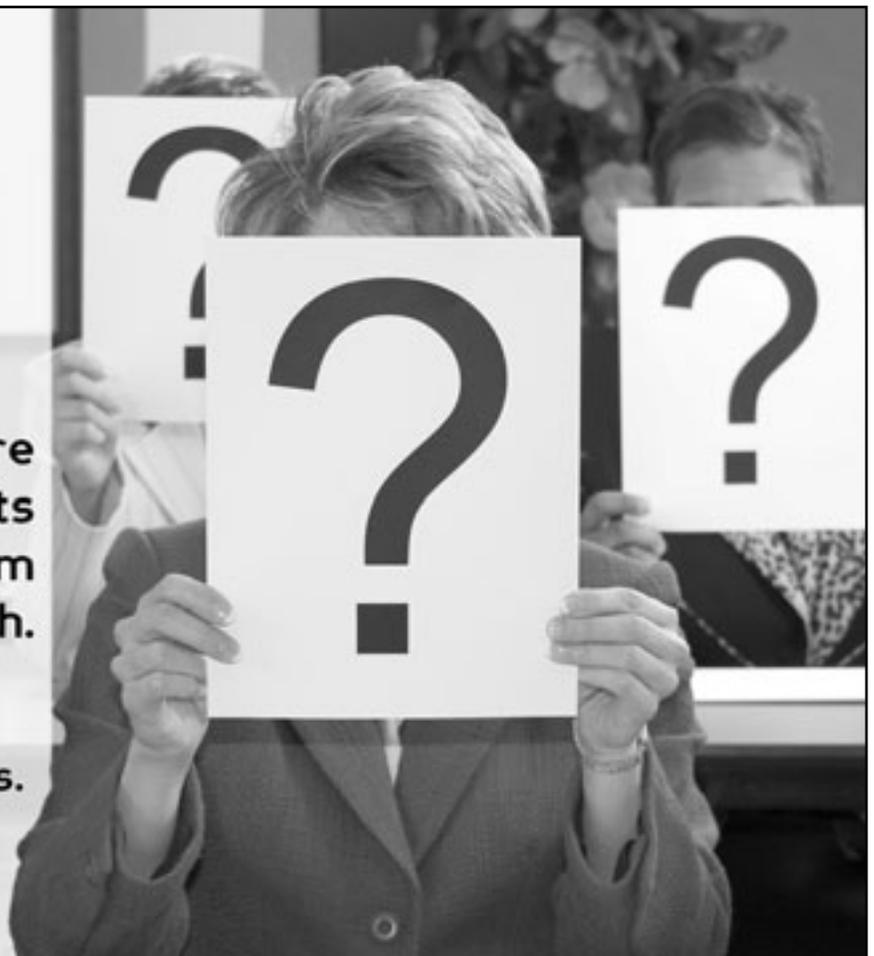
This is a confusing industry.

No wonder there are
nearly a million visits
to our MLS Forum
every month.

Get answers, give answers.



www.greensheet.com/forum





Select the right tools. Understand the landscape.
Hit your business targets.

Chase Paymentech makes business easier for ISOs.

As an ISO, sometimes you can feel like you're out there on your own. Selling and providing outstanding service to your customers is hard. Working with the right partner can make all the difference. Chase Paymentech offers business consulting, profitability reporting, training consoles, marketing programs, and much more to help you reach your business goals. Combine those elements with reliable payment processing solutions from a name your clients can trust, and you've got a winning formula.

Ready to make business easier? To become a Chase Paymentech ISO or an agent of a registered Chase Paymentech ISO, call **888.849.8980** or visit **chasepaymentech.com/partners**

CHASE  **Paymentech™**

Potential ISOs subject to credit approval. All approved ISOs must register annually with Visa® and MasterCard®. Registration fees apply.

"Ask any American ISO who has called a Canadian bank and got a call back," Atlas said.

Atlas believes it is time for ISOs and MLSs to organize. Outside of Visa Canada, an arm of Visa Inc., Atlas postulated that no one knows how many ISOs exist in Canada, and he is certain that not many of them are making large profits.

Kevin Turko, President of Data Shapers Loyalty Management Inc., an Alberta-based marketer and reseller of loyalty and gift card programs in both Canada and the United States, is sympathetic to the plight of Canadian ISOs.

According to Turko, Data Shapers routinely receives calls from ISOs and MLSs looking for advice and expressing frustration with the state of the Canadian acquiring industry; ISOs and MLSs had nowhere else to go.

"Where do you go to find out information?" Turko asked rhetorically. ISOs can't talk to peers or even competitors when they don't know who they are or where they do business. "You couldn't pick up the phone and talk to those people," Turko said.

Turko said the CAA would be a centralized hub where Canadian payments professionals could go to research the industry and develop contacts with others.

At present, Canadians have had to attend industry events in the United States to network with other Canadians.

Data Shapers recently signed an agreement with a Canadian sales agent that company representatives met at an industry even in the United States. Up until that time, the agent had been working unhappily with another organization. The agent told Turko, "'Jesus, I wish I would've known you six months ago.'

"If we had an association, perhaps we would have run into [that agent] six months ago and saved him some pain," Turko noted.

Data Shapers is currently a client of Atlas' law firm. "We had no idea of [Atlas'] existence until we met with him at one of the shows in the United States and struck up a conversation and a [business] relationship," Turko said.

A wrench in the works?

With the three-hour founding event, Atlas, Turko and others intend to start off small and modest.

"You have to crawl before you can walk and walk before you can run," Turko said.

Atlas expects a robust turn-out, with the Canadian branches of all the major processors in attendance, such as Nova Information Systems Inc., Chase Paymentech

Solutions LLC and First Data Corp.

But Moneris Solutions Inc., Canada's largest processor of credit and debit card transactions, is not planning to attend.

In an e-mail statement to *The Green Sheet*, Brian Green, Senior Vice President, North American Marketing & Gateway Services, of Moneris Solutions Canada, said, "Moneris is actively involved in advocating on behalf of our merchants and our other clients in several industry forums today.

"These forums involve the exchange of ideas amongst the acquirers. These ... forums include Visa, MasterCard, Interac and CPA working groups. Moneris is also an active member of the Canadian ATM Industry Association and the ETA.

"We believe that these forums are strong opportunities for the collective voice of acquirers to be heard when necessary and for the needs of our customers to be addressed.

"Therefore, at this time, we do not have plans to join the Canadian Acquirers Association nor have we been approached to do so."

Moneris is a joint investment of the RBC and the Bank of Montreal. ■

Uh oh, where'd Penney's data go?

One year after the infamous TJX Companies Inc. data breach came to light, J.C. Penney Co. Inc. joined the list of retailers whose customer data has been mishandled. Personal information from an estimated 650,000 J.C. Penney and 100 other retail store customers is unaccounted for.

GE Money, part of General Electric Capital Corp., stated a computer tape went missing in October 2007 from a warehouse run by data storage company Iron Mountain Inc. GE Money, which handles J.C. Penney's and other national retailers' credit card operations, uses Iron Mountain's services to store its data. Along with credit card information, 150,000 Social Security numbers are estimated to be on that tape.

According to GE Money spokesman Richard C. Jones, there is no evidence of fraudulent activity on the accounts involved. And there is "no indication of theft or anything of that sort." He noted that the tape was constructed to make unauthorized access extremely difficult, even for experts or those with specialized technology.

Dan O'Neill, spokesman for Iron Mountain, said the company has "occasionally made mistakes" because of the

News



TEERTRONICS
Equipment New & Refurbished

800-856-2030

Refurb 2085
129.00
-case price-

Refurb T-7PT
119.00
-case price-

Refurb CR600
39.00
-case price-

Teertronics
Is NOW
accepting
keys for all
of your
encryption
injection
needs!

972-735-8880
www.teertronics.com

high volume of information stored and that it regrets losing the tape. However, Iron Mountain said the tape could still be in the warehouse.

"We believe this is an unfortunate case of misplaced tape," Iron Mountain said in a statement. "There has been no evidence to suggest that the media was obtained by unauthorized persons or has been misused in anyway."

As a precaution, GE Money has been notifying consumers of the possible breach since December. Consumers have received letters, telling them to phone a call center for further information. GE Money expects all notifications will be completed by the end of January. ■

Payments in podcast

TDG-Phenix Inc., a Brentwood, Tenn., services and consulting firm focused on banking, treasury management and payment processing, had its podcast picked up by the world's No. 1 online music store. Apple Inc.'s iTunes, which boasts thousands of free audio and video podcasts, now offers the firm's free podcast at <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=272307914>.

Podcasts are media files distributed over the Internet, using syndicated feeds. They are suitable for playback on portable media players and personal computers.

TDG's podcast is entitled The TDG-Phenix Podcast. It provides audio encapsulation of news and trends in the banking and payments industries.

Twice a week, TDG produces audio programs and makes them available on its server. The programs are formatted as MP3 files, which can be downloaded or played while viewing the company's Web site, although it is easier to download and play them later.

TDG's podcast is available for subscription through iTunes. As new episodes are added, the iTunes client will automatically download them for subscribers. Audio programs are anywhere from 15 to 25 minutes long. TDG keeps the programs short, so as to ensure that downloads to media players are manageable.

And, depending on how they set up their podcasts, subscribers will receive an e-mail at the end of each week summarizing the topics covered in that week's podcasts, as well as any links to the podcast sponsors for that week.

While podcasts can be downloaded and listened to via computer, an iPod or MP3 player serves the same purpose and makes them portable, too.

iTunes is the most prevalent method used to consolidate podcast subscriptions and automate downloads. But other software packages, including Juice, Doppler, Replay Radio and Happy Fish, can also do the job.

Sponsorship opportunities exist for future episodes, so vendors wishing to get an audio message out to a highly qualified listening audience should contact Larry DePalma, Chief Executive Officer of TDG, at 615-373-5486.

According to TDG, creating or sponsoring a podcast is easy. TDG maps out a podcasting strategy and production plans using its subsidiary, PCubed – Phenix Podcasting Productions. For further information, visit TDG's Web site, www.tdgphenix.com. ■

Does your processor supply you with Qualified Appointments?

Are you in front of enough prospects? Or are you sitting at home with piles of free terminals but no one to give them away to?

Call IBC we will put you where you belong... In front of merchants.



800.827.4880
Ask for David lafrate ext. 222
www.intlbancard.com

* Subject to qualifications

IBC Provides

Daily Appointments (not leads) supplied by our own in house Call Center for YOU

Weekly Commissions

Medical Benefits *

Mobile Technician Vehicle*

Free Marketing Materials

Proposal Preparation Support

Training at Your Location

Per Deal Signing Bonus

Lifetime Residuals



Free terminals with no prospects = 0 money for you!

See the difference with IBC

You Have the *RIGHT* to **SUCCEED**

As a merchant services professional, you have rights. The right to be empowered in an industry that is growing increasingly competitive every day. At EVO, we invest in your future to help you achieve your business goals. We know there are other processors that you can choose to do business with. That is why we strive to be your exclusive partner and give you the respect that you have earned.

TO LEARN MORE ABOUT YOUR RIGHTS,

CALL JIM FINK

AT

1-800-CARDSWIPE

(227-3794) ext. 7800

or visit us online at

WWW.GOEVO.COM

Know Your Rights

1. The right to a fair agreement and a competitive compensation plan.
2. The right to be informed.
3. The right to be treated in a professional and courteous manner.
4. The right to receive your residual payments on-time.
5. The right to give your residuals to a beneficiary.
6. The right to a guaranteed residual buyout.
7. The right to access leading technology.
8. The right to consistent service levels.
9. The right to partner with an organization where integrity comes first.
10. The right to your peace of mind.



MERCHANT SERVICES

ISOMetrics

The good news: According to CyberSource Corp., the percent of revenues lost to payment fraud declined from 1.8% in 2004 to 1.4% in 2007.

The not so good news: Reports by Shop.org and Forrester Research Inc. indicate e-commerce has grown by 20% or more per year, based on U.S. Census Bureau retail e-commerce sales figures. But losses from online payment fraud in the United States and Canada have steadily increased.

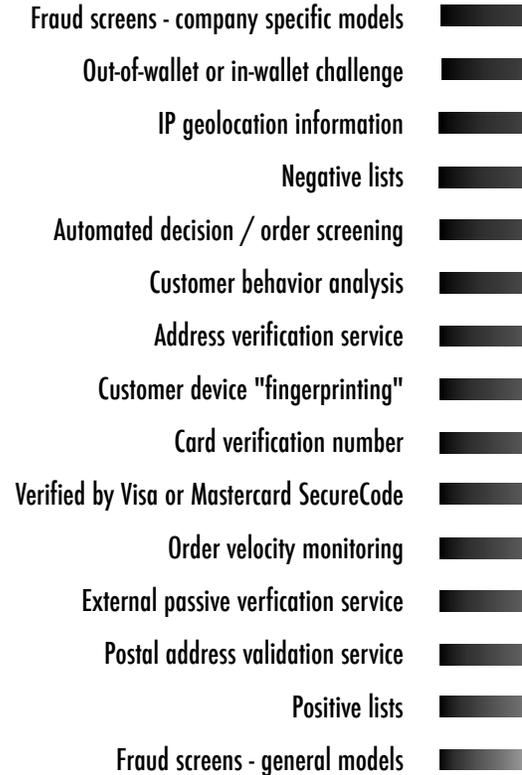
An estimated \$3.6 billion in online revenues were lost to online fraud in 2007, up from \$3.1 billion in 2006.

The charts herein contain further information about online payment fraud trends, merchant practices and benchmarks drawn from CyberSource's Ninth Annual Online Fraud Report, 2008 Edition. Merchants are categorized by size, where applicable.

To download a copy of the report, visit www.cybersource.com/promo/FraudReport2008NA/indexx26.html. 

Most effective fraud

Percent of merchants who selected tool

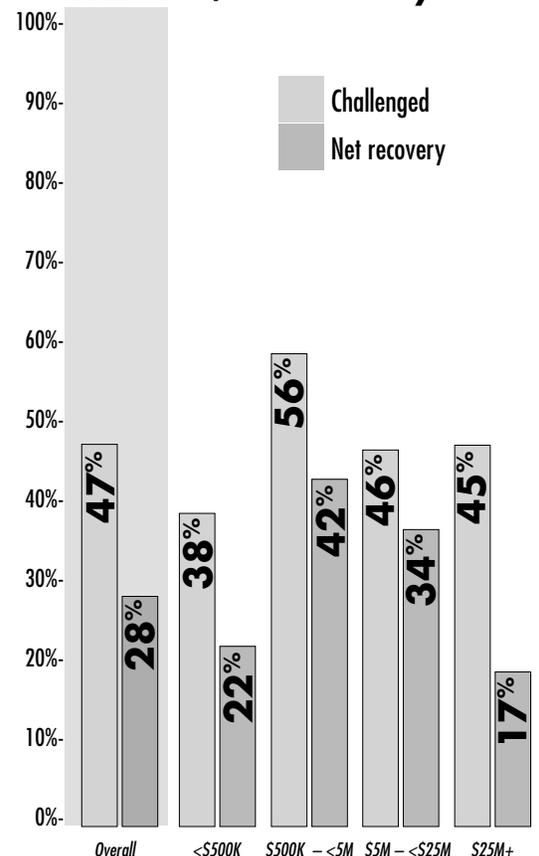


Network Merchants...
Payment Gateway

the **PERFECT FIT**

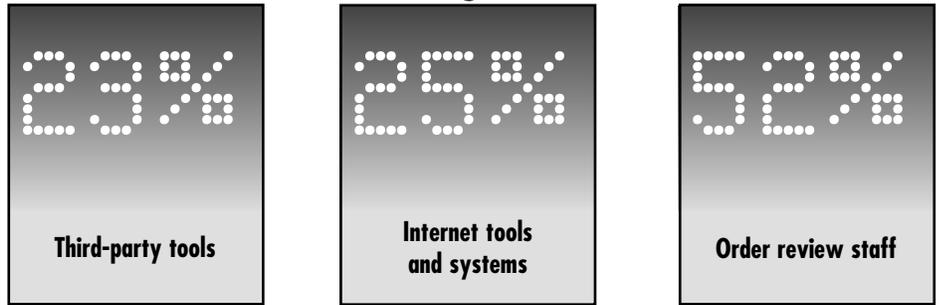
to find your perfect fit visit:
www.networkmerchants.com NETWORKMERCHANTS

Fraud chargeback re-resentation Win rate / net recovery rate

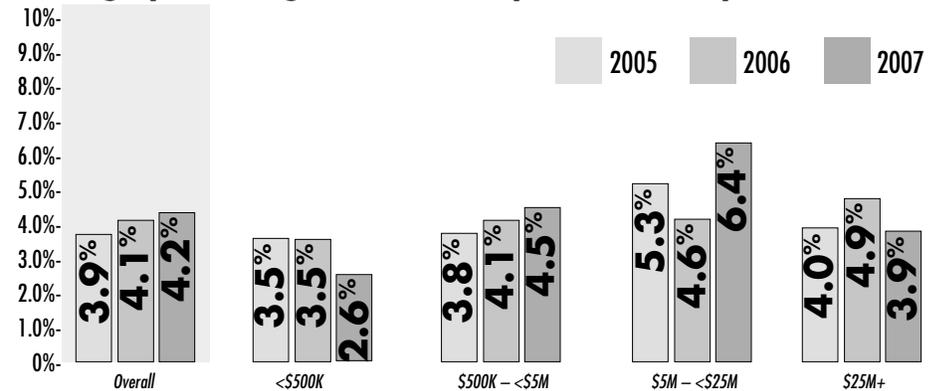




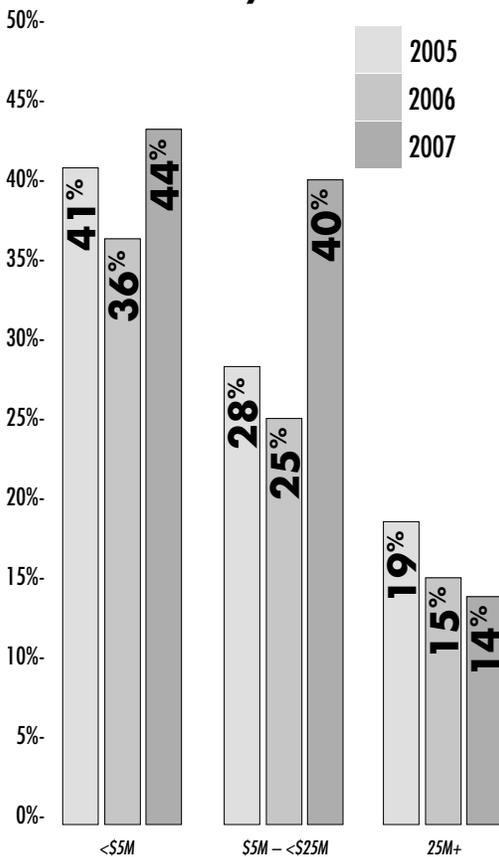
Average percentage of spending allocated to fraud management in 2007



Average percentage of orders rejected due to possible fraud



Average percentage of orders manually reviewed



Cash advances at rates so low, they are actually loans!

From \$150,000 to \$3 Million

Rates starting at 6%

Big money, low rates, high commissions

CREDIT CASH

Working capital for companies that accept credit cards

212-688-2600

www.Credit-Cash.com

A minimum of \$200,000 a month in credit card sales is required

GET THE REAL STORY.

What makes you good sales agents? Having the same regard for each customer, no matter how big or small. **Why do merchants choose you?** We always put ourselves in their shoes. We know what it's like to get the runaround and our service is always up-front. **What's your aspiration?** To build long-term financial security for our kids. And to enjoy some of the finer things today, by earning well above the average. **Chris, what's your inspiration?** I grew up relatively poor compared to many of my friends in high school. I think seeing their much nicer homes and nice vacations, etc. definitely made an impression. **Monica, how do you maintain your work/life balance?** I leave work at the office and the computer off at home, otherwise I get sucked into the email trap! **What were your residuals before the TMS Free Terminal Placement Program?** Average. **Residuals now?** Way above average! **What's the best decision you ever made?** Joining Total Merchant Services as sales partners. **What's your greatest accomplishment?** Our family. **Your perfect weekend?** Being with the kids at the beach.

REAL REPS. REAL SUCCESS.

ONE-ON-ONE WITH OUR TOP SALES REPS.

Chris and Monica Collins

Business Credo: Give a lot to get a little.



Start writing your success story today!
Join the team with a proven track record.

Check out Total Merchant Services program details at
www.upfrontandresiduals.com or call us toll-free at
1-888-84-TOTAL ext. 9411



total merchant services
payment solutions for your business

Empower Your Phone To Do More...Securely



Make a call, Check e-mails, Get directions
or Process Credit Card Transactions Instantly
with Charge Anywhere® -Smartphone Edition

Comstar Interactive's Charge Anywhere mobile software solution
is Visa Payment Application Best Practices (PABP) validated and transforms
Smartphones and PDAs into secure wireless POS terminals.
It's the perfect solution for anyone conducting
business within a mobile environment.

PCI Level 1 Certified

- ▶ Use with BlackBerry, Treo and Pocket PC Smartphones ◀
- ▶ Windows Mobile 5.0+ and Palm 5.48+ ◀
- ▶ Quick and Easy Over the Air (OTA) Downloads ◀
- ▶ VISA PABP Compliant via ComsGate™ Payment Gateway ◀

◀ **Download Your 60 Day Free Trial Now!** ▶
Visit www.comstarinteractive.com



If you use QuickBooks® financial software, No Problem. Charge Anywhere POS software, designed for QuickBooks, eliminates time-consuming data entry and automatically imports transaction data from your PDA to your QuickBooks program.



XTP in the real world

"Necessity is the mother of invention" is an old adage that describes the high stakes world of extreme transaction processing (XTP). Businesses are confronted with the reality of exponential increase in transaction volume while the dollar amount per transaction is decreasing. So, when a business needs to dramatically increase its capacity to handle electronic transactions without breaking the bank, where does it go?

It might go to XTP software vendors like Kabira Technologies, GigaSpaces, Oracle or Appistry Inc.

Take Kabira, for example. The San Mateo-Calif.-based company founded in 1996 provides its brand of XTP, called Kabira Transaction Processing (KTP), to over 100 customers in 30 countries, including Visa Inc., AT&T Corp., France Télécom, Bank of America Corp., Vodafone Group PLC and Alcatel-Lucent.

KTP employs industry-standard architecture and runs on the Red Hat Enterprise Linux operating system. Kabira stated that its software combined with servers manufactured by Maynard, Mass.-based Stratus Technologies enables KTP to enjoy a 99.999% uptime, providing years of continual, high volume service.

Kabira reported that KTP, when combined with Stratus servers, can handle peak transaction volumes while lowering a company's overhead costs.

To illustrate what separates XTP from standard transaction processing platforms, Dirk Epperson, Vice President of Strategic Planning and co-founder of Kabira, echoed sentiments originally expressed by Gartner Inc. analyst Massimo Pezzini when he said, "There are a lot of applications that can do 50 transactions a second, 100 transactions a second. Most computing can kind of do that.

"Once it gets up to 300 to 500, you've got to be pretty serious. And then once you're in the 5,000 range, boy watch out."

But 5,000 transactions a second is just the low end of XTP's capability. Epperson recalled a 2002 *Forbes* article, in which the then Chief Executive Officer of a prominent but publicity shy global corporation said the company could handle 4,000 transactions per second. By 2007, the CEO said that the company would need to be able to handle 40,000 transactions per second, a tenfold increase in transaction volume in just five years.

"[The company] had a whole initiative to try to figure out how in the heck they were going to get there," Epperson said. "It was a big development process ... and Kabira is definitely a part of that."

mainframe reached the limit of its processing capacity, the company would just replace it with a bigger computer. And when that one reached its processing limit, the company would get an even bigger one.

In other words, these systems were not easily upgradeable. "They were not architected for real time payments," Purdy said.

Although "architecturally limited," these slow behemoths worked, and still do. "It is everyone's dream to always get rid of legacy systems," Purdy said.

"[But] the further back something goes, the harder it is to replace. ... You want to throw it away, but you can't."

Since legacy systems still work and are too expensive to replace, XTP is not meant as a replacement for legacy systems, but as a way to connect the old systems to faster, newer processes with greater functionality.

Purdy likened XTP to a "giant buffer" between the user on the front-end and the tried-and-true database systems on the back-end.

Therefore, XTP is not about replacing systems, but rather "limiting how tightly tied you are to legacy systems," Purdy said.

Species proliferation

But XTP platforms must do much more than just connect to commodity hardware such as legacy systems; XTP must be able to crunch an astounding amount of data every second.

A small amount of information is generated when a card is swiped at the POS, roughly only one kilobyte worth. But, from that data, a huge volume of processes are spawned, as many as 1,000 queries for each transaction. On top of that, XTP must be able to handle tens of thousands of transactions per second.

Various strategies are being deployed to meet that demand. An XTP platform may be based on service-oriented architecture, grid-based architecture, event driven applications, distributed caching platforms, complex event processing platforms and others.

Software designers have taken different approaches to

CoverStory

building XTP models because, currently, not one size fits all. The requirements for a system that processes telecom payments, for instance, is very different from one designed to handle securities trading on Wall Street.

But all XTP platforms have certain characteristics in common. They must be high performing, scalable, durable and always available.

- High performing means each transaction is processed in real time, within a time budget of two to three milliseconds.
- Scalable means servers can be added over time to the system as transaction volumes increase.
- Durable means the system must be resilient with redundancies built in; if one server should fail, the data from a transaction in the act of being processed is not lost, since that data is duplicated across many servers.
- Always available means the platform must be accessible for processing around the clock.

Perpetual transaction machine

In a SourceMedia webinar, Paul Sutton, President and Chief Executive Officer of Kabira Technologies, a San Mateo, Calif.-based maker of XTP software for the telecommunications and financial services sectors, including

Visa Inc. and AT&T Corp., recognized the importance of a platform that performs 24/7.

"Your business just used to follow the sun," Sutton said. "Well, now we all know, we're seeing it in the trading world – global trading networks that can operate across the world. We're seeing the same in payment systems. We're seeing it in banking. We're seeing it everywhere. It really is an 'always on' world."

According to Sutton, the networks that handle the increasing speed and expanding volume of electronic transactions taking place day and night are breaking under the stress to keep up.

Systems are compartmentalized (also known as siloed), complex, redundant, and inefficient.

A financial institution (FI) may have its credit processing outsourced to Company A while its debit processing is outsourced to Company B. That same FI may have its customer authentication for its prepaid cards handled by a third party vendor. All these processes must communicate with the FI's internal systems as well as the payment networks.

"Connectivity is very difficult," Sutton said. "There are lots



Are Your Customers Getting Cash from Vinnie & Guido?

Protect your customers from
**"Questionable
 Cash Advance Sources"**

USMS CASH ADVANCE PROGRAM:

- Get your merchants the cash they need for about half the cost of other programs.
- Earn the same or more while your merchants pay less.

Call U.S. Merchant Systems for details:



U.S. MERCHANT
 SYSTEMS™

800.655.8767 x171 or x139

GOING NOWHERE WITH YOUR ONE WAY ISO PROGRAM?



ONE WAY

TURN IT AROUND BY BUILDING YOUR OWN PLAN AT 1-800-BANKCARD.

- Interchange Pass Through – No markups
- FREE Equipment
- Lucrative Signing Bonus
- Conversion Bonus
- Instant Approvals
- Faxed Applications
- FREE Equipment Shipping
- FREE Equipment Deployment
- Non Bankcard Signing Bonus
- Direct Leasing

1-800

BankCard

MSI

Merchant Services Inc.
890 Mountain Avenue, Floor 2
New Providence, NJ 07974

powered by
MSI

JOIN 1-800-BANKCARD TODAY!

**Call 1-800-BankCard
(1-800-226-5227)
today and ask for:**

**Joyce Seuhbetian
at ext. 5925 or**

**Rich Lopez
at ext. 5912**

CoverStory

of points that could break. ... You can see why financial institutions and card payment organizations are suffering. It's almost like a perfect storm."

The challenge of XTP is to ease that storm by bringing all processing steps in-house – acquiring, authenticating, switching, detecting fraud and authorizing every transaction.

S.O.S. for CIOs

Chief Information Officers for FIs and other businesses know all about points that could break. The term "patch management" describes what many CIOs do all day long – keeping their systems connected with the software equivalent of chewing gum and bailing wire.

In a Salesforce.com Inc. webinar, two speakers highlighted the role of Platform as a Service (PaaS) as a way to alleviate that patch management burden. Peter Coffee, Director of Platform Research at PaaS provider Salesforce.com, said, "We want to come to work in the morning with more to hope for than that no one will be angry at us today. ... And not have a good day be one where nothing crashes.

"You've heard the figure of 63%. Gartner [an information technology (IT) and research advisory firm] says that it is typical for an enterprise to spend maybe 90% of its IT

spending merely to maintain existing capability. And, at the risk of sounding incredible, they've found organizations where 98% of the IT spend was merely to keep marching in place."

In the same webinar, Andy Brown, Chief Technology Officer of Infrastructure at global financial services group Credit Suisse, took Coffee's point further.

"If you have an infrastructure per application, the chances are the net utilization of the servers in your data is less than 10%," Brown said. "If you're really good, it's 20%. ... [But] if you're using someone else's servers, it's their problem to run them up to 90%, 80% and still deliver the service level. There's no doubt in the economy of scale in the service oriented economy is totally different from an application oriented infrastructure."

Similarly, XTP platforms are designed and implemented by third party vendors to take away a company's pain points when it comes to transaction processing and mitigate the headaches IT professionals experience when connecting their internal systems to outside processing networks.

The mother of invention

In a SourceMedia webinar, Penny Gillespie of Gillespie

How do I develop new market opportunities for non-retail prospects?

EZ.

Turn to EZCheck®. At EZCheck we know that you have to attack business from all angles to succeed. That's why we've developed distinctive programs that target industries outside of traditional retail. These exclusive programs offer special buy rates and authorization tools that work for each industry's unique business structure.

- ✓ Buy rates below 1% for a wide range of industries
- ✓ Special programs for medical clinics and professionals
- ✓ Customized solutions for
 - Wholesale
 - Commercial
 - Business to Business
 - Mobile/Wireless

Let EZCheck show you how our targeted approach to business can help you diversify sales. Call EZCheck today at **1-800-797-5302, ext. 3313** or email ezsales@ezchk.com.



International Inc., an electronic financial services advisory, said consumers are adopting technology at a very rapid rate.

According to Gillespie, it took 38 years for television to reach 100 million people. In comparison, it only took five years for the Internet to cross that threshold, and only four years for DVD players to hit that 100 million plateau.

Gillespie pointed out the exponential growth of automated clearing house (ACH) transaction processing since 2002. Citing NACHA – The Electronic Payments Association, Gillespie stated that transactions on the ACH network reached the one billion mark faster than any other electronic payment method in NACHA's 33 year history.

As transaction volume increases, the processing time for each transaction is decreasing, Gillespie said.

Visa research claims credit card transaction times at the POS are 20% to 25% faster than those for cash transactions, and contactless, smart card transactions are faster still – 53% faster than credit cards. MasterCard Worldwide findings show that paying with a contactless card cuts 12 to 18 seconds off the standard credit card transaction time.

The trend for electronic payments, therefore, is toward ever expanding volume and quicker transaction and processing times, married to the corresponding demand by consumers for almost instantaneous transactions. As Gillespie said, payments is moving to "Internet speed."

So one of the main drivers behind the adoption of XTP is the demand consumers are putting on payments networks for quicker and quicker services, and will put on businesses in the near future. Coffee said a fifteen year-old today is used to the speed of the Internet and instantaneous access to services.

"When you look at Generation Z

coming out of school in four or five years time, they don't have the tolerance for the kind of environment that we've set up ... in the workplace," Brown said. "And the reality is they do have a choice. There will be new companies that appear that are offering exactly that kind of technology to them as adults that they've been used to as children."

The XTP platforms offered by companies such as Kabira, Oracle and GigaSpaces Technologies Inc. are laying the groundwork for the demands placed on businesses by consumers of the future.

A single unified theory

Massimo Pezzini is Vice President and Distinguished Analyst at Gartner. Although he won't admit it, Pezzini coined the term XTP. But with "millions of service requests every second, this is a problem that is extreme," he said.

Pezzini defines the XTP problem: "How to design, develop, deploy and maintain exceptionally demanding transactional applications – this is not a new problem (think airline reservation systems or ATM networks management)," he said. "Therefore we do have 'XTP' platforms already, but these are proprietary, expensive and based on mainframe hardware."

The challenge facing the payments industry is "how to solve the XTP problem on the basis of modern software and commodity hardware." Grid-based applications, service oriented architecture and event driven processes are all ways of tackling the problem. The various types of software being deployed, such as Oracle's Fusion Middleware, which uses "hot-pluggable" architecture in

Need it repaired to Manufacturer's Specifications?

Authorized Out-of-Warranty Repairs/Upgrades/Refurbishment:

• Verifone/Lipman • Hypercom • Ingenico • NBS



- Web Issued RMA#s
- Authorized Trained Techs.
- Express Deployment Depot Service
- Custom SLAs (Service Level Agreements)
- ECOs/Upgrades
- Service Depot located in logistics center (Louisville, Kentucky) cheap shipping!

Call: **1-800-734-0448**

Fax: **1-502-493-3778**

Email: shane@itssys.com

Web: www.itspointofsale.com



International Transaction Systems

POS, Financial & Retail Hardware Solutions

CoverStory

high-end transaction processing, or Gemstones' grid-based approach, are XTP concepts made into concrete, real-world applications – pieces of the puzzle.

But the puzzle is not complete. The foundation of XTP is currently being laid, but a single XTP platform that can be utilized across many different market sectors has not yet been achieved. "My expectation is that in five years from now these technologies will converge to give birth to a unified XTP platform that will be applicable to a variety of different scenarios," Pezzini said.

Convergence matters

For decades, astrophysicists have been searching for the grand unified theory,

ON THE SPOT HELPS RESTAURANTS STOP ILLEGAL CARD SKIMMING BEFORE IT STARTS

WITH ON THE SPOT PAYMENT FROM VERIFONE, THE CUSTOMER'S CARD NEVER LEAVES THEIR SIGHT

Last year card skimming cost businesses—and their customers—millions of dollars. And industry experts estimate that over 70% of card skimming takes place at restaurants.

Increase your sales and drive revenue while helping restaurants improve efficiencies, protect customers from identity theft, and increase profits with **ON THE SPOT** payments.

ON THE SPOT brings payment to the point of service.

TablePAY • CarsidePAY • DeliveryPAY • CounterPAY

Go to www.verifonezone.com to see how you can sell fast, profitable and secure payments **ON THE SPOT**.

VeriFone
THE WAY TO PAY™

www.verifonezone.com

a theory that explains everything in the universe. Although the search for one comprehensive XTP platform is modest in comparison, it points out a growing trend in the payments industry known as convergence.

Convergence can be seen in mobile devices, where a consumer's mobile phone can be used not just to make calls, but to surf the Web, access their bank accounts and make purchases. Convergence is also seen in e-commerce, where the search engine giant Google now offers a bill pay service. In the prepaid industry, convergence can be seen in self-service kiosks that bring together gift cards offered by dozens of companies.

It is no wonder, then, that a single processing platform capable of handling ATM transactions as well as booking flight reservations is the goal of many in the payments industry. But, the question still remains – will XTP make payments sexy?

More than a catwalk

In a financial forum a few years back, Gillespie said that a speaker kicked off his presentation by announcing to the audience that payments were going to get sexy. "Well, I'm not sure they've reached that status yet, but interest certainly has increased," Gillespie said.

If payments isn't sexy quite yet, XTP may be the catalyst that ignites the industry into that all-important marketing category. But true sexiness is not a superficial quality, such as a super model strutting down the catwalk.

No, in the business world, real sexiness is effective marketing backed up by a product that offers high performance. Without tangible value underpinning a clever advertising campaign, the quality of sexiness is reduced merely to a pretty face or flashy graphics.

As a marketing strategy, the term XTP is a definite winner. But it remains to be seen if the technology can live up to the promise of its catchy name. ☐

Selling the Right Solution could make you \$5000 per account upfront

Introducing Optio Solutions

One of the biggest challenges businesses face today is slow paying accounts and delinquent debt. Optio Solutions is the first collection company to focus on the payments industry with debt-management services to offer your merchants. Your merchants will enjoy the control and flexibility that our easy to use program offers, while maintaining valued client relationships.

The Optio ISO Sales Advantage

- Market to your existing merchants
- Target new businesses: health clubs, agencies, utilities, medical groups and many more...
- B2B opportunities
- Stand out from the crowd with this unique solution in your product suite

Increase Your Earning Potential

- Earn generous commissions upfront
- Ongoing residual potential
- Renewal commissions



(800) 654-2365
partners@cross-check.com
www.optiosolutions.com

The Best Choice in Profit Recovery

Now available through CrossCheck, Inc.

Education

StreetSmartsSM

Proudly presented by



Are you prepared for the big R?

By Dee Karawadra

Impact PaySystem

In a January 2008 press release, American Express Co. stated it saw signs of a weaker U.S. economy "as card member spending began to slow, and delinquencies and loan write-offs trended upward during December." And media headlines indicate we might be headed into a recession (that awful R word) or something very close.

I have always boasted that our industry is recession proof, but as we've experienced weaker economic conditions, I've wondered, is this so?

In good times, consumers use their debit cards because they have cash in the bank. On the doorstep of a weak economy, however, consumers start relying on credit cards because their bank balances are decreasing.

Cguy on GS Online's MLS Forum stated, "While people will spend less, credit card usage should go up. ... So a recession is good, and when the economy is good our business is good. As long as plastic is being used, business is good for our business."

So, will the recession not affect us? This is the billion dollar question. What happens when consumers cannot afford to pay off their credit card balances, and their available credit is reduced? They can't spend.

And what does this portend? Marc Scheipe, Managing Partner at FrontStream Payments, spent an hour helping me understand the likely impact, and the MLS Forum provided much insight, too.

Don't assume we're immune

MLS Forum member Mike Maxon said, "I have seen the results of recession on our industry over the last 25 years or so. There is no doubt that every recession has had an impact on everyone that markets merchant

Education index

Scott Henry	78
Jeff Fortney	82
Aaron Bills	86
Curt Hensley	92
Mike Evans	78

accounts. ... This time around there is an added effect on all business formations because of the lack of easy capital.

"The business formation explosion over the last 10 years was fueled by home equity loans and rapid increases in home values. This easy, low-cost capital source actually pulled people from the standard work force and encouraged them to try out small businesses.

"This capital source shut down about eight months ago and the resulting drop in new business formations is the clear result."

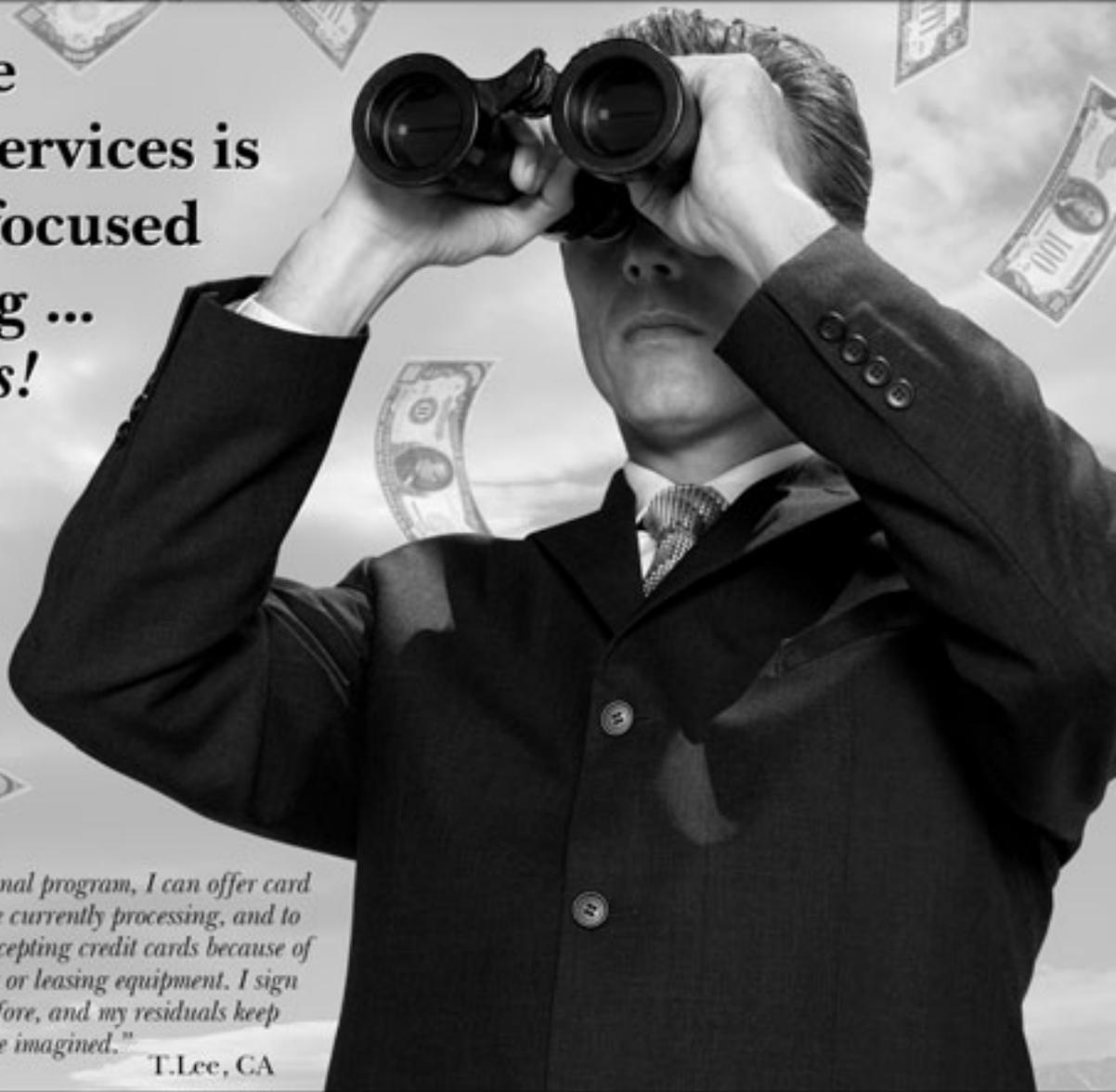
Stay on your toes

So what are the sure signs of recession? According to Maxon, look for the following:

- Fewer new business formations
- More business failures
- Increased merchant portfolio attrition, known to some as increased automated clearing house (ACH) rejects
- Lower average income per merchant
- Tighter merchant underwriting requirements
- Increased merchant fraud
- Lower merchant portfolio valuations
- More ISO failures

Don't Lose Sight

Money Tree
Merchant Services is
constantly focused
on one thing ...
your success!



"With Money Tree's Free Terminal program, I can offer card acceptance to merchants who are currently processing, and to those who had not considered accepting credit cards because of high start up costs when owning or leasing equipment. I sign more new accounts than ever before, and my residuals keep growing faster than I could have imagined."

T.Lee, CA

More Options.

More Choices.

More Revenue Streams.

More Opportunities.

More Bonuses.

More Money.

NEW! Discover Card Residuals. **NEW!** FREE External Hypercom Pin Pad.

FREE TO YOU!

Brand New • Hypercom T4100 • T4100 and Magtek Check Imager
• T4100 with Vivotech 4000 Contactless Reader

FREE MERCHANT PLACEMENT!

Brand New • Hypercom T4100 • T4100 and Magtek Check Imager
• T4100 with Vivotech 4000 Contactless Reader • NURIT 8000 GPRS Wireless

FREE Encryption | FREE Deployment | FREE Merchant Training | FREE Shipping



RELIABILITY • INTEGRITY • STABILITY

Call Money Tree Services Today 1-800-582-2502 Ext.2

www.moneytreerewards.com

Money Tree Services is a Member Service Provider for HSBC Bank USA, National Association, Buffalo, NY

Don't think for a minute that if the economy continues to be lackluster, you won't be affected.

Other facets of the industry may also be affected. MLS Forum member Beanstream stated, "I think that another important impact of a potential recession will be the extent to which many organizations undertook debt over the past few years in order to finance growth and expansion.

"I have no doubt that the Fed will continue to lower interest rates if they continue to see weakness in the economy, but this will not provide short-term assistance to companies that face the double whammy of high debt servicing costs (due to tighter financing controls) along with reduced revenue and earnings from operations (due to a slowdown in the economy).

"There is a very real risk that some of these companies may have to undergo restructuring or a sale in order to adjust. This will lower company (not just portfolio) valuations and further impact the ability to grow a business in our industry."

And the valuation process will impact the industry as a whole.

Make savvy choices

No matter what side of the argument you are on, take proactive measures to ensure your survival in case the big R is coming. I have always preached a diversified portfolio, but targeting certain business types or SIC codes (standard industrial classification codes established by the U.S. government) is equally important.

At Impact PaySystem, we have introduced a product (health insurance verification/eligibility) that will help us to get into the medical industry.

We believe the health care sphere may not be affected as much by a slower economy. Some of the other industries that will likely prosper in a downturn include automobile service providers, pawn shops and grocery stores.

The most important factor is to be educated on what is happening around us. Don't think for a minute that if the economy continues to be lackluster, you won't be affected. Chances are we all will, and we need to be highly proactive in the coming year.

Start writing your deals in a way that will give you more security. For example:

- If you don't usually have a monthly minimum, make sure to implement one.
- If you've been waiving your termination fee, reinstate it in your agreements.
- Make sure you charge an ACH reject fee. I've seen agents cross this out in contracts, thinking it will help them get deals; this is not the time to do that.
- Don't take on risky deals if you're not sure you'll cover your costs. Do the math ahead of time, and acquire profitable accounts.

It's time to buckle down. The big guys in our industry are doing this already. I hope discussing this subject will help us gear up for a rainy day. But let's hope we get refreshing sun showers, not torrents pouring down in heavy winds. ☔

Dee Karawadra is the founder, Chief Executive Officer and President of Impact PaySystem, based in Memphis, Tenn. He and his team have a wealth of knowledge on the merchant services industry, with a niche in the petroleum market. Dee's experience on the street as an agent has guided him in laying a foundation for an agent program that is both straightforward and lucrative for his agents. Contact him at 877-251-0778 or dee@impactpaysystem.com.

**BRING US YOUR TIRED, YOUR POOR,
YOUR HIGH RISK MERCHANTS!**



NTC

NATIONAL TRANSACTION CORPORATION

WE WILL PROCESS

all of the
HIGH RISK MERCHANTS
that most others won't!

including:

- Travel
- Bail Bonds
- Companion/Dating Service
- Legal Gambling
- Sports Forecasting/ Odds-making
- Telecommunication Services
- Stand Alone used car and truck sales
- Wire Transfer
- Door to Door Sales
- Pharmaceuticals via Internet
- Inbound Telemarketing
- Direct Marketers
- Outbound Telemarketing
- Stand Alone sellers of prepaid phone cards and prepaid cell phones

1-888-996-CARD (2273)

www.nationaltransaction.com

Don't go broke. Go Global.



- **\$90 Commission**

AND

- **Monthly Residuals**

(You receive 100% above buy rates!)

Check Guarantee – 1% rate / \$0.10 trans / \$5 mo/fee / \$10 mo/min

Check Conversion – 1% / \$0.20 / \$5 mo/fee / \$10 mo/min

ARC 90-Day In-House Finance – 1.3% / \$0.20 / \$5 mo/fee / \$10 mo/min

Payroll Guarantee – 0.6% / \$0.10 / \$5 mo/fee / \$10 mo/min

Other commission/residual plans and services available.

Sales training and marketing materials available!

GLOBAL

CHECK

Visit us at www.GLOBALCHECK.com

or call 800-988-6221

Education (continued)

Three ways to boost sales in 2008

By Scott Henry

VeriFone

Are your sales looking a little slack? Are you concerned about recessionary storm clouds? Or maybe you're just feeling down in the dumps following the new year. If so, it's time to get motivated because there are plenty of opportunities waiting for savvy payments professionals.

Here are three fundamental things, mantras if you will, you can use to keep from feeling queasy about your sales outlook in the coming months.

Sizzle sells

Whoever said what's on the outside doesn't matter has never met your target customer. Merchants, from the smallest to the largest, are looking for an edge over their competitors. And you can help merchants utilize their countertops as key elements in their marketing and customer relationship efforts.

Payment systems have changed dramatically from those little gray boxes we used to sell (and many still populate business countertops). Today's systems are ergonomically designed and sleek. They are contoured to the hand of both merchants and consumers, and light-years ahead in terms of how they look and feel.

Merchants should attempt to figure out how to attract consumers with fatter wallets. Making an appealing presentation for these customers is a major consideration when trying to win them over.

Differentiating from the competition in terms of ergonomics and visual appeal is one factor to consider. There's also the issue of looking like a 21st century operation. Contactless payment can create the perception that a merchant is up-to-date on the latest retail trends.

Sure, not everybody has a contactless card – yet. But there are 20 million or so contactless payment cards and fobs out there, and when consumers see their neighbors and peers using them, they'll want to get on board, too.

In addition, a merchant who invests in contactless today is going to be a lot farther down the road for acceptance of mobile, cell phone-based payment transactions.

Then there is the issue of Internet protocol (IP) and Wi-Fi communications versus dial-up. Any merchant who has an existing broadband connection can save money instantly with an IP-based or Wi-Fi-based payment

system. Wireless is not only more flexible in terms of moving the payment system from one location to another, but it can also be more cost-effective than traditional landlines.

Churn, baby, churn

Any merchant who underestimates the opportunity to replace older POS equipment is missing a chance to attract customers. This is the merchant level salesperson's (MLS) cue to convince the merchant otherwise and upsell.

Literally millions of payment terminals are in use in the United States that do not meet today's security standards or come close to meeting the speed of service benchmarks that merchants should be concerned about.

Payment and identification issues are in the news just about every day, often involving retailers who end up losing their reputations, profits and customers as a result of breached security. Don't let this happen to you or your merchants.

Consumers care about these issues. Press upon your merchant customers the pitfalls of using older equipment and the benefits of using the newer equipment. Plus, it's not just security and speed; also at issue is additional revenue generation from value added applications such as gift cards or bill payment.

New markets, new profits

If you don't have an enthusiasm for replacing old equipment, then you probably, on occasion, spend thoughtful hours trying to figure out a way to develop new markets suited to your skills and the product sets you're familiar with.

Basic credit and debit card acceptance for typical mom-and-pop retailers is pretty much a commodity business. You either need to find new merchants or you need to be able to unseat competitors to grow your business.

You may have already figured out you can increase your revenue per customer and make the relationship more cohesive by developing a portfolio of value added products. You may have jumped the chasm separating terminal MLS from solutions provider.

If you've reached this point, you've no doubt realized that mom-and-pop retailers are just one segment of the burgeoning market of small to mid-sized businesses. There are many ways to slice and dice this market. Conduct an Internet search; there's no argument that it's huge.

What you have is a bewildering array of vertical markets with some 5 million companies with up to 20 employees each, half a million with up to 100 employees, and somewhere between 90,000 and 100,000



\$1,000 Bonus Per Merchant!

**The Largest Merchant Signing Bonus
Program In The Payments Industry**

**Say Goodbye To Those
Complicated ISO/Agent Programs
And Hello To Making Money!**

**Target Your Success
Join the Pivotal Team Today!**

Contact us today to get complete details
1 866-467-2688
www.isoagentprogram.com

Education

The potential targets are only limited by your ability to segment businesses into identifiable categories.

businesses with up to 500 employees. Many of these businesses have pressing needs for efficient credit and debit card solutions and related value added solutions.

Many of them – and certainly the majority, which lack information technology staffs – are in the market primarily for end-to-end solutions. They don't have the time or resources to take a best-of-breed, mix-and-match approach.

This doesn't mean, however, that merchants won't expect you to figure out ways to leverage their existing technology. Being able to sell solutions rather than products requires that you develop – if you haven't already – the ability to listen, learn and pull together a portfolio of products and services that will meet the needs of the target customer.

You need to surround your core competency as a payments systems specialist with knowledge and partnerships germane to the vertical market you are targeting. This could range from selling new pay-at-the-table solutions in the restaurant market to incorporating payment into an office management suite of products for small health care providers.

The potential targets are only limited by your ability to segment businesses into identifiable categories. You might, for example, focus on a broad category of

in-house service providers who need to be able to accept card payments on a real-time basis. Or perhaps you have a friend in the wholesale carpet business with whom you can forge an alliance aimed at targeting carpet installers.

You can also focus on the broad health services category or narrow it down to dentists, ophthalmologists, neighborhood clinics and so forth.

However you define your target market, you must get up-to-speed on the needs of potential customers and the types of technology solutions they're using. You need to identify developers and value added resellers who are marketing industry-specific solutions.

When approaching developers and value added resellers in specific industry niches, you need to bring your arsenal of payment processing expertise to position yourself as the sales lead or a valued partner.

In addition to credit and debit processing capabilities, draw upon the rich array of value added card payment applications available.

More than likely, your target market is going to rely on broadband or wireless communications, so it's critical to be able to sell IP-based payment products.

This, in all likelihood, will be much easier to integrate with a vertical solutions package than a dial-up option. Now that you've studied up on the mantras of selling, make your slumping sales turn into successful profits. It won't happen overnight, but you should see results in the coming months. ☐

Scott Henry is Director, North America Product Marketing, for VeriFone. He can be contacted at scott_henry@verifone.com.

**simple.
reliable.
affordable.**

All-In-One Wireless Payment Solutions Without the Premium Cost

- PCI-PED, EMV Level 1&2 compliant
- Go from mobile to retail with our modular modems
- Accept credit, debit, gift, loyalty, stored value, check, and cash payments
- Process payments through terminals, laptops, PDAs and mobile phones

BLUE BAMBOO

For more information, please contact sales@bluebamboo.com
www.bluebamboo.com

Are You Open to Other

Opportunities?

- ✔ Lifetime residuals
- ✔ Most competitive revenue share
- ✔ Upfront Bonus Plans
- ✔ Residual buyback
- ✔ Agent loan program
- ✔ Dedicated relationship managers
- ✔ Customer service & Tech support in multiple languages
- ✔ A company with instant credibility
- ✔ One of the highest approval rates
- ✔ Same day approvals & Live TIDs
- ✔ Faxed & Online Applications
- ✔ Next day funding available
- ✔ Multiple platforms available
- ✔ Free training
- ✔ Over \$30 billion processed annually

Take Advantage of this
Money Making Opportunity!



GET STARTED TODAY

1-888-519-9466

VISIT US ONLINE

www.ipayment-agent-iso.com

ISO@ipaymentinc.com

Education (continued)

Residual report review

By Jeff Fortney

Clearent LLC

Residual earnings are the lifeblood of the industry. And most payment professionals want their residuals to escalate and become the backbone of their businesses. With this goal in mind, the review of residual reports should be a top priority – each month.

However, it is all too common for merchant level salespeople (MLSs) to do, at best, a cursory review of the reports they receive. When asked why, they commonly offer the following responses:

- The data is overwhelming; if I'm satisfied with the total, I move on.
- I honestly don't know what to look for.
- I know I'm supposed to receive a share of the collected income; if it looks right, I'm OK.

Behind each of these comments is a common theme:



**The Most Technologically
Advanced, Feature-Rich
Payment Gateway Available!**

**eProcessing
Network**

Anywhere Merchants Do Business

**Internet, Mobile, POS,
Recurring & Business Financial
Software Transaction Processing**

The everywhereProcessingNetwork

**Our One-On-One Approach To
Merchant & Reseller Support
Ensures You a Clear Advantage
Over Resellers of Other Gateways**

www.eProcessingNetwork.Com
Support@eProcessingNetwork.Com 800-971-0997

Residual reporting is often confusing, and many agents do not understand what data should be examined. But reviewing reports can be made easy, even if you do not have a degree in mathematics.

MLSs can take several simple steps to identify basic concerns, simple math errors or even confusion in their program specifics – in other words, confirm that your understanding of your share percentage is actually what you are paid.

I suggest noting your questions as you review the data and holding them for a single phone call or meeting after you have completed your data analysis. This may save everybody a little bit of time and, most importantly, as you grow more comfortable with the data, you will start to answer your own questions.

What to get

Reports come in various formats. Raw data files, Excel spreadsheets and online reporting are the most common. All are electronic in nature. MLSs must be able to read their reports and have the right to request to receive data in a format they can read. For example, if you do not have Excel, request a report in PDF format.

Each report should provide common categories broken down to the merchant level. The categories may have different names, but they should include the following:

- Merchant card volume
- Merchant transaction count (by card type)
- Gross merchant fees collected (preferably broken down into individual fee categories)
- Merchant processing expenses (broken down per fee category)
- Total interchange
- Amount earned per merchant

There should also be portfolio totals for each category.

What to do

Begin by analyzing the total amount paid to you. Divide the total earned by the gross collected minus your processing expenses. This should equal your expected revenue share percentage.

Divide the total dollars earned by the total bankcard processing volume. This will establish the basis point return on your portfolio. This number is important when comparing your month-to-month earnings.

Simply stated, even though your earnings may be

Win at Processor Pursuit. Choose First American.



Processor PURSUIT

What makes First American
different from other processors?

- A) Proprietary Front-end and Back-end Systems
- B) Extensive In-House Product Line
- C) 24/7 In-House Customer Service & Help Desk
- D) Customized Sales and Marketing Support
- E) All of the Above

Providing quality in-house solutions and partnerships since 1990.

When you join First American, you partner with a processor that has all the in-house products and services you need to win the game. Contact us today at 1-866-Go-4-FAPS.



Your Partner for Quality Payment Solutions

1-866-Go4-FAPS
(1-866-464-3277)

sales@first-american.net www.first-american.net

Education

growing, unless the basis point return stays within an acceptable range month to month, there may be an error or a concern that needs to be addressed.

I also suggest that you proof the processing expenses. Ask yourself simple questions such as:

- Do they match what I perceive my costs to be?
- Is there an expense I am being charged I do not understand?

Calculate the basis point return on every merchant, and look for any value that appears to be out of your portfolio's norm. You may find that a merchant

may be priced too high, or conversely, priced incorrectly. This calculation also helps to identify any merchant who may be missing a fee or whose calculation contains a mathematical error.

Next, select a random sample of your merchants. This should be merchants of all sizes, not just your biggest volume merchant or your highest or lowest profit merchant.

Once identified, examine each individual merchant's billings. If you have access to merchant statements or online reporting, use these resources as proof instruments to find out whether you are receiving credit for all the revenue collected. If you cannot affirmatively answer this question, you likely have a "disconnect" between the processor's perception of your program and your perception.

This might have a serious impact on your income and could require you to reconsider your choice of partners.

After identifying all your concerns, contact your processor. Time is of the essence, as most contracts only allow a finite period for corrections to reporting. In most cases, you only have 30 to 60 days to submit questions or correction requests.

It's also important to remember to save your work to a separate electronic file or on paper. Keep the data for analyzing future growth trends and for determining if any concern or error is consistent month to month.

With the huge variances in programs offered to MLSs, the importance of a thorough, ongoing review cannot be overstated. You should trust your processor, but also verify. It is your money after all. ■

Jeff Fortney is Director of Business Development with Clearent LLC. He has more than 12 years experience in the payments industry. Contact him at jeff@clearent.com or 972-618-7340.

Does your leasing provider:

1. Cap you on hardware, software and ATMs?
2. Take too long to return your approvals?
3. Restrict equipment for your customers to lease?
4. Take too long to provide financing?

If your answer is **"Yes"**
to any of the questions
above you need to call...



A-1 Leasing Offers

- POS, software and ATMs
- Leases from \$700 – 250,000
- Approvals in hours not days
- Same-day funding
- Faxable leasing
- NO manufacturer restrictions

A-1 Leasing provides you with leasing options others cannot or are unable to – call Brad at 888-222-0348 ext 3012.



Earn Interchange

with United Cash Solutions and ATM Sales



If you have been restricting your service offerings to credit card processing and POS sales, you are severely limiting your earning potential. Rather than having to pay interchange from credit card transactions, United Cash Solutions will enable you to EARN interchange from ATM processing and will help you add profitable new revenue streams to your office with ATM sales!

Multiple Revenue Generating Opportunities

United Cash Solutions offers a variety of sales options to help you fully take advantage of our impressive ATM program.

ATM Purchases and Leases

Earn 100% of the profit on leases and sales

ATM Conversion/Reprogram

Earn surcharge revenue from existing ATMs

FREE Placement

Earn revenue from withdrawals with our free ATM solution

Earn Residual Income from up to Five Different Revenue Streams

Interchange Revenue

Surcharge Revenue

Monthly Service Fees Revenue

Armor Car Delivery Revenue

Cost of Cash Revenue

A Full Service ATM Solution

Our ATM program is backed with unparalleled service. We provide a national vault-cash service as well as nationwide installation. United Cash Solutions is sponsored into all national and regional ATM and POS debit networks and our in-house customer service and technical support representatives are ready to assist you 24 hours a day, 7 days a week!

Why Limit Your Earning Potential?

Contact United Cash Solutions today and find out how ATM sales can enhance the profitability of your sales office. Let the bank pay YOU interchange on all of your ATM processing.

To sell, lease or place ATM machines, contact United Cash Solutions:

1-800-698-0026

Alan Forgione, President - ext. 1410
Stephanie DeLeve, VP of Sales - ext. 1430

UNITED
CASH SOLUTIONS
a division of United Bank Card, Inc.

Education (continued)

Stop, look, listen to merchants: Ten tips

By Aaron Bills

3Delta Systems Inc.

The new year is now in full swing. And maybe you're like most of us: A month into the year, and you don't know which way is up. Are you searching for some guidance? If your resolution is to increase profits and differentiate your business from those of other ISOs and merchant level salespeople (MLSs), the tips in this article are for you.

A mentor once told me everyone is equipped with two eyes, two ears and one mouth – and each should be used in exactly that proportion. It's best to look up merchants' backgrounds and listen to what they have to say rather than tell them what they need. This is especially true in a consultative sales situation.

The key component to making your business solid is opening up communication lines with potential merchants. I've outlined several steps to help you boost dialogue.

1. Preparation. Before starting dialogue with prospective customers, do your homework. Review their Web sites, read their annual reports, and review product brochures and company histories.

This need not take a long time. The object is to prepare yourself so you can ask intelligent and detailed questions about their businesses. Plus, it will impress merchants if they know you've taken an interest in them.

Based on what you've learned from your research, develop a set of leading questions to bring to your merchant meetings. This will open up avenues for meaningful dialogue with prospects.

It is imperative to tailor your inquiries so they are specific to each merchant. Once you have the merchants' attention, you can better assess how their businesses function and persuade them to use your services.

2. Business basics. While it's likely you will already know the size of each prospect's business from the research conducted earlier, it's always good to hear directly from merchants how they view their operations. Ask them how they got started and about their long-term growth plans. If they're strictly local or regional, do they aspire to expand nationally or internationally?

The sooner you understand your prospects' business models and idiosyncrasies, the better your position will be. Are the merchants doing pure retail business, or do they have corporate clients? Do they have a mix of retail consumer transactions and business-to-business (B2B)

corporate purchase cards (p-cards) with level 3 line-item transaction detail? Or are they pursuing government contracts only?

3. Customers. Asking merchants who their customers are sets the stage for more in-depth discussions about the types of interactions merchants have, or hope to have, with their customers. Do they serve small businesses or large enterprises? Are they repeat or random customers? Are they retail consumers; corporations; or federal, state and local agencies? Do merchants expect business with their existing customers to increase in future years?

Knowing these answers is fundamental to understanding the ins and outs of merchant processing for different card types. In industrial procurement where corporate p-cards are used, for example, there may be significant cost saving opportunities if a merchant qualifies for a lower interchange rate and processes level 3 line-item details for payment transactions.

4. Sales channels. Once a given merchant identifies his or her customer base, it's natural to ask how the merchant sells to that base. Is it through an e-commerce Web site or face to face? Do customers assign a card on file, or is a MO/TO scenario more typical?

Knowing whether a merchant sells goods, services or both sets the stage for having a more complex, solution-oriented sales discussion.

Thoroughly understanding the sales process underpinning a merchant-customer interaction will give a sales executive a valuable reference point for helping that merchant properly qualify for transactions. (For more information, see "B2B: Rich in opportunity," which I wrote for *The Green Sheet*, Nov. 12, 2007, issue 07:11:01.)

5. Transaction timing. When an order is placed with a merchant, is it fulfilled immediately, or is there a lag of a day or two? The time it takes to finish an order can alter the authorization and capture sequence. If a merchant authorizes and captures too late, a merchant's interchange rate could be downgraded by the card issuer.

The timing of a sale can also alter a merchant's choice of technology. If, for example, merchants who have established relationships with their B2B customers – rather than relying on random events, which is more typical in the retail sector – there may be no compelling reason to process payment authorizations immediately.

These merchants simply accept the orders and process

80 • 20

...with a free terminal.

*The first 80/20 split program
to include free terminal placement*

Call us today to discuss your *customized* Agent Program.

Signature

8360 Melrose Avenue
Third Floor
Los Angeles, CA 90069
888-334-2284 www.sigagents.com

Education

Business. Anywhere. Anytime
with...

USAePay

VERIFIED MasterCard.
by VISA SecureCode.

PCI Certified Payment Gateway

*... Where Business is Done
in Real Time.*

Solutions For:

- » eCommerce/Mo/To
- » Retail
- » Mobile Processing
- » Small to Enterprise Merchants
- » QuickBooks®
- » Multi-Currency Processing

1-866-490-0042

www.usaepay.com | resellers@usaepay.com

them cleanly as authentication-captures at the end of the day (much like invoices would be processed). In this case, an ISO or MLS would have an important framework for providing merchants an appropriate technology recommendation – suggesting a batch-oriented processing system rather than a real-time system.

6. Transaction volume. The volume and scale of merchants' businesses may also have some bearing on technology recommendations. A merchant could be a very large corporate entity or mid-market company whose card processing requirements represent a small percentage of its overall business. In this scenario, a virtual payment system would be an appropriate choice.

If merchants' volumes are expected to change, or their volumes are significantly higher, they may look for automated, real-time or batch-oriented systems that use computer-to-computer rather than manual processing.

7. Locations. Knowing whether merchants have one or multiple locations also has bearings on their choice of payment processing technology. What is appropriate for a single location may be completely inadequate for a merchant operating multiple locations.

For example, distributed software that's effective at a single-point location usually fails to scale at the network level. Support for multiple locations by a technology department across a wide geographic area can also prove to be cumbersome and expensive.

One of 3Delta Systems' early customers, for example, had 100 end points where distributed payment processing software was used. Ultimately, to support this software, its information technology (IT) technicians needed to travel frequently to remote locations, making the total cost of ownership extraordinarily high.

By switching to a virtual solution, the customer achieved substantial operating cost savings and enormous efficiency gains by having a single integrated system that could be easily deployed and maintained by an outside hosting provider.

8. IT infrastructure. The scale of a merchant's business could also lead an Internet service provider to recommend either a standalone, manual processing system or a more automated, integrated system.

Most merchants will choose automation over manual processes when the manual effort becomes too bothersome or expensive. But those technology paths are not always obvious until an ISO probes this question.

ISOs and MLSs should also ask merchants about the

WHY SETTLE FOR JUST MERCHANT SERVICES RESIDUALS?

**FREE
TERMINAL
PROGRAM**

JOIN THE ISO PROGRAM THAT MAXIMIZES YOUR EARNING POTENTIAL!

TERMINAL RESIDUALS	THEIRS	OURS
CREDIT CARD PROCESSING	✓	✓
CUSTOM GIFT CARDS	✓	✓
PREPAID PHONE CARDS	-	✓
PREPAID WIRELESS	-	✓
BILL PAYMENT	-	✓
POINT OF SALE REGISTER SYSTEMS	-	✓
RELOADABLE STORED VALUE CARDS	-	✓

\$\$\$ MAKE MORE MONEY TODAY! \$\$\$



**ALL IN ONE
APPLICATION!!**
NO EXTRA PAPERWORK TO FILL OUT.

FOR MORE INFORMATION, PLEASE CALL
888-622-7043

BLACKSTONE MERCHANT SERVICES, INC.; PATENT PROTECTED; ADDITIONAL PATENTS PENDING. Copyright © 2007 Blackstone Merchant Services, Inc. All Rights Reserved. All trademarks, logos, and subsidiary, parent, or affiliate company names and other materials are subject to the intellectual property rights of Blackstone Merchant Services, Inc., its subsidiaries and affiliates, and their respective licensors and licensees. These materials may not be copied for commercial use, reverse engineered, decompiled, or disassembled, nor may these materials be modified or redistributed in any form.

Blackstone Merchant Services is a registered ISO of BancorpSouth Bank, Tupelo, MS

BLACKSTONE
MERCHANT SERVICES, INC.

visit us online at: www.blackstonemerchant.com

Education

types of technology architecture, systems and applications they use. Do merchants operate in Windows, Unix/Linux or Solaris environments? Which e-commerce applications are applied? Do they employ sophisticated enterprise requirement planning (ERP) requirements? Are their accounting systems streamlined?

Answers about existing IT infrastructures are important because they may affect merchants' selection of external payment processing solutions providers.

For example, at 3Delta, we're often drawn into conversations about merchants who installed stand-alone, PC-distributed solutions only to discover what was recommended simply would not work in their operating environments.

9. Communications options. Ask merchants how they connect to the Internet – by dial-up landline modem or if they're using high-speed broadband options such as fiber-optic or dedicated cable.

A decade ago, merchants were concerned about using virtual payment systems if they had limited bandwidth available to process transactions online. Given the widespread adoption of high-bandwidth Internet

technologies since then, however, this should no longer be an issue.

10. Security measures. Protecting against credit card fraud continues to be a significant and growing cost for merchants of all sizes. Many continue to struggle with mandatory Payment Card Industry Data Security Standard compliance rules.

They are also seeking secure, virtual solutions that completely remove credit card data from their internal systems. Yet thousands of merchants still use payment technology that doesn't adequately protect card data, exposing both merchants and ISOs to risk and potential losses.

Being prepared and having discussions with merchants using a series of thoughtful questions will yield you a great number of opportunities to appropriately recommend payment systems and solutions to your clients. A little homework and lending an ear are priceless in this business. ■

Aaron Bills is Chief Operating Officer and co-founder of 3Delta Systems Inc. E-mail him at abills@3dsi.com or visit www.3dsi.com for more information on secure data storage solutions.



We will pay out over
\$20 million
 in commissions
 this year.

↓

Will you get yours?

Call today to get yours! **1-888-839-6925**



it's a new year. get new value.

What better time to join forces with a company who will truly value you as an asset? With iMAX Bancard, you can grow your residuals and your client base. You'll receive the support and the tools necessary to close the deal. When you sign on, you can choose a higher up-front bonus or a higher residual rate. Sign the merchants you want and get paid the same day to your account.

plus...

5 cent auth costs
80% residuals
\$300 approval bonuses
portfolio purchases
and more!!!



EXPECT INSTANT APPROVALS,
LIFETIME RESIDUALS THAT YOU OWN,
FAXED APPS, INSTANT LIVE MERCHANTS,
FILE BUILDS IN SECONDS, THE INDUSTRY'S
HIGHEST MERCHANT APPROVAL RATE,
INTERNET GATEWAY ACCESS TOOLS AND
REPORTING, SALES TRAINING WITH IN-HOUSE
SUPPORT AND SO MUCH MORE. WHY WAIT?
CALL TODAY TO FIND OUT HOW TO BECOME
AN iMAX BANCARD VALUED REPRESENTATIVE.

SALES.....ONLY BETTER.
866.702.8801

iMAX[®]
BANCARD NETWORK

www.imaxbancard.com ♦ www.imaxbancard.com ♦ www.imaxbancard.com

iMAX Bancard Network is a registered ISO/MSP of BancorpSouth Bank, Tupelo, MS.

Education (continued)

Get a grip on revolving doors

By Curt Hensley

CSH Consulting

Building a merchant services business in today's economy is a tall task. When you add the burden of losing top talent as you expand, it can stunt your growth plans and possibly your company's entire future.

Turnover is more frequent than it was, say, 25 years ago. And the reasons why employees depart are changing. To keep on top of the situation – and ultimately retain employees – wise organizations, whether large or small, are investigating why workers give notice in the hopes of learning new ways to respond and decrease the number of resignation letters.

Many in the industry struggle to keep good sales staff, risk managers, underwriters, POS technical support staff and senior executives. And with the electronic payments business growing at an exponential rate, it becomes even more difficult to keep a firm hold.

I have spoken with a mid-sized organization in the payments industry that has a turnover rate reaching close to 75% for its key engineering talent. The high percentage is not because the company is having financial difficulty or because it doesn't pay well. In fact, it is doing very well and offers high salaries.

The reason the company is losing people is because its staff members have deep bank accounts and have built up their 401(k) plans. Many employees are leaving because they are successful and able to pursue other interests without fear of making ends meet.

I often hear directors, chief executive officers and supervisors promising this and that to potential employees to lure them in. They make speeches about how committed they are to their workers but hardly put those words into action. When it comes time to allow employees to have some input in their work, the chance to transfer to another department or the opportunity to try something new, management often hesitates.

Changing environment

In the good old days, turnover levels were extremely low in most organizations, often approaching less than 2% in firms such as Hewlett-Packard Co. and IBM. Most employees stayed at their companies until retirement and received a living retirement income after 25 or 30 years of service.

There was loyalty and commitment to the firm. In the best of these companies, strong cultures matured that supplied an unwritten behavioral guide, and a sense of pride and friendship. Employees were proud to be known as IBMers, for example, because it was like being admitted to an exclusive club. Their friends who were not IBMers were envious.

Things began to change in the early 1980s. The first crack in company walls came with the advent of the 401(k) and (b) plans that liberated employees from corporate retirement programs. The 401 plans are, in effect, portable pensions; you simply take your accumulated savings and add to them somewhere else.

Later, downsizing and re-engineering movements began reducing the workforce, thus fracturing the idea that a company would take care of you until you were ready to retire. Thousands found themselves on the street with no employment or retirement benefits. Loyalty crumbled, and the idea of remaining with an employer for decades became less attractive.

For many young people working today, the idea of staying with a single employer for a long period is



Drop us a note.

Give us feedback, share an idea or travel advice to expos and conventions ... et cetera.

greensheet@greensheet.com

Confused About Which



80% Program to Select?

Unlike the Johnny come lately's and industry copycats we've been paying 80% over true cost since 2004. For us, it's not some sales gimmick or teaser program.....It's all we've ever done.

- Real Contractual Ownership/You Own the Network
- New 5 cent Network Transactional Cost
- 23 cent Online Debit Cost w/No Additional Interchange Fees
- New ATM Program Paying Up To 34 Cents Backend Interchange
- BC/BS Health Insurance w/Dental Available To All Owners

JOIN THE ELITE 100 CLUB

Since we can only have 100 partner/owners we decided to only recruit the best MLS's in the industry. This doesn't always mean the highest producers. We put quality before volume. Character before profits. We just want the best people. We believe success will always follow leaders that portray these qualities. Are you ready to join the Elite 100 Club? Don't hesitate and be number 101.



Empowering the MLS for Success

MLS Direct Network®

"A Debt Free Company Preserving Our Residuals For Our Future"

877-972-0700 www.mlsglobalnetwork.com

3 years minimum industry experience required

Registered ISO/MSP of Chase Paymentech & Harris, N.A.

Education

frightening and career limiting, even if the pay is great. And from an employee's viewpoint, there is almost no negative stigma to having frequently changed jobs. In fact, changes that make sense are considered a plus as they signify the employee has added experience and competitive knowledge.

Now, as we enter a time in which it will be very difficult to find good people and even harder to keep them, we have corporations interested in preventing both its baby boomer experts and newly recruited Generation Y superstars from leaving. It is exhausting trying to persuade them to stay.

Most established organizations find themselves with perks that are increasingly the same: good salaries, portable pension plans, on-site cafeterias, free coffee and many other benefits. Nothing really differentiates them in material aspects from the competition, and smaller firms struggle to compete.

Dimming dollar signs

As the old adage goes, money isn't everything. And for the younger generation, happiness and freedom in a work environment reign supreme. So if more money isn't the answer, what can be done to retain prime talent? Here are a few ideas:

- Make it easy for employees to move around in the organization.
- Provide plenty of free development and training.
- Allow employees to volunteer their time outside of the organization.
- Pay at market rates or above.
- Closely monitor the performance of your management team.

Employees want the opportunity to learn more and experience different roles within an organization. Do not restrict transfers between departments. Let people try out areas where they have limited experience. Encourage cross fertilization, and give your employees the support and development they need to be successful in a new position.

Never tell employees they are not ready, too junior, lack education or haven't worked at the firm long enough to do whatever it is they want to do. To tell them any of those things is almost a guarantee that they will leave you quickly.

Encourage your employees to get more education by offering to pay for 100% of a certification program or college courses. This can be a great loyalty builder and retention agent. If there are field workshops available, give them the opportunity to attend.

Select key employees, and offer them the chance to participate in longer-term development programs. Stress the importance of development, and then pay employees more money when they successfully complete the program. Generation Y, in particular, is attracted to any organization that helps them gain more skills.

Some employees would like to be more hands-on in the community but fear they don't have support from their employer. Let your workers know that volunteering is encouraged. Google, for example, allows its employees to donate time to charities while still getting paid. Letting employees contribute to community, social and charitable activities not only improves your organization's reputation, but acts as a retention tool.

Don't think extended benefits or loyalty will keep employees content. Lean toward the side of generosity when offering raises, and never let pay be an excuse for an employee leaving. Compensation is hardly ever the entire reason people leave a firm, but employees tend to blame their departure solely on that.

Most companies can't defend themselves against this issue because they, in truth, don't pay that well. If you offer competitive salaries, your organization will become known as the elite place to work. This will pay off handsomely over time.

Turnover can start and end with management. Most research

GREYSTONE
InAdvance

Turning the
Cash Advance Industry
Upside Down!

8% Upfront
3% On Payments

Include the merchant account and receive
up to 70% of the revenue share!

866-813-0616
x4720

Greystone InAdvance, Inc. Benefits Subject to Change. COMMERCIAL FINANCE

Remember, we have entered a time when employees are in command. They can take you to great heights or cripple your success.

shows one of the biggest reasons people leave a firm is because of mistrust, dislike or incompatibility with an immediate supervisor. Poor managers are the worst enemy of employee retention. Reputations of poor management spread quickly and tend to infect many people, starting a negative buzz about working for an organization.

It is important to monitor how your management team works with employees. Managers who have a significant amount of turnover need to be educated and mentored on more effective ways to handle their workers. And if things don't improve, they should be removed from supervising employees.

Getting a grip

Remember, we have entered a time when employees are in command. They can take you to great heights or cripple your success. They own the tools of production, and management needs to understand that the best organizations – those that are financially successful – have employees who enjoy just enough supervision and a lot of freedom.

Today's workforce is better educated, more independent and secure, and far more entrepreneurial than the workers of even a decade ago. The result is that human resources policies, benefits and management styles have to radically change to keep pace.

So you want to build a merchant services business where your workforce is energized and productive without the constant halt to hire new employees? Follow these ideas to reduce turnover, and develop an environment that produces long-term results. It requires a committed management team and a great deal of innovative thinking, but these methods can really work. ☑

Curt Hensley is the founder, Chief Executive Officer and President of CSH Consulting (www.cshconsulting.com), a recruiting firm exclusively focused on the payments industry. He and his leadership team have over 50 years of combined experience in recruiting and merchant acquiring. This niche focus and deeply-rooted expertise have made it possible for CSH to have placed more than 1,000 professionals over the past seven years. Contact Curt at 480-315-8800 or curth@cshconsulting.com.



**JRS
POS DEPOT**
» » 877.999.7374

TOTAL SERVICE. INSIDE AND OUT.

Let us be the bright spot for your business. Whether you need technical support, replacement equipment or simply have a question, we're here for you. We carry the top electronic transaction equipment brand names. But more than that, we provide unrivaled attention to detail and commitment to service. We make every effort to understand what your business needs to do to stand out from the competition and we'll do everything we can to make it shine. For more information, visit us at jrposdepot.com.

Education (continued)

Pounce on cash advance pronto

By Mike Evans

2nd Source Funding

Cash advance. Sound familiar? It should; many merchant level salespeople (MLSs) are hearing that phrase a lot these days. I sit on a telephone auto dialer all day that connects me to over 60,000 merchants.

And when I get through to interested merchants, they tell me they are being bombarded with offers for quick, unsecured cash using their future credit card sales to guarantee the payback.

These are your merchants. And, with the right offer, they will quickly give up your processing account. When presented with the opportunity to get \$50,000, or even \$10,000 or more wired to them within five days, why should they stay with you?

In New York alone, more than 15 new cash advance

companies have materialized since September 2007. I recently visited a new office with 80 empty seats ready to be filled with fresh employees. And another location soon to open up in Manhattan will have over 150 callers ready to snatch your merchants and residuals.

So, how do you stop this loss? Sell your merchants the cash advance product now before your attrition rate climbs.

Act it out

The cash advance product is unsecured, uncollateralized cash supplied to a merchant in return for future credit card sales. The funding institution, or bank, purchases a future amount of credit card sales today at a discount.

For example, a merchant will receive \$10,000 today for \$13,000 worth of future credit card sales. This means in return for the upfront funds, the merchant has to pay back \$13,000.

The bank takes over the merchant's credit card processing account and captures a set percentage of the future credit card sales, usually around 20%, until the \$13,000 is paid back in full.

The first step in selling the cash advance product is to qualify merchants to make sure they accept credit cards and have been in business for at least a year. Next, you want to develop rapport with them by showing interest in their business affairs.

Find a mutual interest between yourself and the merchant. Once common ground is established, begin the process of explaining how the cash advance program works. Here is an example of basic dialogue that should take place:

MLS: OK, this is how our program works, Merchant. I can get you about one-and-a-half times your monthly credit card volume to start. So, since you told me you're doing about \$10,000 a month in credit card business, we can start with about \$15,000. And the way we get paid back is by capturing a set percentage of your future credit card sales.

Merchant: What is the percentage?

MLS: Well, the underwriters determine the percentage. But I can tell you it will be in the range of between 20% and 25% of your future credit card sales. For example, if the percentage is 20%, and someone charges \$100, \$80 will go to you and \$20 will go toward paying back the advance.

Merchant: What's the interest?

MLS: We don't charge an interest, only a flat fee.

Sonoma
Technical Support Services

Help Desk Services
A professional solution at a competitive price!
Specializing in help desk support for the POS market - including:

- Telephone training for new merchant installations
- Help desk support for POS hardware & software
- 24 X 7, Afters Hours and Overflow Support
- Conversion Management
- On-line access to comprehensive reporting

Staffed by career associates intent on resolving your inquiries
... quickly, efficiently and completely.

Sonoma Technical Support Services
sales@sonomaservices.com
www.sonomaservices.com
866-898-3123

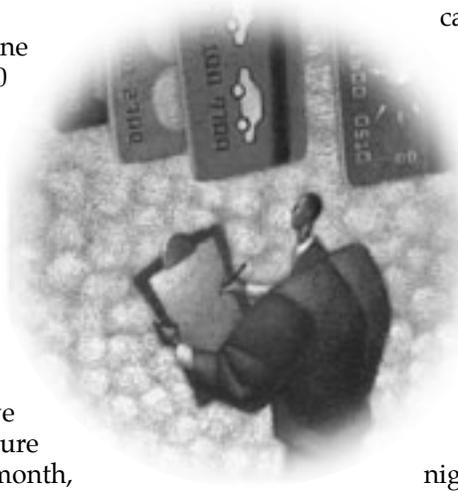
Merchant: What's the fee?

MLS: Again, the underwriters determine that. But on average for each \$10,000 we advance you, you'll pay back somewhere in the neighborhood of \$13,000. And the good thing about our program is that there are no set payments or time to pay it back.

Merchant: How does that work?

MLS: Well, since we capture a set percentage of your future credit card sales, if you have a slow month, we have a slow month. For example, if the capture rate is 20%, and you do \$10,000 one month, we capture \$2,000. And, say, the next month you do only \$3,000 in credit card business, we capture only \$600.

And the reason there is no set time to pay it back is that we capture that set percentage of your future credit card sales until it's all paid back. You know upfront exactly how much you have to pay. Also, unlike a bank there is no prepayment penalty if you want to pay it off early.

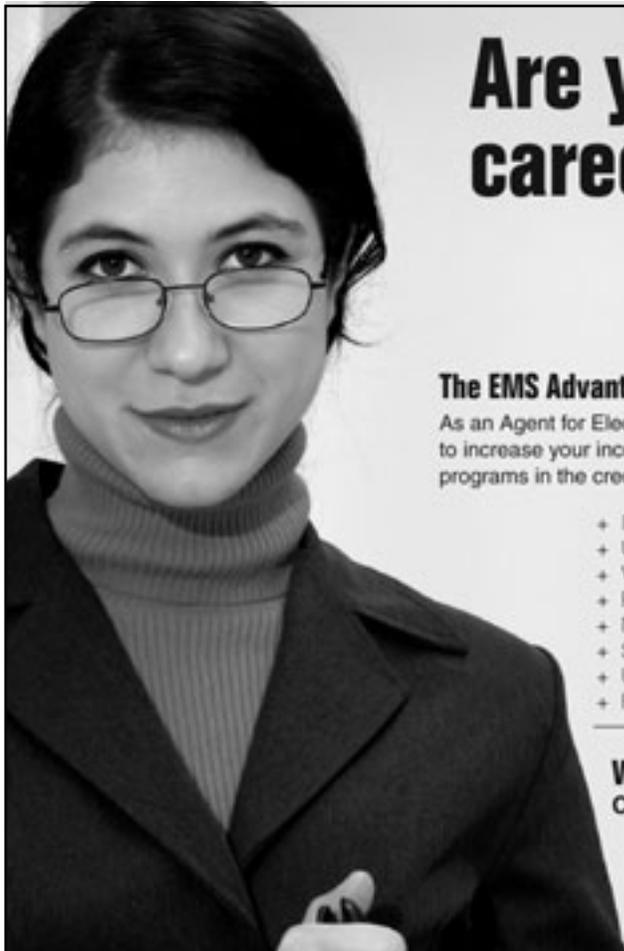


That's just an overview of how to present the cash advance product to your merchants. Like any other sales, the more you do it, the better you'll get. And, of course, you will develop your own style and add personality, while also customizing your speech for each merchant.

With so many new cash advance companies starting up across the country, it is important that you educate yourself and make this service available to your clients. Don't be so anxious to offer cash advance that you get careless. There are too many start-up companies that are fly-by-night. Even some of the older companies have less than stellar reputations.

Be sure to do adequate research and obtain a solid company to do business with before offering their service to your merchants. ☑

Mike Evans is Sales Manager at 2nd Source Funding in New York. He has more than 30 years of experience in the sales field. Contact him at mikedoesbooks@yahoo.com or visit his blog at cashadvancenews.blogspot.com.



Are you ready to take your career to the next level?

With Electronic Merchant Systems you'll discover that while other processors make big promises, EMS has the ISO program that delivers. If you're looking for a better opportunity with a brighter future, **the choice is clear.**

The EMS Advantage

As an Agent for Electronic Merchant Systems, we'll provide you with the tools you need to increase your income and build your career. We offer one of the best ISO / Agent programs in the credit card processing industry, including:

- + Interchange + 8 cents
- + Up to 80% Split Program
- + Vested Lifetime Residuals
- + Portfolio Lending / Portfolio Acquisition
- + No Liability / No Risk to Agent
- + \$8,000 Signing Bonus
- + Up to \$500.00 Conversion Bonus
- + Fast Approvals
- + Free Starter Kits
- + Guaranteed Fax Leasing
- + Online Portfolio Management
- + Gift & Loyalty Programs
- + Check Guarantee Program
- + eCommerce Solutions
- + Cash Advance Programs
- + Income from ALL revenue streams

What are you waiting for?

Call Fred Couch at 800.726.2117 or email fcouch@emscorporate.com

800.726.2117



POScript

ShortStack



Can't drive your kids to grandma's house because she lives 1,000 miles away? Not to worry, MyGrandchild.com has you covered. With this Web site, your kids can visit Grandma, and you won't have to pack a picnic basket or worry about wolf encounters.

The site combines real-time audio, video, interactive books and games for virtual visits. Grandparents register their information and create profiles for each grandchild. Credit cards are not required for the first three meetings. After that, one session costs \$4.95; yearly subscriptions (50 meetings) are \$95.50. Gift cards are also available.

ISO-Q test

Which of the following statements is true?

1. A Juniper Research study revealed 67% of consumers carry expired credit cards because they forget to replace them with new ones.
2. Merchants would rather sell black gift cards because they think they "are sophisticated and appeal to high-end consumers," stated Big Research LLC.
3. According to a Datamonitor report, bank-issued cards will start to focus on fuel management services, forcing oil companies to reconsider their proprietary fuel cards.

The third statement is correct.

Biz bytes

A bull market is a market in which prices are on an upward trend.

A bear market is any market in which prices are trending downward.



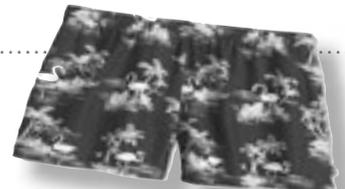
MLScapes

An elderly fisherman wrote the following to a mail order house: "Please send me one of those gasoline engines shown on page 438 for my boat, and if it's any good, I'll send you a check."

In a short time he received a following reply: "Please send check. If it's any good, we'll send the engine."

Loopy laws

Hey guys – cover up the next time you're in Hawaii, where it's illegal to wear only swimming trunks in public.



Card Processing – More than money, **it's more opportunity.**

There's more to processing with Comdata – more proprietary solutions, more service, more security, more experience and more possibilities. Whether your focus is credit card acquiring, credit card issuing, gift, loyalty or payroll, we have a solution to suit your needs. Our product depth, along with nearly 40 years of experience in credit card processing, allows us to respond quickly to your business needs and industry trends. Call 866-806-5016 to learn more.



www.comdata.com



**How would you like to close 100% of your Prospects
100% of the time?**

Sound good?

Sound Impossible?

We have agents that experience this type of powerful success every day!

Why walk away from ANY prospect?

- Complete Business Solutions
- Unique Financing Options
- New Business Packages
- Marketing & Branding
- Credit Card Processing
- Web Design & Hosting
- E-commerce Solutions
- Graphic & Print Design
- Print Services
- Promotional Products
- VOIP
- Payroll & Human Resources
- Legal Products
- Cell Phones & Accessories
- Insurance
- Free Prescription Discount Card
- Furniture and Much More...

**Become a
myARCworld
ISO/Agent
or Reseller
today at
myARCworld.com!**



877.272.6500

NewProducts



A paper-thin RFID shield

Product: PaperTyger Defender Contactless Card Shield

Company: Chase Corp.

New technology always brings new selling opportunities for ISOs and merchant level salespeople (MLs). With the advent of radio frequency identification (RFID) technology for contactless smart cards, a need has arisen for a product to protect and shield that technology from identity thieves.

The PaperTyger Defender Contactless Card Shield manufactured by global laminate and sealant maker Chase Corp. is a patent-pending, multi-ply laminated paper with an inner security barrier.

It provides protection from unwanted access to smart cards in transit in the mail delivery system and for contactless cards carried by individual consumers.

Unwanted access means someone with the proper RFID reader can download a consumers' private information off of smart cards from several feet away, even if the smart card is carried in a wallet or purse or even if the card rests in an envelope being sorted at a mail delivery center.

Defender shields the smart card chip by limiting the flow of radio frequency energy between the reader and the smart card or other RFID device. The conductive layer in the shield creates a barrier which disrupts communication between the unauthorized reader and the card.

PaperTyger is able to sandwich this conductive layer between two sheets of thin, custom paper. A card

issued at a local health club, for example, has the cardmember's information laminated on the surface of the card. In contrast, PaperTyger laminates its technology inside the paper.

The resulting paper enhanced with Defender technology has a basis weight of 28 pounds (500 sheets of 17 inch by 22 inch paper), where a ream of standard copy paper has a basis

weight of 20 pounds.

From the consumer's perspective, a sheet of Defender paper is virtually indistinguishable in weight and appearance from a sheet of regular copy paper.

The Defender shield is therefore lightweight, yet more resistant to tearing and water damage than average paper. The enhanced paper comes in rolls, which PaperTyger sells at wholesale to its customers, who then convert and customize the paper into products such as envelopes, buck slips (like advertising inserts in junk mail), and sleeves.

Like regular paper, the white, opaque surface of Defender shield paper can be printed upon using digital, laser and conventional printers for the display of instructions and advertising.

The bulk of PaperTyger's business is in the issuing of smart cards to consumers through the mail system. The U.S. government is also getting into the act, employing the shield to protect new, RFID-enabled enhanced drivers licenses (EDLs).

But PaperTyger reports that individual consumers are increasingly receiving Defender sleeves from card issuers to protect the smart cards carried on their persons. Defender meets Federal Information Processing Standards 201 requirements.

According to PaperTyger, four independent laboratories tested the shield and confirmed Defender's effectiveness in both the high frequency 13.56 megahertz – used for personal identity verification credentials, common access cards and contactless payment cards – and ultra high frequency 860 to 980 megahertz range, employed for EDLs, state identification cards and people access security service cards.

NewProducts

New applications on the horizon for Defender involve the health care and hospitality industries, as well as the prepaid market. Health care smart cards, or electronic medical records, will contain personal medical information to be accessed in the emergency room or at the health care provider's POS terminal.

Hotels will be implementing contactless room keys to replace mag stripe cards that often need to be reprogrammed at the front desk. And card issuers are envisioning RFID-enabled prepaid cards such as gift cards – a booming prepaid sector.

PaperTyger does not currently sell Defender shields directly to the public. It is working with a U.K. company, however, to have shields integrated directly into the design of purses and wallets.

ISOs and MLSs should consult their bank acquirers regarding how to sell Defender shields as a value added service. 

Chase Corp.

262-893-0919

www.chasecorp.com

Elo touch screen at Vegas POS

Product: Elo TouchSystems 1729L

Company: Elo TouchSystems

If you've been to Las Vegas, chances are you've used one of Elo TouchSystems' touch screens at a casino or hotel. At the MGM Grand Casino and Resort, for instance, Elo touch screens are arrayed on POS terminals throughout – at the MGM's bars, restaurants, showrooms and even a theme park pool area.

Elo is a division of Tyco Electronics Corp. Its latest release is the 17-inch 1729L, designed specifically for POS applications. It features a 1280 by 1024 pixels per inch screen resolution for its LCD monitor touch screen.

Optional peripherals include: a mag stripe reader; vacuum fluorescent, rear-facing LED customer display; biometric fingerprint recognition device; and a speaker bar with or without a built-in single or omnidirectional barcode scanner. The peripherals are easily installed in the field.



APRIVA
PROVING THE POSSIBILITIES

APRIVA WIRELESS
Apriva offers secure wireless solutions for today's mobile retailer. Your merchants can maximize their sales and getting started is as easy as:

1. Select your device
2. Choose your preferred network
3. Activate your terminal

SELL SMARTER

Using Wireless Point of Sale

Apriva Secure POS combines industry-leading payment processing functions, web-based reporting, centralized management tools and patent-pending transaction technology in a single ready-to-go package. Apriva offers more choices, greater flexibility and rock-solid security.

For more information call 480.421.1210, email pos@apriva.com or click www.apriva.com.

© Copyright 2006 Apriva. All rights reserved.

the X factor!

when it comes to **mobile payment solutions...eXperience counts!**

with more **eXperience** developing advanced "future proof" payment solutions **EXaDigm** gives you...

- highly secure, truly modular, PC-based mobile payment terminal
- offering more features than any other terminal available today
- with unparalleled **eXcellence** in service and support
- for the same price (if not better) than the others

so what?

retain merchants longer | **increase** residuals faster | **grow** your portfolio value sooner!

what the others can only promise, **EXaDigm** delivers!



NewProducts

The 1729L can come with additional features: AccuTouch Five-Wire Resistive Technology, IntelliTouch Surface-Wave Technology, and the choice of desktop, wall, or Video Electronics Standards Association mount.

The five-wire resistive technology is activated by the touch of a fingernail, gloved hand, credit card or any stylus against the touch screen. The screen is resistant to liquids, food and grease; it stands up to stubborn cleaning.

The actual screen is designed with IntelliTouch technology's pure glass for sharp image quality and durability. With its built-in compactness and flexibility, the 1729L is suited for gambling management, retail and hospitality POS systems, and loyalty kiosks.

According to Elo, the simplicity of the 1729L reduces employee training time and operator error.

The touch screen also streamlines other business practices by capturing and analyzing detailed transaction data; compiling counter, delivery and eat-in information; and handling timekeeping, labor scheduling, inventory control, management reporting, accounting, promotions and marketing.

The 1729L is distributed by BlueStar. 

Elo TouchSystems

800-557-1458
www.elotouch.com



Elo TouchSystems 1729L

Cross The Divide

At Global Payments, we understand the fear of taking risks in business.

On the other hand, we believe in going to extremes when the end result is achieving success and growth. Take a moment and inventory the benefits you receive from your current processor. Are they helping you climb to the top, or are they really weighing you down? We have a vested interest in helping you succeed and we have a concrete plan to help you reach your goals, no matter where you are on your path to success.

WHY GLOBAL PAYMENTS?

- Strong financial stability
- Worldwide payment leadership
- Broad Market Support
- Innovative Technology
- Shared BIN Program
- Access to senior management
- Trusted, secure processing environment
- Responsive Customer Care
- Multiple Payment Options

The difference in our program may surprise you!



Call 800.801.9552 or email us at ReachTheSummit@globalpay.com

Everyone's switching to Merchant Warehouse



So why haven't you?

MerchantWarehouse

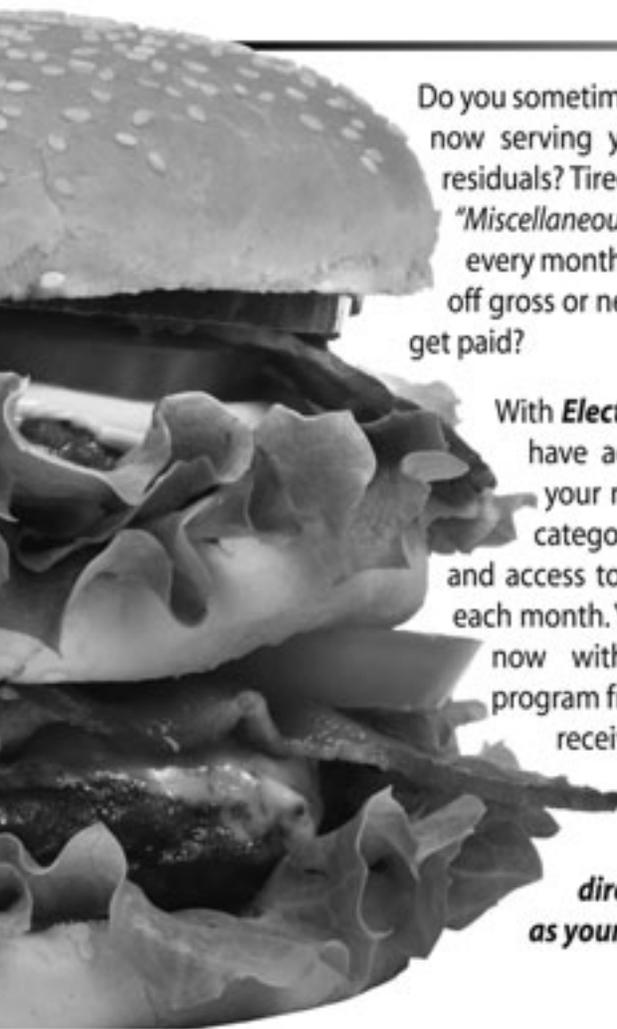
CAPITAL BANKCARD ISO NETWORK

6x Upfront Conversion Bonus and 60% Ongoing Residuals
1-800-743-8047 www.merchantwarehouse.com/iso

MerchantWarehouse.com is a registered service provider for the following FDIC-insured banks: BancorpSouth-Tupelo MS, US Bank-Minneapolis MN, JPMorganChase Bank -Hicksville NY, HSBC Bank USA-Buffalo NY, and Wells Fargo Bank, N.A.-WaldCreek CA. American Express® and Discover® require separate approval.

Are You Being Served Residual Slop?

What's in Your Residuals?



Do you sometimes get the feeling that your processor is now serving you "Mystery Meat" for your monthly residuals? Tired of paying BIN or Risk fees? Sick of the "Miscellaneous" deductions on your reports each and every month? Wondering if your expenses are taken off gross or net profits? Waiting longer and longer to get paid?

With **Electronic Payments** as your processor, you have access to every batch and transaction your merchants have run, every Interchange category those transactions have fallen into, and access to a PDF of your merchants' statements each month. Your residuals are paid on the 10th and now with the Discover Network Acquiring program from EPI, you can earn more residuals by receiving the markup charged over Discover Network Acquirer Interchange Fees!

*Get ready to make a move in the right direction and select **Electronic Payments** as your processor today!*

➤ **ZERO BIN
or Risk Fees**

➤ **4 Cent
Transaction Fees**

➤ **More Bonus
Programs**

➤ **Unparalleled
Residual Reporting**

➤ **ProCharge™
Accounting Plugin**

www.epiprogram.com



DISCOVER
NETWORK

INTRODUCING DISCOVER NETWORK ACQUIRING **Earn MORE Residuals!**

EPI is a Discover Network Acquirer and allows your office to now control and set the rates charged for accepting Discover Network cards. In addition, you can earn the markup above acquirer Interchange charged on Discover Network transactions, increasing your residuals tremendously. Get on board today with this great program!

- *Control and set discount fees charged to your merchants for Discover Network acceptance*
- *One consolidated statement for all card types*
- *Earn a markup above Discover Network Acquirer Interchange rates*

Get Started Today!
Call **1.800.966.5520 x223**
or visit **www.epiprogram.com**



ELECTRONIC
PAYMENTS

Call Now 1.800.966.5520 x223



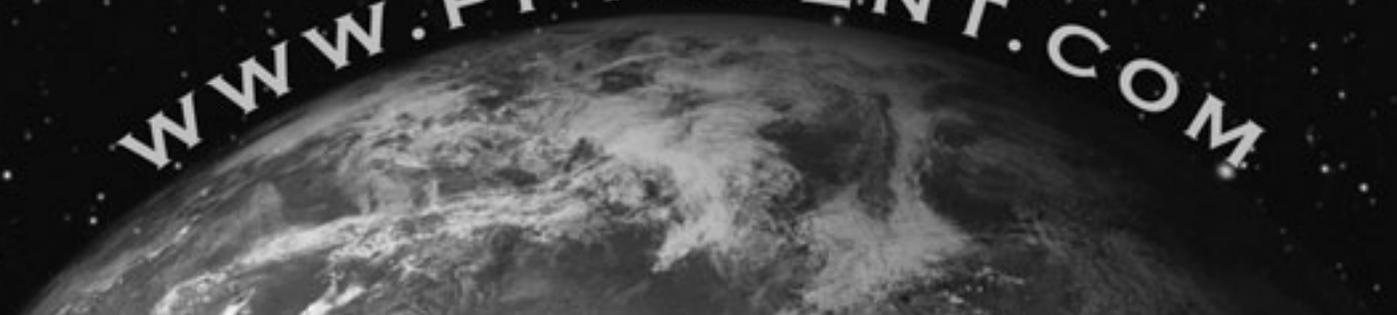
PAYPROTEC

payment processing technologies

2.5x *Payment*
up front *Program*

MORE INFO AT:

WWW.PPTAGENT.COM



Inspiration

WaterCoolerWisdom:

Neither fire nor wind, birth nor death can erase our good deeds.

- Buddha

Little lovin', big boost

In many parts of the United States, inclement weather is the norm in February. People think twice before donning boots, umbrellas, sturdy coats and other gear that might be necessary for braving the elements.

Plus, it's likely a winter's evening fire warms the hearth, DVDs rented from Netflix or Blockbuster are on hand, a pizza's about to be delivered and charge card balances are a bit high after the holiday season. So, why go shopping?

Some merchants, grocers, for example, will have a steady stream of sales, no matter what time of year it is. Others, such as snow plough and ski lift operators, thrive when the thermometer dips. And Valentine's Day brings a surge for some merchants as lovers buy glittery cards, candies, cakes, jewelry, romantic restaurant dinners and weekend getaways for their special someone.

But for many retailers, sales are lackluster in mid-winter, and this affects monthly residuals for you, as ISOs and merchant level salespeople (MLSs). So, what to do?

Bring a little warmth into your clients' lives. Here are two ways you can do this:

1. To the degree possible, frequent your customers' establishments as a consumer.

2. Let your merchants know you appreciate their business.

First, think about where you spend money each day.

If you buy a cup of freshly brewed, premium espresso each morning, who's standing behind the counter accepting your debit or credit card? Is it one of your merchants? If not, and if one of your customers offers a comparable product, why not frequent your customer instead?

When you fill up at a gas station and, perhaps, get a discounted car wash in the bargain, is it one of your merchants whose cash register is ringing up the sale? Again, if not, ask yourself why? And if you do have a customer who competes with the dealer you frequent, change your habits; go to your customer instead.

Do this for every purchase possible. Chances are your customers won't be able to provide all the goods and services you need, but even just a few small changes in your habits, where practical, will make a difference to your clients.

Also, it may not be realistic to become a customer of each of your merchants. The more successful you are and the larger your portfolio, the less likely it is you'll actually be able to do this.

For example, no matter how well you are doing, there are



Inspiration

limits to your time and resources. If you've been in the industry for a number of years, and one of your specialties is the restaurant sector, chances are you'd never have the time, budget or inclination to regularly, or even sporadically, sample all of their cuisines.

Additionally, your clients may be far flung, not just nationally, but internationally, too. If so, you'd have to clone yourself many times over to give each of them your business.

That's where the second step comes in: appreciation. A little thoughtfulness goes a long way. It may be storming outside, but from the inside, you can bring light to your customers' lives.

It might not boost their businesses right away, but it will likely give them a lift and clear their heads, which could help them think better about how to bring in more shoppers.

You've been there, haven't you? Maybe you've had a day when nothing seemed to go your way, a day when you made mistakes and you felt a little glum and devoid of motivation.

Then a colleague popped into your office and told you

what a difference some of your advice made or how well you coordinated a recent project. Didn't it give you a boost? Wasn't it a little easier to pick up the phone after that pat on the back?

It doesn't take much. You can stop in at some of your customers, telephone some and e-mail others. You can spread the contacts out over a few days, weeks or even months. Think about what makes each client unique and be specific when you make contact.

Don't just tell customers that they're great. Be specific. If you like the way one merchant organizes impulse purchases at the POS, mention that. If another has taught you a thing or two about what it means to be friendly, mention that.

Let the sole purpose of each message simply be to lift your customers' spirits. And then see if this doesn't lift yours in the process, too.

Good Selling!SM



Paul H. Green, President and CEO

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE

LEASING SOLUTIONS

FIRST DATA® GLOBAL LEASING

- ▶ Faxed applications accepted and funded
- ▶ Credit score notification within 2 hours of faxed application
- ▶ Funding of commenced leases within 24 hours
- ▶ Dedicated Relationship Manager



©2007, First Data Corporation. All Rights Reserved.



*Call for Details and
Start Saving Today!*

800-897-7850

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE

100% Net Profit

**No Games
No Gimmicks
No Bull\$#*!**

**This is not a buy rate program!
\$.07 cent transaction cost
\$2.00 statement cost**



**800.597.5004
www.radiusfinancialinc.com**

DateBook

Visit www.greensheet.com/tradeshows.htm for more events and a year-at-a-glance event chart.



Electronic Retailers Association

eRetailer Summit (formerly Mid-Winter Conference and Trade Expo)

Highlights: The conference will give experts the opportunity to gather and exchange knowledge in profitability and innovation to help ensure e-retailers have the tools and information needed to succeed at competitive levels.

Full registration includes admission to exhibit hall, education sessions, breakfast, lunch and receptions for both days.

When: March 2 – 4, 2008

Where: Intercontinental Hotel, Miami

Registration: Visit www.retailing.org.



Institute for International Research

Prepaid Card Expo

Highlights: This expo will offer attendees the chance to discover the strengths and weaknesses of alternative payment solutions. It will also teach how to recognize international opportunities,

and how consumers and businesses are using prepaid as an important revenue generator. Some speakers will relay lessons learned after a security breach, and will give inside tips on how to strengthen antifraud and security controls.

More than 2,000 people are expected to attend the event, providing opportunities to share ideas and network with other professionals, as well as check out many exhibitors.

When: March 3 – 5, 2008

Where: Rio All-Suite Hotel & Casino, Las Vegas

Registration: Visit www.iirusa.com/prepaidcardexpo.



Association for Financial Professionals

Payments Forum

Highlights: This forum will unveil techniques on overcoming challenges when implementing electronic payments.

The "how-to" session focuses on important payments issues facing corporate financial professionals. The two-day conference

TOWN HALL MEETING

TUESDAY, MARCH 25, 2008

Southeast Acquirers Association
(SEAA) ANNUAL CONFERENCE
Sheraton New Orleans Hotel

Anyone interested in the development of an Education/Certification program and standardized training for all levels within the Payment Processing Industry is invited.

After receiving hundreds of responses to a recent survey, National Association of Payment Professionals (NAOPP) recognizes a need within the industry. We invite all who are interested to participate in discussing the results of the survey and the future implementation of this Certification program.



Come join our Town Hall Meeting
and make your voice heard

RSVP to Anna Solomon at: annas@fasttransact.com
by March 15, 2008. Visit us online at www.naopp.com

Choose **EXPERIENCE** ... Choose **INGENICO**

- ✓ World leading technology and security
- ✓ IP connectivity provides outstanding transaction speed
- ✓ Dial back-up provides reliable redundancy
- ✓ Backlit display, fast thermal printer and small footprint
- ✓ Smart card ready and PCI approved



HOSPITALITY

CONVENIENCE STORES

GAS BARS

HEALTH CARE

SERVICE BUSINESS

RETAILERS

INGENICO, used by merchants everywhere!

Ingenico transaction and payment solutions are trusted by hundreds of thousands of merchants throughout North America. With outstanding security, ease-of-use and a strong focus on customer satisfaction, Ingenico continues to succeed while others falter. Available solutions include low-cost dial terminals, IP-enabled solutions and short and long-range wireless terminals.

For pricing information, contact your representative at TASQ. 1-800-827-8297



i3010



i3070



i5100



i7780
Bluetooth



i7810
WiFi



i7910
GPRS

 **ingenico**

USA 1-800-252-1140 CANADA 1-800-295-8491
www.ingenico-us.com



**Tired of running around
for equipment and supplies?**

**Contact POS Portal...
for ONE STOP Shopping!**

- Equipment & supplies sales
- "Customer-First" service
- New & remanufactured
- At least 1-year warranty
- Blind shipping to merchants
- Real-time freight quoting
- Online tracking
- Hypercom, Ingenico, Lipman,
Magtek, RDM, Thales, Verifone,
We carry them all!

Check readers/imagers, imprinters,
printers, terminals, smartcard readers,
pin pads, paper, ribbons, and more...
Quantity pricing available.

**POS
PORTAL**

**CALL TOLL-FREE
866.276.7289
sales@posportal.com**

will feature small roundtable sessions with corporate practitioners in addition to in-depth lectures that include topics such as check conversion and new developments in international payments. This conference caters to those dealing with automated clearing house, cards, check imaging or check conversion, global payments, and so forth.

There are also optional seminars – E-Payments: Instruments and Processes; and Financial Risk: Identification, Measurement and Management Techniques – available before and after the forum.

When: March 9 – 11, 2008

Where: Sheraton Wild Horse Pass Resort, Chandler, Ariz.

Registration: Visit www.afponline.org, or call 301-907-2862.



ACA International

Credit & Collection Business Academy 2008

Highlights: The event offers more than 20 hours of learning and professional opportunities. A faculty of industry experts will speak about operations, ethics, sales, compliance, persuasion, security and privacy issues, legal matters, state and federal laws, and management.

By attending this conference you can earn industry-specific credentials and certificates to contribute to your own knowledge and the growth of business.

When: March 9 – 12, 2008

Where: The Marriott, Delray Beach, Fla.

Registration: Visit www.acainternational.org/events.



Merchant Acquirer Committee

2008 MAC Annual Conference

Highlights: The Merchant Acquirer Committee conference is an informative three-day conference full of networking opportunities. The theme for the inaugural event is beating the odds on fraud.

MAC will have keynote speakers from the Federal Trade Commission and federal law enforcement. Numerous breakout sessions will focus on topics such as card Associations and the trends of fraud within the industry.

Some topics will include basic and advanced underwriting, fraud risk training and a hacking demonstration.

Representatives from MasterCard Worldwide will be on hand Friday to give the company's point of view on the Member Alert to Control High-Risk database. Breakfast and lunch for attendees will be provided daily in the exhibit hall.

When: March 19 – 21, 2008

Where: Rivera Hotel & Casino, Las Vegas

Registration: Visit www.macmember.org/conf.asp, or e-mail deanar@bizla.rr.com.



Southeast Acquirers Association 2008 Conference

Highlights: This two-day seminar provides educational opportunities and information on hot issues of concern to the payments industry's feet on the street.

The event includes networking opportunities with vendors and attendees. The exhibit hall features many of the leading bank-card processors, equipment manufacturers, leasing companies and others.

Also in the mix are breakout sessions and panel discussions led by industry leaders, as well as a panel offering merchants' perspectives. In addition, attendees have the option of volunteering after the conference to contribute to New Orleans' cleanup efforts.

When: March 24 – 26, 2008

Where: Sheraton New Orleans Hotel, New Orleans

Registration: Visit www.southeastacquirers.com/conference.



SourceMedia Inc. 20th Annual Card Forum & Expo

Highlights: The Card Forum & Expo caters to a variety of payments industry professionals. The forum will explore the impact of changes in traditional business architectures, and how emerging payment systems can provide increased competition and opportunity.

This year's topics will include trends in debit, credit and pre-paid; marketing and branding strategy case studies; risk and fraud; merchant trends; new product development; and alternative payments.

Keynote speakers will be Steve Boehm, President of Wachovia Card Services, a division of Wachovia Corp.; Terri O'Neil, Executive Vice President of Citi Cards, a division of Citigroup Inc.; and David Evans, founder of Market Platform Dynamics.

When: April 6 – 8, 2008

Where: Doral Golf Resort & Spa, Miami

Registration: Visit www.sourcemediaconferences.com/CFE08, or call 212-803-6578.

AlphaCard

S e r v i c e s TM

0
Hold Times

0
Statement Fees

0
Transaction Fees

0
Reasons Not To Call Now!

WWW.THEALPHAEDGE.COM

1-866-253-2227

ResourceGuide

To add your company to our expanding listing, call 866-429-8080 today.

ACH - Check 21 BOC

Check 21 Direct

(888) 477-4510
www.check21direct.com

Creative Cash Flow Solutions

(866) 691-0666 x166
www.ilovechecks.com



Data Capture Systems Inc.
(800) 888-1431
www.msi-sd.com

NationalLink

(800) 363-9835
www.nationallink.com

United Cash Solutions

(800) 698-0026 x1430

BANKS LOOKING FOR ISOs / MSPs

Global ISO, LLC

(800) 757-1538
www.giso.com

Group ISO, Inc.

(800) 960-0135
www.groupiso.com

Integrity Payment Systems

(888) 477-4500
www.integritypaymentsystems.com

CANADA CC CASH ADVANCE LOOKING FOR AGENTS

Rock Solid Funding Solutions

(888) 519-2525

CHECK COLLECTIONS

CybrCollect, Inc
(888) 340-9205
www.getmychecks.com

CHECK GUARANTEE / VERIFICATION

CrossCheck, Inc.

(800) 654-2365

EZCheck

(800) 797-5302
www.ezchk.com

Global eTelecom, Inc. (GETI)

(877) 454-3835
www.checktraining.com

Global Payments Inc.

(800) 801-9552
www.globalpaymentsinc.com

Secur-Chex

(866) 464-3277

COMPLETE POS SYSTEMS

Cyndigo

(877) 296-3446

ACH - PROCESSING SERVICES

BluePay Inc

(866) 579-6690
www.BluePay.com

Creative Cash Flow Solutions

(866) 691-0666 x166
www.ilovechecks.com

Smart Payment Solutions

(800) 320-7258
www.smartpaymentsolutions.com

AGE / ID & OFAC VERIFICATION

ID Chex

(800) 327-0291
www.IDCheX.net

ATM / SCRIP ISOs LOOKING FOR AGENTS

Access 1

(866) 764-5951 x207

BACKGROUND INVESTIGATIONS

Commercial Business Intelligence
(888) 740-0747
www.cbintel.com

BANKS LOOKING FOR AGENTS

BluePay Inc

(866) 579-6690
www.BluePay.com

Comerica Merchant Services

(800) 790-2670

Global ISO, LLC

(800) 757-1538
www.giso.com

Group ISO, Inc.

(800) 960-0135
www.groupiso.com

Humboldt Merchant Services, L.P.

(877) 635-3570
www.hbms.com

Redwood Merchant Services

(707) 569-1127
www.redwoodmercantservice.com

Your merchants need more than a regular credit card terminal...



They need a Complete POS System,
with integrated credit card processing.

ISOs/Agents: Offer your merchants a complete POS System from a company who does everything except sell it for you.

- You Sell It; We Handle Installation, Training and Support
- We Provide Collateral, Training, Demos and Local Leads*
- Integrated credit card processing is included with software
- Additional residual streams from technical support packages
- ISOs: This program is a perfect rollout to your Agents
- 24/7 Unlimited Customer/Technical Support*

Call 1.877.296.3446

**cyndigo**

You Sell It! We Install, Train, and Service It!



ResourceGuide

**CONSULTING AND
ADVISORY SERVICES**

Adam Atlas Attorney at Law
(514) 842-0886

First Annapolis Consulting
(410) 855-8500
www.firstannapolis.com

Integrity Bankcard Consultants, Inc.
(630) 637-4010

DEBIT TRANSACTION PROCESSING

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

EQUIPMENT

ATT Services
(714) 999-9566
www.attpos.net

BANCNET
(713) 629-0906
www.banc.net

Budget Terminals and Repair
(985) 649-2910

CardWare International
(740) 522-2150



CENTRAL POINT
RESOURCES

**Central Point
Resources**

(800) 935-7844
www.centralpointresources.com

General Credit Forms, Inc.
(800) 325-1158
www.gcfinc.com

Ingenico
(800) 252-1140
www.ingenico-us.com

JRs POS Depot
(877) 999-7374
www.jrposdepot.com

MagTek, Inc.
(800) 788-6835
www.magtek.com

POS Portal
(866) 276-7289

TEERTRONICS
(800) 856-2030

The Phoenix Group
(866) 559-7627

TSYS Acquiring Solutions
(Formerly Vital Processing)
(800) 686-1999
www.tsysacquiring.com

VeriFone
(800) VERIFONE

FINANCING


American Microloan

(866) CASH 456
www.AmericanMicroloan.com

FINANCING FOR ISOS

ISO Funding
(800) 781-5007
www.isofunding.com



**RESOURCE FINANCE
COMPANY**

(866) 211-0114
www.resourcefinance.com

**FREE ELECTRONIC
CHECK RECOVERY**

ACCESS CHEX
(866) 746-CHEX
www.accesschex.com

GIFT / LOYALTY CARD PROGRAMS

Comdata Processing Systems
(866) 806-5016

Electronic Payments (EPI)
(800) 966-5520 x221
www.epigiftcards.com

FLEXGIFT/UMSI
(800) 260-3388

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.giftcardtraining.com

SWIPE IT TECHNOLOGY
(888) 794-7348 X116
www.swipeit.com

HIGH RISK

AVP Solutions
(800) 719-9198
www.avpsolutions.com

International Merchant Solutions
(800) 313-2265 x106
www.officialims.com

National Transaction
(888) 996-2273

ISO RELATIONSHIPS AVAILABLE

AmericaOne Payment Systems
(888) 502-6374

BluePay Inc
(866) 579-6690
www.BluePay.com

CoCard Marketing Group
(800) 882-1352
www.cocard.net

Comdata Processing Systems
(866) 806-5016

Electronic Payments (EPI)
(800) 966-5520 x223
www.epiprogram.com

EVO Merchant Services
(800) CARDSWIPE x7800

First American Payment Sys.
(866) GO4 FAPS
www.first-american.net

Frontline Processing Corp.
(866) 651-3068

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Global ISO, LLC
(800) 757-1538
www.giso.com

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

Group ISO, Inc.
(800) 960-0135
www.groupiso.com



**Just 20 of our merchants
saved \$1.7 million
in less than two years
by switching to
American Microloan.**

Enough said.

American Microloan can provide the cash you need to help your clients build their business. More business for them means more business for you!

Let us help you finance your merchants with the lowest cost product on the market — \$10,000 for only \$1,200 (vs. \$3,525).

- Commission in 7–10 Days
- \$5,000 — \$200,000 Unsecured Financing to Visa/MasterCard Merchants
- Work With a Direct Lender
- Non-Restrictive Rep Agreement

For detailed comparisons, visit www.AmericanMicroloan.com

Call **866-CASH-456** for details on how you can close more deals working with **American Microloan**



American Microloan

201-592-9925 • sales@americanmicroloan.com
www.AmericanMicroloan.com

ResourceGuide

iPayment Inc.

(888) 519-9466
www.ipaymentinc.com

MSI-Merchant Services, Inc.

(800) 351-2591

North American Bancard

(800) BANCARD x1001

NOVA Information Systems

(800) 819-6019 x6
www.novainfo.com

IRN Payment Systems

(800) 366-1388 x210
www.partner-america.com

Total Merchant Services

(888) 84-TOTAL x9715
www.upfrontandresiduals.com

United Bank Card (UBC)

(800) 201-0461

**ISOs / BANKS PURCHASING
ATM PORTFOLIOS****Global Payments Inc.**

(800) 801-9552
www.globalpaymentsinc.com

**ISOs / BANKS PURCHASING
MERCHANT PORTFOLIOS****AmericaOne Payment Systems**

(888) 502-6374

BluePay Inc

(866) 579-6690
www.BluePay.com

Comdata Processing Systems

(866) 806-5016

Global Electronic Technology, Inc (GET)

(877) GET 4ISO
www.gettrx.com

Hampton Technology Ventures

(516) 896-3100 x100
www.hampton.tv.com

iMax Bancard

(866) 702-8801
www.imaxbancard.com

Merchant Portfolios.Com

(866) 448-1885 x308
www.MerchantPortfolios.com

North American Bancard

(800) BANCARD x1001

NOVA Information Systems

(800) 819-6019 x6
www.novainfo.com

Total Merchant Services

(888) 84-TOTAL x9715
www.upfrontandresiduals.com

**ISO / POS DEALER
LOOKING FOR AGENTS****CoreTranz Business Services**

(877) 443-4455
www.coretranz.com

**ISOs / PROCESSORS SEEKING
SALES EMPLOYEES****iMax Bancard Network**

(866) 702-8801
www.imaxbancard.com

ISOs LOOKING FOR AGENTS**Advanced Merchant Services, Inc**

(888) 355-VISA (8472)
www.amspartner.com

AmericaOne Payment Systems

(888) 502-6374

BluePay Inc

(866) 579-6690
www.BluePay.com

Cyndigo

(877) 296-3446

Electronic Payments (EPI)

(800) 996-5520 x223
www.epiprogram.com

EVO Merchant Services

(800) CARDSWIPE x7800

EXS-Electronic Exchange Sys.

(800) 949-2021
www.exspartner.com

First American Payment Sys.

(866) GO4 FAPS
www.first-american.net

Frontline Processing Corp.

(866) 651-3068

Global Electronic Technology, Inc (GET)

(877) GET 4ISO
www.gettrx.com

Group ISO, Inc

(800) 960-0135
www.groupiso.com

iMax Bancard

(866) 702-8801
www.imaxbancard.com

Impact Paysystems

(866) 884-5544 x1555

Innovative Merchant Solutions

(800) 397-0707

iPayment Inc.

(888) 519-9466
www.ipaymentinc.com

Merchant\$ Select Service\$ Inc.

(800) 636-9385
www.merchantselectservices.com

Merchants' Choice Card Services

(800) 478-9367 x5
www.mccs-corp.com

Money Tree Merchant Services

(800) 582-2502 x2
www.moneytreerewards.com

MSI-Merchant Services, Inc.

(800) 537-8741

Netcom PaySystem

(800) 875-6680

North American Bancard

(888) 229-5229

Premier Payment Systems

(630) 932-1661
www.ppsbankcard.com



Premium Card Solutions
A Payment Solutions Company

Premium Card Solutions
(888) 780-9595
www.premiumcardsolutions.com



RELIANT
PROCESSING SERVICES

Reliant Processing Services
(877) 650-1222 x101
www.reliantprocessingservices.com

Signature Card Services

(888) 334-2284
www.signaturecard.com

TIPS Merchant Services Inc.

(866) 856-4232
www.tipsmERCHANTservices.com

LARGEST INDEPENDENT P.O.S. SUPPLIER INDUSTRY-BEST PRICING ENCRYPTION & DEPLOYMENT
EXPEDITED REPAIRS REPLACEMENTS REFURBISHED UNITS TOP-RATED CUSTOMER SERVICE

With the opening of our new Distribution Center in Sacramento, California,



We now have the whole market covered.

When we first opened our doors in 2003, Banks and ISOs in the Central and Eastern parts of the United States were right in our backyard, and they quickly came to appreciate our intense focus on making their business lives easier and more profitable. We offered the best customer service, the timeliest response, and the absolute lowest prices. And not just for products and supplies, but the full gamut of services: deployment and secured encryption, expedited repairs and recertification, overnight replacements, and everything else you need to prosper. Soon, we became the industry's largest independent P.O.S. distributor and the only one with distribution contracts with every major manufacturer.

Today, our backyard is a whole lot bigger. With the opening of our new Distribution Center in California, Western state Banks and ISOs can now take full advantage of everything The Phoenix Group is famous for. And because we're so close and convenient, it can all be delivered a full day or two earlier.

So wherever you are on the map, call The Phoenix Group today.

THE PHOENIX GROUP

1-866-559-7627 • WWW.PHOENIXGROUPOS.COM

ResourceGuide

Total Merchant Services
(888) 84-TOTAL x9715
www.upfrontandresiduals.com

United Bank Card
(800) 201-0461 x 136

United Merchant Services, Inc.
(800) 260-3388

Xenex Merchant Services
(888) 918-4409 x511

LEASING

A-1 Leasing
(888) 222-0348 x3012
www.A-1leasing.com

ABC Leasing
(877) 222-9929



**American P.O.S.
Leasing Corp.**
(800) 349-6516
www.poslease.com



**BARCLAY SQUARE
LEASING, INC**
(866) 396-2754
www.barclaysquareleasing.com

First Data Global Leasing
(800) 897-7850

GlobalTech Leasing, Inc
(800) 414-7654
www.globaltechleasing.com

International Lease Center
(800) 236-2317

LADCO Leasing
(800) 678-8666

Lease Finance Group, LLC
(888) 588-6213
www.lfgleasing.com

Lease Source Inc.
(877) 690-4882
www.gotolsi.com

LogicaLease
(888) 206-4935
www.logicalease.com

Merimac Capital
(866) 464-3277

Northern Leasing Systems, Inc.
(800) 683-5433
www.northernleasing.com

TimePayment Corp.
(877) 938-5231
www.timepaymentcorp.com

LENS / KEYPADS /
POWER SUPPLIES

Sierra Enterprises
(866) 677-6064

MERCHANT CASH ADVANCE /
PORTFOLIO PURCHASERS

E-Commerce Exchange OC
(800) 418-9285 x210

MULTI - CURRENCY PROCESSING

DCC Merchant Services
(888) 322-8632 x1805
www.DCCtoday.com

First Atlantic Commerce
(441) 294-4622
www.firstatlanticcommerce.com

PAPER ROLLS
& RIBBON SUPPLIES / DEALERS

THERMAL PAPER DIRECT
(877) 810-5900
www.thermalpaperdirect.com

PAYMENT GATEWAY

APRIVA
(480) 421-1210
www.apriva.com



**INTERNET
PAYMENT
PROCESSING**
(847) 327-9870 x17
www.ezic.com



**Network
Merchants, Inc.**
(800) 617-4850
www.nmi.com

ProCharge
(800) 966-5520 x221

USA ePay
(866) USA-ePay
www.usaepay.com

PAYMENT GATEWAY /
SERVERS / ISPs

BluePay Inc
(866) 579-6690
www.BluePay.com

eProcessingNetwork.com
(800) 971-0997
www.eProcessingNetwork.com

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Network Merchants
(800) 617-4850
www.networkmerchants.com

USAePay
(866) USAePay (872-3729)

POS CHECK CONVERSION

CrossCheck, Inc.
(800) 654-2365



WE KNOW HOW YOU VIEW THE WORLD

**CONCISE, INFORMATIVE
NEWS AND VIEWS FOR THE
SUCCESSFUL ISO/MLS
SINCE 1983**



Visit us at www.greensheet.com
Read breaking news, archived issues; participate
in the MLS Forum and more. Completely FREE!



ResourceGuide

EZCheck
(800) 797-5302
www.ezchk.com

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.checktraining.com

Secur-Chex
(866) 464-3277

POS CREDIT CARD EQUIPMENT REPAIR

ATT Services
(714) 999-9566
www.attpos.net



**Bartlett Info Tech
Services, LLC**
(901) 384-6151
www.bits-pos.com

New Image P.O.S.
(954) 581-6200
www.newimagepos.com

TEERTRONICS
(800) 856-2030

POS SUPPLIES

CardWare International
(740) 522-2150

Central Point Resources
(800) 935-7844
www.centralpointresources.com

General Credit Forms, Inc.
(800) 325-1158
www.gcfinc.com

TSYS Acquiring Solutions
(Formerly Vital Processing)
(800) 686-1999
www.tsysacquiring.com

PROCESSORS LOOKING FOR ISOs

Comdata Processing Systems
(866) 806-5016

First National Merchant Solutions
(800) 354-3988
www.fnms.com

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

NOVA Information Systems
(800) 819-6019 x6
www.novainfo.com



NPC
**National Processing
Company**
(877) 300-7757
www.npc.net

TSYS Acquiring Solutions
(Formerly Vital Processing)
(480) 333-7799
www.tsysacquiring.com

SITE SURVEYS

PRN, Inc.
(800) 676-1422
www.prn-inc.com

Spectrum Field Services
(800) 700-1701 x286
www.spectrumfsi.com

SUPPORT DESK FOR POS TERMINALS & PC SOFTWARE

CardWare International
(740) 522-2150

TSYS Acquiring Solutions
(Formerly Vital Processing)
(800) 686-1999
www.tsysacquiring.com

TELEMARKETING / LEAD GENERATION



**DRG
Telemarketing**
(800) 998-8707 x117
drgtelemarketing.com/merchant.htm

WIRELESS RETAIL / KEYED PROCESSING

eProcessingNetwork.com
(800) 971-0997
www.eProcessingNetwork.com

USA ePay
(866) USA-epay
www.usaepay.com

**YOU NEED TO BE EYE-CATCHING ...
TO STAND OUT FROM THE REST.**

Call Danielle Thorpe at 707-586-4735
or Rita Francis at 866-429-8080 for NEW
advertising opportunities.

**ONE MINUTE OF READING COULD
LEAD TO CAREER PROSPERITY!**



We are aggressively looking to employ professional sales partners for specific territories. Salary, commissions, health insurance and many more benefits go with the position.

We recognize that ISOs and processors are constantly recruiting you to join their organizations but we believe that CCS has created a working environment that will make you more successful. It is built on trust, creativity, integrity and certainly support.

We do not believe in gimmicks to lure you to CCS; rather, we provide exciting programs that include lead generation and appointment setting. This and much more will result in a long term partnership.

The attached link to *The Green Sheet* article, written several years ago (<http://www.greensheet.com/cprofiles/chargecardsystems.html>), will provide a better understanding of our philosophy and strengths. While we have experienced exponential growth since then, our core values remain.

We look forward to hearing from you; following our discussion, and assuming there is mutual interest, we will host you in our corporate headquarters in Boca Raton, Florida, all expenses paid. You will meet our key personnel and explore further this unique opportunity to help you achieve the success to which you aspire.

Very truly yours,

A handwritten signature in black ink, appearing to read 'A. Andreozzi Sr.'.

Anthony Andreozzi Sr.
President

A handwritten signature in black ink, appearing to read 'Jeffrey Shavitz'.

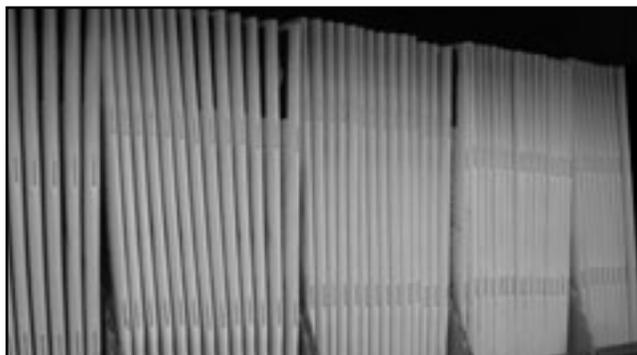
Jeffrey Shavitz
Executive Vice President

1515 South Federal Hwy., Ste. 106 Boca Raton, FL 33432
Office (888) 505-2273 • Fax (888) 505-5444 • www.chargecardsystems.com
Visa/MC • Amex • Discover • ATM/ Debit • Checks • Gift Cards • POS Terminals • Software and E-Commerce Solutions

Call Jeffrey Shavitz, 888-505-2273 x205
jshavitz@chargecardsystems.com
www.chargecardsystems.com

Advertiser Index

2GS LLC.....	18	iMax Bancard.....	91
A-1 Leasing.....	84	Impact PaySystem.....	45
Advanced Payment Services.....	15	Ingenico.....	113
Alpha Card Services Inc.....	30, 115	Innovative Merchant Solutions.....	13
American Microloan.....	119	International Bancard.....	59
AmericaOne Payment Systems.....	9	iPayment Inc.....	81
Apriva Inc.....	102	Its (USA) Corporation.....	71
Authorize.Net.....	10	JRs POS Depot.....	95
Blackstone Merchant Services.....	89	Lease Source Inc.....	20
Blue Bamboo.....	80	Mag Tek.....	41
Charge Card Systems.....	125	Merchant Portfolios.Com.....	32
Chase Paymentech Solutions.....	56	Merchant Warehouse.....	105
ChecXchange.....	36	MLS Direct Network Inc.....	93
CoCard Marketing Group.....	11	Money Movers of America.....	17
Comdata Processing.....	99	Money Tree Merchant Services.....	75
Comstar Interactive.....	66	MSI NJ.....	19
Credit Cash.....	63	MSI NJ 1-800-Bankcard.....	69
Credomatic.....	43	myARCworld Inc.....	100
Cutter LLC.....	47	NAOPP.....	112
Cyndigo.....	117	National Transaction.....	76
Cynergy Data.....	35	Network Merchants Inc.....	62
Discover Financial Services.....	38	North American Bancard.....	2, 6, 7
DRG Telemarketing Inc.....	44	NPC.....	23
Electronic Merchant Systems.....	46, 97	Optio Solutions.....	73
Electronic Payment Systems.....	39	Paypro Tec.....	108
Electronic Payments Inc. (EPI).....	106, 107, 127	Pivotal Payments.....	79
eProcessing Network LLC.....	82	POS Portal Inc.....	114
Equity Commerce.....	25	Radius Financial Inc.....	111
EVO Merchant Services.....	60, 61	Signature Card Services.....	87
ExaDigm Inc.....	103	Sonoma Technical Support Services.....	96
EXS - Electronic Exchange Systems.....	21	Southeast Acquirers Assoc.....	42
EZCheck.....	70	ISO Funding.....	34
First Funds.....	90	Teertronics Inc.....	58
Fast Capital Inc.....	49	The Phoenix Group.....	121
Field Guide Enterprises.....	12	Total Merchant Services.....	31, 64, 65
First American Payment Systems.....	83	TRIBUL.....	29
First Data Corp.....	37	U.S. Merchant Systems.....	68
First Data Global Leasing.....	110	United Bank Card Inc.....	51, 52, 53
Global Check Service.....	77	United Cash Solutions.....	85
Global eTelecom Inc.....	16	United Merchant Services.....	27
Global Payments.....	104	USA ePay.....	88
Greystone In Advance.....	94	VeriFone.....	72
Humboldt Merchant Services.....	48	WAY Systems.....	26
Hypercom Corp.....	128		



... THERE WAS AN AD THAT HAD A GUY HOLDING A TERMINAL AND HE WAS WEARING A SPORT COAT AND THE PRICE WAS LIKE \$149 OR SOMETHING AND IT WAS BACK IN THE SUMMER. WHAT WAS THE COMPANY'S PHONE NUMBER ON THAT AD?

FREE PDF ARCHIVES OF ISSUES BACK TO OCTOBER 2001 (ISSUE 01:10:01). LOCATE PREVIOUS ADS, OR RESEARCH YOUR COMPANY'S AD HISTORY.

WWW.GREENSHEET.COM





**Pump Up
Your Profits**

FUELING YOUR FUTURE

With Electronic Payments as your full service acquirer, you can now take advantage of the wide open convenient and pay-at-the-pump market that previously was closed to many ISOs and MLS. With EPI, you have access to 6 different front-end networks and the ability to process supermarket POS and inside/outside pay-at-the-pump.

Our team of ISO support staff knows this market and can help you with pricing proposals, IP/satellite/dial processing options, datacap/datawire setups, and various POS configurations for sales inside the store and outside at the pump. And with Electronic Cash Systems, you even have a turnkey ATM solution at your fingertips for valuable ATM placements and reprograms!

Get Started Today!
Call **1.800.966.5520 x223**
or visit **www.epiprogram.com**



- ▶ **Process Fleet Cards such as FuelMan[®], Wright Express[®] and Voyager[®]**
- ▶ **Full Service Fuel Program – Inside and Out**
- ▶ **3 Day Wright Express and 2 Day Voyager Settlement**
- ▶ **ATM Machine Placements/Reprograms**

Never let a sale go by way of the competition! EPI has a ISO support staff dedicated to helping you with all your pay-at-the-pump sales and installs.



www.epiprogram.com

1.800.966.5520 x223

THE T42 AND YOU

COUNTERTOP



- ↳ PCI PED APPROVED
- ↳ SIMPLER PLATFORM
- ↳ MERCHANT RETENTION



T4210
Dial



T4220
IP & Dial



T4230
GPRS & Dial

Introducing Hypercom's new T4200 Family:

Putting You in First Place.

Introducing the broad new Optimum T4200 family of countertop POS devices. Now you pick the terminal that fits your needs perfectly, from dial-up models, to IP-and-dial versions, to wireless with dial backup. At last, here are payment devices that put you first, with the strength of a common development platform and user interface. Provide simpler solutions faster than ever before!



Modular Components



Privacy Shield



15ips+ Printer



Smart Card Reader



Small Form Factor

Visit www.hypercom.com today to see how the Optimum T4200 Family is changing the point of service. The T42 and you....a winning combination.

HYPERCOM

www.hypercom.com/gs