



## News

Industry Update.....	14
New ROAM CEO focusing company.....	24
Happy complicated first birthday, Durbin.....	25
Visa, MasterCard settlement has support.....	27
A window into Global Payments.....	29
Trade Association News.....	30

## SellingPrepaid

Prepaid in brief.....	32
MasterCard reloads with Western Union.....	33
How to drive a positive customer experience – and silence critics By Paul Logan, Contact Solutions LLC.....	34

## Features

### The Mobile Buzz:

A rewards app that 'burns'.....	44
What you need to know before launching a new product By Marc Beauchamp Performance Training Systems Inc.....	76

## Views

Is there a kiosk in your pocket? By Patti Murphy, ProScribes Inc.....	40
--	----

## Education

### Street Smarts<sup>SM</sup>:

Formal sales training or OJT? By Jeff Fortney, Clearent LLC.....	58
Fraud alert: Threat level rises By Nicholas P. Cucci Network Merchants Inc.....	64
Shifting to insight-selling By Dale S. Laszig Castles Technology Co. Ltd.....	66
Tighten merchant inventory control, boost the bottom line By Rick Berry, ABC Mobile Pay Inc.....	70
Implementing 3-D Secure By Chandan Mukherjee, PayCube Inc.....	72

October 22, 2012 • Issue 12:10:02

# Winning the high-stakes holiday shuffle



**E**arly forecasts have projected holiday retail sales could top 2011 by as much as 3 to 4 percent. Deloitte LLP predicted U.S. retailers, excluding motor vehicles and gasoline, will ring up \$920 to \$925 billion from November through January 2012, an increase of 3.5 to 4 percent. And \$36 billion of that total is expected to be mobile-influenced as more shoppers turn to smart devices to comparison shop and locate products.

A more conservative 3 percent upturn was projected in the *Holiday Retail Sales Forecast: 2012* by Anthony Liuzzo, Business and Economics Professor at Wilkes University. His annual forecast has tracked shopping trends and buyer behavior for more than 20 years. His two-month, November and December sales forecast predicted economic uncertainty and an extended 32-day shopping season will be key factors influencing the coming holiday season.

General consensus within the payments industry about the upcoming holiday season appears to be optimistic, fueled by continual innovation in products and services aided by well-articulated marketing campaigns. Indeed, signs that the approaching season could see marked improvement began to surface in August.

In a September interview with *The Green Sheet*, Lazaros Kalemis, Chief Executive Officer at Alpha Card Services Inc., reported that payment processing within ACS' merchant portfolios was up 5 percent from the previous August. "And then we also noticed, through our payroll division, that some of our businesses that we do payroll for are hiring, so we have new employee hires going up as well, which is across the board," he said.

Steve Eazell, Director of National Sales and Marketing at Secure Payment Systems Inc. agreed, noting that business activity this year has been higher than normal, especially in equipment leasing. He added that during the first quarter,

Continued on page 3

See high stakes holiday on page 51



# WE'VE CHANGED IT UP

**NOW MORE AGGRESSIVE. NOW MORE COMPETITIVE.**

Call us today to discover the secret to advancing your career.

**855.640.6718**



At Capital for Merchants, the opportunities are as big as the rewards.

# ADVISORY BOARD

- » Andrew Altschuler—AmeriMerchant
- » Kristof Anderson—Connect Merchant Payment Services
- » John Arato—MagTek Inc.
- » Adam Atlas—Attorney at Law
- » Clinton Baller—PayNet Merchant Services Inc.
- » Joseph Bizzarro—PE Systems LLC
- » Jeff Broudy—Total Merchant Services
- » Mark Cerminaro—RapidAdvance
- » Steve Christianson—All Card Processing Inc.
- » Joe Creegan—Credomatic USA
- » Mark Dunn—Field Guide Enterprises LLC
- » Steve Eazell—Secure Payment Systems Inc.
- » Brandes Elitch—CrossCheck Inc.
- » W. Ross Federgreen—CSR
- » Noel Fundora—First Data Corp.
- » Marc Gardner—North American Bancard
- » Darrin Ginsberg—Super G Funding LLC
- » Glenn Goldman—Capital Access Network
- » Matt Golis—YapStone Inc.
- » Ben Goretsky—USAePay
- » Curt Hensley—Impact Payments Recruiting
- » Rod Hometh—Ingenico
- » Jared Isaacman—Harbortouch
- » Kevin Jones—SignaPay Ltd.
- » Jerry Julien—Equity Commerce LP
- » Lazaros Kalemis—Alpha Card Services Inc.
- » Dee Karawadra—Impact PaySystem
- » Rod R. Katzfey—PayLeap
- » Alan Kleinman—Meritus Payment Solutions
- » Andie Kolb—National Processing Co.
- » Allen Kopelman—Nationwide Payment Systems Inc.
- » Greg Leos—Trustwave
- » Mitch Levy—Merchant Cash and Capital
- » Dan Lewis—AmeriBanc National Ltd.
- » Paul Martaus—Martaus & Associates
- » Biff Matthews—CardWare International
- » Tim McWeeney—VeriFone Inc.
- » Andy Meadows—SignaPay Ltd.
- » Justin Milmeister—Elite Merchant Solutions
- » Taufiq Mithani—The Merchant Solutions
- » Michael Nardy—Electronic Payments
- » Steve Norell—US Merchant Services
- » David Parker—Polymath Consulting
- » Chester Ritchie—WorldPay
- » Steve Rizzuto—TransFirst
- » Peter Scharnell—VeriFone Inc.
- » Jeffrey I. Shavitz—Charge Card Systems Inc.
- » Dave Siembieda—CrossCheck Inc.
- » Rick Slifka—Exec-Links LLC
- » Nick Starai—Network Merchants Inc.
- » Theodore Svoronos—Merchant University
- » Cliff Teston—Signature Card Services
- » Scott Wagner—GO DIRECT Merchant Services Inc.
- » Cody Yanchak—First American Payment Systems

## NotableQuote

**Authenticity is a core value of any successful sales professional. Not all successful MLSs are gregarious.**

**See Story on page 68**



## Inside this issue: *CONTINUED*

### Company Profile

#### Washington Bancard Merchant Services LLC

To assist and educate..... 46

### New Products

Next-gen POS doubles as fundraiser ..... 78

E2EE protection for EMV, too ..... 78

### Inspiration

Strategic honesty ..... 81

### Departments

Forum..... 5

QSGS: Quick Summary Green Sheet ..... 8

Retail Briefs.....14

Datebook..... 80

Resource Guide ..... 82

Advertiser Index ..... 94





# Things to do today

I ♥  
GS

# To reach Danielle directly!

**The Green Sheet, Inc.**



**Danielle Thorpe**  
ASST. VICE PRESIDENT OF ADVERTISING SALES

(707) 284-1686 Direct  
(800) 757-4441 Office  
danielle@greensheet.com

1160 N. Dutton Ave., Suite 200  
Santa Rosa, CA 95401  
www.greensheet.com

My #1

 **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

**Assistant VP, Editorial:**

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

**Senior Editor:**

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

**Associate Editor:**

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

**Staff Writers:**

Jim McCaffrey .....jim@greensheet.com

Ann Train .....ann@greensheet.com

**Production Manager:**

Lewis Kimble..... lewis@greensheet.com

**Assistant VP, Advertising Sales:**

Danielle Thorpe .....danielle@greensheet.com

**National Advertising Sales Manager:**

Rita Francis ..... rita@greensheet.com

**Office Manager:**

Kat Doherty.....kat@greensheet.com

**Director of Information Technology:**

Wolf Dean Stiles ..... wolf@greensheet.com

**Correspondence:**

The Green Sheet, Inc.

800-757-4441 • Fax: 707-284-1968

1160 N. Dutton Ave., Suite 200, Santa Rosa, CA 95401

Send 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:**

Rick Berry..... rick@abcmobilepay.com

Nicholas P. Cucci ..... nucci@nmi.com

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

Dale S. Laszig ..... dale\_laszig@castech.com.tw

Paul Logan ..... paul.logan@contactsolutions.com

Chandan Mukherjee ..... cm@paycubeinc.com

The Green Sheet (ISSN 1549-9421) is published semi-monthly by The Green Sheet Inc., 1160 N. Dutton Ave., Suite 200, Santa Rosa CA 95401. 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., 1160 N. Dutton Ave., Suite 200, Santa Rosa CA 95401. 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.

## What's up with NFC?

I was looking through your website for info. I discovered NFC was being touted as the next big thing in payments as far back as eight years ago. The first mention in your archives was in "Put your wallet away, but keep that cell phone handy" (May 2004).

At that time, you wrote that Visa was planning to "incorporate wireless technologies, including RFID, infrared and a new standard called near-field communication (NFC) in programs for contactless card payments" in the United States.

In your June 2006 "Pay phone redux: Are cell phones the new payments frontier?" article, you stated that "new advances in contactless technology – radio frequency identification (RFID) and especially near field communication (NFC) – will soon enable consumers to make payments with ease by tapping or holding up their cell phones, just like some already do with contactless bankcards." This was based on Celent research done at that time.

With the Isis launch sputtering and alternative forms of payment cropping up everywhere, I'd like to know what others think about NFC's true potential to get a piece of the mobile pie.

Cory Melfield  
Merchant Level Salesperson

Cory,

*Thank you for perusing our archives. It is a virtual compendium of payments industry history, and we are delighted you have found it useful in your research.*

*NFC has the backing of the major card brands, and it is impossible to discount their clout in all things related to payments. Also, Isis, which relies on NFC technology, is jointly owned by three major mobile phone carriers, and their reach is substantial, obviously.*

*That said, disruptors are making headway in the payments sphere with incredible speed. And observers agree that, at this point, there seem to be no winners emerging in the fight for dominance in the mobile payments sphere.*

*Apple Inc. didn't include NFC capability in its latest iPhones and iPads. The newly established Merchant Customer Exchange, a retailer-backed mobile payment technology company, does not embrace NFC, nor do PayPal Inc. and Square Inc.*

*And merchants have expressed fear that upgrading to NFC-capable terminals could be a wasted investment. However, NFC could be incorporated in the upgrade to Europay/MasterCard/Visa-compatible terminals being mandated by the card brands. NFC also appears to have made significant headway in the closed-loop transit arena.*

*We can all make predictions, but we cannot see into the future. Mobile payment developments comprise an exciting aspect of payments, one we need to keep watching and learning about. Thank you for contributing to the discussion. We hope others will join in, too.*

Editor

## Selling on fairness

*Steve Norell, author of "Avoid the price pitfall, sell on fairness," The Green Sheet, Oct. 8, 2012, issue 12:10:01, received kudos from members of GS Online's MLS Forum. **BILLPIRTLE** said, "Fantastic article on page 62 of the new issue (10/8/2012) [www.greensheet.com/gsonline\\_pdfs/121001.pdf](http://www.greensheet.com/gsonline_pdfs/121001.pdf)." **BANKCARDREP** posted next: "Second that. Great job, Steve." To see more comments about this article, please visit the MLS Forum thread at [www.greensheet.com/forums/viewtopic.php?f=1&t=38737](http://www.greensheet.com/forums/viewtopic.php?f=1&t=38737). Thanks to all who took the time to comment.*

Editor

## Whats your take on training?

To further the discussion of education in our industry, we'd like to know about your experiences with professional training as an ISO or MLS. What has worked best for you? What hasn't worked at all? Have you taken the CPP exam? If so, what did you think of it? If you haven't taken it, what are your reasons for holding off? Reach out to us via email at [greensheet@greensheet.com](mailto:greensheet@greensheet.com), by phone at 800-747-4441, on Facebook at [www.facebook.com/thegreensheetinc](http://www.facebook.com/thegreensheetinc) or on Twitter using [@the\\_green\\_sheet](https://twitter.com/the_green_sheet).

A black and white photograph of a hand reaching out to touch a ribbon on a track. The hand is on the right side, and the ribbon is stretched across the frame. The background is a blurred, textured surface, possibly a track or a wall. The overall mood is one of achievement and reaching a goal.

# CHANGE YOUR GAME

DECLARE VICTORY WITH THE BEST LIFETIME RESIDUAL PROGRAM IN THE BUSINESS

\$3,000 SIGNING BONUS | \$1,000 BONUSES ON EVERY MERCHANT



LOWEST PRICING | 1.5 ¢ IP | 2 ¢ DIAL-UP | 0 BIN

As an industry leader, North American Bancard offers the support and business tools you need to succeed. Combined with the ability to offer free equipment and the lowest pricing in the industry, our agents have an incredible opportunity to close more deals.

TAKE ADVANTAGE OF THE OPPORTUNITIES  
CALL TODAY 855.649.2636 | [gonab.com/gs](http://gonab.com/gs)

NorthAmerican<sup>®</sup>  
BANCARD

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

Cover Story

1

## Winning the high-stakes holiday shuffle

ISOs are engaged to help merchants boost sales for the coming holiday shopping season. From discounting the cost of newer POS systems this summer to handle the expected shopping crunch, to increasing support staff to handle merchants' issues when the crunch arrives, sellers are aware that great merchant service for the holidays lays the groundwork for future business.

News

29

## A window into Global Payments

In a September 2012 conference call, Global Payments Inc. Chairman and Chief Operating Officer Paul R. Garcia gave a glimpse into what is ahead for the processor. One comment in particular stood out. Garcia doesn't see Square Inc. as a serious competitor, but he is grateful for the competition.

News

24

## New ROAM CEO focusing company

ROAM Data Inc. is putting the spotlight back on its signature mobile POS product, ROAMpay. But one thing that remains constant is its focus on its ISO partners. New Chief Executive Officer Ken Paull said ISOs remain ROAM's primary distribution channel and vital to maintain the firm's competitive advantage over other mobile POS vendors.

News

30

## Sun, surf and payments at WSAA

Location, location, location. It's the mantra of every real estate agent and retail merchant. Well, the Western States Acquirers Association put this saying to good use. WSAA recently hosted its 2012 conference in Huntington Beach, Calif. The stunning locale served as the backdrop for an event that attracted almost 900 attendees, breaking previous records.

News

25

## Happy complicated first birthday, Durbin

On Oct. 1, 2012, the Durbin Amendment to the Dodd-Frank Act turned one year old. But it was a complex birthday. Proponents applauded its implementation and what it accomplished for merchants and consumers, while opponents criticized the amendment for doing the exact opposite of its intended purpose.

Selling Prepaid

33

## MasterCard reloads with Western Union

When it joined The Western Union Co.'s reload network, MasterCard Worldwide became the largest reload network operator in the United States. The partnership is part of a larger effort to bring alternative financial services to the 2.5 billion people worldwide who lack access to banks.

# Things **AREN'T** Always What They **SEEM!**



**WSAA**

Western States Acquirers Association

*First American will be at WSAA.*

*Please contact us today to set up a meeting!*

**Don't be fooled by companies that make unbelievable promises they can't keep. Only First American has everything you need to succeed.**

- ✓ Superior in-house service & support
- ✓ Growth Capital
- ✓ Generous revenue share
- ✓ Over 98% approval rate
- ✓ Customized training for you and your sales force
- ✓ Dedicated client relations consultant
- ✓ Customized partner structure



**FIRST  
AMERICAN  
PAYMENT SYSTEMS**



**Mobile Payments  
Accepted HERE!**

[www.mplusterminal.com](http://www.mplusterminal.com)

**M+Terminal**

**Accept credit  
cards anywhere  
you do business!**

First American offers competitive pricing for  
merchants and 24-7 live customer support!

Call **866-464-3277** or visit [go4faps.com](http://go4faps.com) to find out more about our ISO & Agent Program

# Finally. A High-Performance Vehicle that Exceeds Your Expectations.

For ten years, Cynergy Data's VIMAS™ set a new pace in the industry. What we've done now will change the industry.

**Flexibility.** Price your merchants your way to maximize profit.

**Pay Out.** Takes the weight of calculating and paying residuals off your shoulders. Unlimited pricing configurations let you create, edit, save, assign and administer residuals for all downstream hierarchy levels.

**Sign and Drive.** Intelligent online application with digital signature gets merchants boarded quickly and easily.



**Intuition.** So fast, so simple, you won't ever need a user manual.

**Navigation.** User-selected and organized desktop content with single click functionality puts a roadmap of your business right at your fingertips.

**Options.** Drill down or get the long view with dynamic, customized reports that transform raw data into actionable business intelligence.

**Brand.** Support your brand by adding your logo, colors and a personalized home page.

**VIMAS™: So much raw power, your business practically drives itself.**

800.933.0064 West Coast: Call Tim Vint, ext. 1178; East Coast: Call Tom DellaBadia, ext. 5140



**Selling Prepaid** **34**

**How to drive a positive customer experience – and silence critics**

Paul Logan, Chief Executive Officer of Contact Solutions LLC and contributing writer for the *SellingPrepaid E-Magazine*, offered his opinion on how the prepaid card industry can change the perception that prepaid is not consumer friendly. His solution: overwhelm consumers with top-notch customer service.

**Education** **58**

**Street Smarts<sup>SM</sup>**  
**Formal sales training or OJT?**

It is an age-old debate – is training necessary in sales? The question is whether to go back to school or trust in on the job training, also known as the school of hard knocks. The answer depends on many factors, including what kind of seller you are, how you like to learn and what kind of learning you value over the long term.

**View** **40**

**Is there a kiosk in your pocket?**

The explosion in smart phone use and the advent of mobile payment technology threatens to supplant traditional banking services. When a smart phone user can remotely deposit physical checks without even leaving home, financial service providers must take note that the traditional bank branch may one day become obsolete.

**Education** **66**

**Shifting to insight-selling**

Emerging technology is not only changing our buying habits and the way we think about money, but it is also causing us to rethink the way we sell merchant services. Some say a sales rep focused on selling solutions is outmoded and that "insight selling" professionals are the ones who are really getting results these days. Is solution selling really passé?



**ResidualMarketplace.com**  
List Residuals for Free Online. Buy Residuals with Confidence.

**residualmarketplace.com**

One site. Thousands of targeted buyers.  
*Selling your residuals has never been easier.*

- Leading online marketplace for buyers and sellers to connect
- Quick transactions
- Browse real time listings
- Attract quality buyers
- Increase your market exposure
- Fastest growing community of sellers, buyers, agents and ISO's
- List portfolios/residuals for free
- Increase visibility
- Pay no broker fees
- Get the highest multiple for your portfolio/residual
- Most visited site on the internet for merchant processing portfolios

Education

70

### Tighten merchant inventory control, boost the bottom line

Inventory is often the largest asset on a retailer's balance sheet. So it is important that businesses know precisely what they have in stock. Inventory management solutions are value-added services ISOs and merchant level salespeople (MLSs) can offer merchants to help them take control of their businesses and improve their bottom lines.

Feature

76

### What you need to know before launching a new product

In an arena as competitive as the merchant services industry, ISOs and MLSs are always looking for ways to add new revenue streams and limit merchant attrition. As our industry expands and grows, a wealth of new product options continues to be introduced in today's marketplace. This article outlines what to do to ensure a successful new product launch.

Education

72

### Implementing 3-D Secure

To address the growing security concerns associated with online transactions, Visa Inc. introduced 3-D Secure, which allows issuers to validate cardholders during purchase transactions on e-commerce sites. Each card brand has given 3-D Secure a different name; hence, you see names like Verified by Visa, MasterCard SecureCode, J/Secure or SafeKey.

Inspiration

81

### Strategic honesty

In *The Godfather Part III*, Michael Corleone, played by Al Pacino, said to his lawyer, "It's dangerous to be an honest man." That statement applies as much to the corporate world as it does to the fictional realm of gangsters. While you probably won't wind up "sleeping with the fishes" by being honest at the office, knowing when to remain silent is important for your career.



# JetPay

Like names you already know,  
JetPay is a TRUE End-to-End Processor

With one important difference -  
We're built for today's marketplace.

Not yesterday's.

The superior features and benefits of our high speed XML authorization platform was built for today's economy - not yesterday's. More and more, ISO's and agents understand that our technology, superior reporting, flexibility, customer service and customization help them both obtain and retain merchants.

- ✓ Retail, Restaurant, Lodging & Ecommerce.
- ✓ Compatible with most POS Systems.
- ✓ Gateway Free Ecommerce Processing.
- ✓ New Superior Boarding Systems.
- ✓ New Electronic Applications.

Registered ISO & Direct Agent Opportunities Now Available

Contact Us Today For More Details @ 800.834.4405

email us at: [isoinquiry@jetpay.com](mailto:isoinquiry@jetpay.com) OR [agentinquiry@jetpay.com](mailto:agentinquiry@jetpay.com)

JetPay LLC is a registered ISO/MSP of Merrick Bank Corporation of South Jordan, UT and Meridian Bank of Devon, PA. The First Data, ChasePaymentech, Global, TSV, Bacon and FNB Third Bank logos are copyright or trademarks of their respective companies or business.



# INNOVATE 2012

AGENT & ISO CONFERENCE

NOVEMBER 5-6 • BOSTON



Merchant Warehouse

## LEADERSHIP

Network with  
top industry  
innovators

## GROWTH

Explore new ways to  
expand your portfolio

## TECHNOLOGY

Evaluate cutting-edge  
payment solutions

## OPPORTUNITY

Discover the possibilities  
in the payment industry  
today and into  
the future

## CONNECT THE FUTURE OF PAYMENTS WITH OPPORTUNITY.

Hosted by Merchant Warehouse, Innovate 2012 delivers two full days of industry presentations, interactive workshops, and networking.

It is the perfect chance to engage with market leading experts, innovation-minded professionals and Merchant Warehouse executives to get the latest information and developments within the payments industry.

REGISTER TODAY ONLINE AT:  
[merchantwarehouse.com/innovate2012](http://merchantwarehouse.com/innovate2012)

### Not enrolled already?

Register online and join our agent program today to learn about our exclusive offer for first time attendees.

PLEASE BE SURE TO FOLLOW US ON:



CONFERENCE LOCATION:  
THE OMNI PARKER HOUSE HOTEL



## NEWS

**More big names join MCX**

Bed Bath & Beyond Inc., Dillard's Inc., Dunkin' Brands, Gap Inc., Sheetz Inc. and Wakefern Food Corp., among others, joined Merchant Customer Exchange, a company created by some of the nation's largest retailers to develop a mobile wallet. Wal-Mart Stores Inc., Target Corp., Lowe's, and 7-Eleven Inc. are among the original MCX founders. The MCX platform is being designed with an emphasis on integrating payments with offers, promotions and services using virtually any smart device.

**TMG forecasts future of payments**

Disruption in payments is so pervasive and compelling that Visa Inc. and MasterCard Worldwide may lose their slots as the biggest players in payments in 10 years or less, **The Members Group** Vice President Brian Scott forecast in a TMG webinar Sept. 27, 2012. Scott also said it is hard to predict what payment technology will overthrow the card companies because the technology may not yet be available.

Scott expects the cost of transactions will continue to decline as new players compete for merchants' business. He also believes that by 2020, cash will account for less than 3 percent of payments; the value of person-to-person payments will exceed ATM withdrawals by 2017; and because of fraud concerns associated with cards, European governments will start phasing out physical payment cards by 2016. In addition, Scott said regulations involving both old and new technologies

could possibly be "the biggest game changers" in the industry's future.

**AmEx settles with regulators**

Three American Express Co. subsidiaries, American Express Centurion Bank, American Express Travel Related Services Co. Inc. and American Express Bank FSB, will pay \$112.5 million to settle claims brought by U.S. regulatory agencies that their debt collection practices violated consumer protection laws "at every stage of the consumer experience, from marketing to enrollment to payment to debt collection." The action was brought by The Federal Deposit Insurance Corp., the Utah Department of Financial Institutions, and the Consumer Financial Protection Bureau.

The companies were ordered to pay \$85 million to approximately 250,000 consumers affected by their practices. The companies also agreed to pay a \$27.5 million fine. The violations occurred between 2003 and the spring of 2012, the CFPB said in a release.

**Toronto police nab card thieves**

Toronto Police Service's Financial Crimes Unit and the Toronto Transit Commission Special Investigations Unit reported an investigation dubbed Project Rocket resulted in the arrest of five men and the recovery of 168 counterfeit debit cards and 29 fake TTC monthly passes. Police reportedly discovered an estimated \$180,000 in TTC losses after the men were arrested Sept. 27, 2012.

Police also recovered 105 counterfeit debit cards, stolen POS terminals, tools used to alter POS terminals,



- A **Research and Markets** *Warehouse Clubs & Superstores* report estimated warehouse clubs and superstores representing about 4,000 U.S. locations will generate close to \$390 billion in total revenue this year. Four companies are expected to account for 90 percent of revenue in that sector.
- Based on research by **IBISWorld Inc.**, after slumping to \$4.98 billion in 2009, Halloween sales this year could reach a record high of \$8.02 billion, up 10.7 percent from 2011. Decorations and costumes were projected to realize the highest year-over-year gains at 23.7 and 12.2 percent, respectively.
- The **National Retail Federation** projected holiday retail sales would increase 4.1 percent over 2011, to \$586.1 billion in 2012. "This is the most optimistic forecast NRF has released since the recession," said Matthew Shay, NRF President and Chief Executive Officer.



# CoCard

**The Power of We.**

A streamlined **community** of uniquely skilled ISOs, CoCard realizes there is power in numbers. Together, our more than 70 offices nationwide create value by sharing services, strategies, best practices and technology.

**Collaborate. Co-Operate. CoCard.**



800.882.1352 | [WWW.COCARD.NET](http://WWW.COCARD.NET)

**COCARD** IS A UNIQUE COMPANY THAT WAS ORGANIZED BY ISOS, IS OWNED AND MANAGED BY ISOS, FOR THE BENEFIT OF THE INDIVIDUAL ISO. OUR MISSION IS TO PROVIDE A PATHWAY FOR ISOS AND AGENT RESELLERS TO MAXIMIZE INDIVIDUAL BUSINESS STRATEGIES WITHIN THE PAYMENT PROCESSING ARENA. BY COLLECTIVELY POOLING OUR RESOURCES AND BRAIN TRUST OUR GOAL IS TO ENHANCE THE OVERALL ECONOMIC RETURN FOR ALL MEMBERS.

and credit card reader/writers and computers to allow criminals to transfer skimmed card data to counterfeit debit cards. Police recommended businesses regularly check the security of their POS systems and urged those who think they may have been victimized by the fraud to contact authorities.

## ANNOUNCEMENTS

### CAN boosts SMB funding capacity

Next-generation small business finance provider **Capital Access Network Inc.** reported it bolstered its line of credit, thereby increasing its capacity to fund the business needs of small and midsize merchants. CAN said it now has a \$295 million secured line of credit that can be expanded to \$400 million, "an increase that dwarfs the financing available to working capital providers in this category and their ability to serve the small business community."

### CrossCheck, Optio race to fight cancer

Check guarantee company **CrossCheck Inc.** and its subsidiary **Optio Solutions LLC**, which specializes in accounts receivables management, hosted fundraising events and participated in a relay held Sept. 15 and 16, 2012, at Casa Grande High School in Petaluma, Calif. The companies donated over \$6,100 to the American Cancer Society Relay For Life.

### PCI compliance resource center opens

**Dell SecureWorks**, the network security division of computer manufacturer Dell, launched the PCI Compliance Resource Center to help organizations achieve and maintain compliance with the Payment Card Industry (PCI) Data Security Standard (DSS). The online center features white papers, videos and webcasts that address PCI DSS challenges, remediation, consulting and information security services offered by Dell SecureWorks.

### Electronic Payments named again to Inc. 500/5000

**Electronic Payments Inc.** ranked 1,340 on *Inc.* magazine's sixth annual Inc. 500/5000 list of the fastest growing private companies in the United States. The company said it has experienced three-year top-line revenue growth of 229 percent. It is the fifth consecutive year that Electronic Payments has been on the list, "making it the first ISO and acquirer to achieve such recognition," the Calverton, N.Y.-based ISO said.

### Ingenico terminal becomes PayPass certified

POS terminal manufacturer **Ingenico S.A.** reported its countertop iCT250 received the world's first MasterCard Worldwide PayPass 3.0 terminal certification. Ingenico

said acquirers and merchants can now deploy the terminals to accept near field communication technology-based mobile payments.

### Lemon opens wallet to developers

Mobile wallet provider **Lemon Inc.** launched its Lemonade platform, which allows mobile application developers the ability to integrate apps into the Lemon Smarter Wallet. In connection with the launch, the Palo Alto, Calif.-based startup is sponsoring the Lemonade Challenge, with \$20,000 in cash, prizes and promotional exposure for the best apps created with the Lemonade platform. Go to [www.lemonade.com/platform](http://www.lemonade.com/platform) for contest details.

### Brazilian debit market expected to double

**MasterCard Advisors**, the professional services arm of MasterCard, said the debit card market in Brazil will double in size by 2016, from 200 billion Brazilian real (BRL) to as much as 493 billion BRL. According to the *Debit Card in Brazil* study, debit cards have been the fastest-growing payment method in Brazil over the past five years, rising 25 percent annually. Researchers said the rise in debit is attributed to the increase in consumer access to banking services in the South American country and greater education about debit cards.

### Newtek publishes small business magazine

**Newtek Business Services, The Small Business Authority**, published the first edition of *The Small Business Authority Observer*, a semi-annual magazine that contains articles about small business issues, such as how to secure lending and how to leverage cloud computing. For a limited time, Newtek is offering the magazine for free; for more information, visit <http://thesba.com/the-small-business-authority-observer>.

### PAI wins WorldPay award

ATM network operator **Payment Alliance International** was named Division One Top Distributor by WorldPay US at the 12th Annual ATM Distributor Conference held Sept. 18 and 19, 2012, at the Hyatt Regency Atlanta. PAI received the award based on its customer growth and business performance.

### PayPal hosts payments app 'hack-a-thon'

Payment provider **PayPal Inc.** sponsored the PayPal Hackathon on Sept. 21 and 22, 2012, in San Jose, Calif. The challenge for competitors was to create payment apps within a 24-hour period. The \$5,000 grand prize was awarded to developers of an app that allows users to scan bar codes and complete payments via PayPal.

### PXT Payments up to bat at Fenway

At the College Day @ Fenway event held Sept. 29, 2012,

# \$500 UP FRONT BONUS AND UNLIMITED POS BONUS\*

*THE INDUSTRY'S*

# BIGGEST BONUS EVER



- LIFETIME RESIDUALS
- 30 MIN APPROVAL UPON RECEIVING COMPLETE MERCHANT APPLICATION
- FREE GIFT/LOYALTY TRANSACTIONS  
(IP ONLY, POS RENTAL REQUIRED)

**1.800.260.3388** (EXT.6600)

VP OF SALES & MARKETING: BRYAN DAUGHTRY 301-535-7777  
WEST COAST SALES 1: CHARLES KIM 201-316-3159  
WEST COAST SALES 2: JACOB HURST 201-705-4919  
EAST COAST SALES: BRYAN LEE 201-820-8697

**OnePoint**  **Inc.**  
500

**UNITED Merchant Services**  
Payment Processing Company

[WWW.UNITEDMERCHANT.COM](http://WWW.UNITEDMERCHANT.COM)

\*3 year POS Rental agreement required. \$250 upfront bonus.

mobile payment app developer **PXT Payments** showcased its geolocation-based mobile payment app, looped in, for approximately 10,000 college students in the Boston area

### SEAA moves up 2013 convention

Citing a conflict with the 2013 calendar dates for the Jewish holiday Passover, the **Southeast Acquirers Association** changed the dates for its 2013 Annual Seminar to March 4 to 6, 2013, at the Hilton in the Walt Disney World Resort in Orlando, Fla. The tradeshow was originally scheduled for March 25 to 27, 2013.

### Square talk highlights Starbucks confab

At the **Starbucks Coffee Co.**'s Global Leadership Conference held Oct. 4 to 6, 2012, in Houston, Square Inc. took center stage with news that Starbucks customers in the United States will be able to use the Square Wallet app residing on smart phones to pay for food and drink beginning in November 2012. By summer 2013, Starbucks employees will reportedly be able to accept tips from customers who pay with Square Wallet.

### SoCal companies can go fishing for funding

**Super G Funding LLC**, doing business as BizCash, is sponsoring The Guppy Tank, an investment funding challenge to be presented Oct. 25, 2012, at the Balboa Bay Club & Resort in Newport Beach, Calif. At the event, a number of Southern California businesses will explain why they deserve funding.

Winning companies will receive between \$25,000 and \$100,000; a total of \$500,000 will be rewarded. More information can be found at [www.theguppytank.com](http://www.theguppytank.com).

### Next-gen media at the pump unveiled

POS terminal provider **VeriFone Inc.** heralded what it termed the "next evolution of media at gas stations" in the form of on-demand coupons dispensed at POS pump stations and transaction-specific promotions offered at convenience store checkout counters. A 12-month pilot of the new services, available through the VeriFone Digital Network, showed coupon redemption rates in excess of 10 percent, far exceeding industry norms for free-standing inserts, according to VeriFone.

## PARTNERSHIPS

### Braintree powers Metanga subscribers

Payment gateway operator **Braintree Payment Solutions LLC** aligned with **MetraTech Corp.**, a provider of agreements-based billing and compensation solutions, to power MetraTech's Metanga online business subscription service designed to facilitate order processing, pricing, billing, payment and collections.

### CenPOS joins Infor globally

Payment processing network **CenPOS** entered a Complementary Partner Agreement with business application software developer **Infor**. Under the agreement, CenPOS will deliver agnostic payment processing services to Infor's expanding network of business customers in the United States and Europe.

### FrontStream aligns with Dealer Solutions

**FrontStream Payments Inc.** formed a strategic alliance with automotive retail supplier **Dealer Solutions**



**Borrow Against Your Residuals**

An excellent way to leverage your portfolio without having to sell it.

*Get Started*

Darrin Ginsberg  
**800-631-2423**  
[supergfunding.com](http://supergfunding.com)

# PIECE TOGETHER HIGHER PROFITS

WHEN YOU SELL WITH TRANSFIRST®



- ▶ Lifetime residuals
- ▶ Up to \$250 per activation (call for details)
- ▶ State-of-the-art electronic boarding, tracking and training
- ▶ Up to 95% merchant application approval rates
- ▶ 24/7 sales support
- ▶ Ongoing performance incentive programs
- ▶ Same-day approval for qualified deals
- ▶ Bonuses paid weekly

Call Mike Peters, SVP, ISS Sales Division at 866.969.3350  
or email us at [SalesRecruiting@TransFirst.com](mailto:SalesRecruiting@TransFirst.com)

TF1130

Trust. Innovation. Collaboration. - TransFirst.

 **TRANSFIRST®**

First In Secure Electronic Payments

Inc. to integrate FrontStream's configurable payment gateway solutions with Dealer Solutions' software. The integration will reportedly offer Dealer Solutions' clients a PCI Level 1 compliant over-the-counter, web and mobile electronic payments solution.

### **MCR, GCF to provide merchant supplies**

Value-added service provider **My Clear Reports** and POS equipment and receipt paper supplier **General Credit Forms Inc.** recently joined forces. MCR merchants can now order a variety of supplies, including sales and credit slips, manual imprinters, paper rolls and ribbons, from the MCR website. GCF is responsible for fulfilling and shipping orders.

### **Monitise, eMerit to develop mobile payment solutions**

Two U.K.-based mobile payment companies, **Monitise PLC** and **eMerit Solutions Ltd.**, inked a deal to develop mobile payment opportunities that leverage mobile technology capabilities under a chip and PIN security infrastructure.

### **NetSuite integrates WorldPay gateway**

**NetSuite Inc.** integrated the WorldPay Corporate Gateway into its cloud-based SuiteCommerce and core application solutions. NetSuite users in Europe and beyond will now have access to over 200 payment methods in 115 currencies, the company stated.

### **Quantum leaps into MobileBits mobile mall**

The **Quantum Group's** web-based POS system is now integrated with **MobileBits Corp.'s** SAMY "mobile mall." SAMY provides merchants with a set of online tools for leveraging mobile campaigns, deals, offers, loyalty and rewards connected with mobile consumers.

### **Revo revs up zDonate**

Online payment technology developer **Global ePartners LLC** integrated its patent-pending zDonate program with the **Revo Payments** e-commerce platform. According to Global, donors who opt-in to zDonate will pay a small processing fee to ensure 100 percent of their donations go to designated nonprofit organizations.

## ACQUISITIONS

### **Digital River acquires LML**

Global cloud commerce enterprise **Digital River Inc.** signed a definitive agreement to acquire **LML Payment Systems Inc.**, a provider of electronic payment processing, risk management and authentication services. Digital River reportedly paid approximately \$102.8 million to LML in the all-cash transaction.

### **Global Payments completes APT acquisition**

Payment processor **Global Payments Inc.** completed its \$413 million acquisition of **Accelerated Payment Technologies Inc.**, a provider of integrated payment technology solutions for small and midsize businesses representing more than 30 vertical markets.

### **Square boards 80/20**

**Square Inc.** reported it acquired New York-based web interface design company **80/20 Group LLC** for an undisclosed amount; 80/20 will now focus its interface design capabilities solely on Square.

## APPOINTMENTS

### **Ingenico appoints four**

Ingenico named **Rhonda Boardman** its Vice President of Western U.S. Bankcard Sales and **Alan Forgione** was appointed to the same position for the Eastern United States. Boardman's promotion comes after more than 20 years in the electronic payments industry. Forgione joins Bankcard Sales from ACI Worldwide where he headed the software solutions sales to acquirers.

In addition, **Melanie Pino** and **Jeff Feldman** were named account managers with Ingenico's banking sales team. Together they have more than 20 years of payments industry experience.

### **SecureNet hires Constantine**

SecureNet Payment Systems appointed **Greg Constantine** Executive Vice President of Client Operations. During his 25-year career in payments, Constantine has held positions at FundsXpress Financial Network Inc. and First Data Corp. He is responsible for SecureNet's client operations, enterprise account management, product development, marketing and communications.

### **Hentges new YapStone CFO**

YapStone Inc. named former CBS Interactive Inc. and PayPal Inc. Chief Financial Officer **Mary Hentges** as the new YapStone CFO. Hentges will lead the company's financial operations and assist in the areas of business strategy, operations and corporate development.

### **Voigt, Tharpe join Spindle**

**Brian Voigt** and **John A. Tharpe** joined Spindle Inc., where each holds the title of Senior Vice President of Strategy and Business Development. Voigt and Tharpe both came to Spindle from Bank of America Merchant Services. At Spindle the two men are responsible for expanding sales and establishing the company as a mobile payment pioneer. ■

Are you open to new

# OPPORTUNITIES?

LET US CUSTOMIZE A PROGRAM FOR YOU.



✔ **\$10,000 signing bonus**

*(Call for details)*

- ✔ *Lifetime Residuals*
- ✔ *Competitive Revenue Share*
- ✔ *Up-front Bonuses*
- ✔ *Online Applications*
- ✔ *Same Day Approval with Live TIDs*
- ✔ *One of the Highest Approval Ratings*
- ✔ *Next Day Funding Available*
- ✔ *Agent Loan Program*
- ✔ *Exit Strategies Available*
- ✔ *Access to Multiple Platforms*
- ✔ *Free Equipment to Place or Lease*
- ✔ *Online Office Management Tools*
- ✔ *Dedicated Relationship Managers*
- ✔ *Free Training*
- ✔ *Merchant & Technical Support in Multiple Languages*
- ✔ *\$30 Billion+ Processed Annually*
- ✔ *A Company with Instant Credibility*

**GET STARTED TODAY**  
**1-888-519-9466**

**iPayment®**

**Visit Us Online**

[www.ipaymentinc.com](http://www.ipaymentinc.com)  
[ISO@ipaymentinc.com](mailto:ISO@ipaymentinc.com)



MERCHANTS BANCARD NETWORK INC

80% Residuals

only 90  
80% agreements left!!

\$300 Upfront Bonus

*plus*

Month **2** Month  
Merchant Agreement

*lifetime residuals - electronic signature - insta*

WWW.MBNCARD.COM  
877.771.4629

and introducing  
**QWICKPAY**  
THE SAFEST WAY



QwickPAY is a complete payment solution with a broad range of compatibility, allowing your browser-based, iOS, Android and other mobile smart phone devices to evolve into a highly secure payment system. Easily accept credit and signature debit sales anytime, anywhere.



\$0 fees • 2.6% qual rate  
\$100 bonus • free Magtec swipe attachment

*ant approvals - in house pci and cash advance*

## New ROAM CEO focusing company

**K**en Paull, new Chief Executive Officer at mobile application and gateway services provider ROAM Data Inc., said in an interview after his September 2012 appointment that his mission is to focus the company on its flagship product, ROAMpay, a mobile POS system that competes with a solution developed by Square Inc.

"Our message to the market has been cloudier than it needs to be," he said. "We've been opportunistic as a company and positioned ourselves in the middle of the m-commerce market. Most everything we do is branded for our clients. We're behind the majority of solutions that in some form or fashion are competing with Square. I think we got a little fragmented with all the opportunities. We need to pull the reins in and focus on the ROAMpay POS acceptance program."

### Working with ISOs

Paull said ISOs remain ROAM's primary distribution channel, and this will not change. "We should be looked upon as the primary solution set when the customer needs a Square-type option," he said. "A lot of ISOs use us to compete in the lower end of the mobile consumer market. Another place we are focused now is taking our product up market. We want to help ISOs move upmarket."

The CEO acknowledged Square has done a good job of marketing to the low-end payment market – typically small vendors who use their cell phones to conduct small transactions at events like farmers markets and craft shows, or nonprofit organizations selling inexpensive items to raise money for their activities. "They are billing at the micro level," Paull said. "There is more money in the mid-tier where there are more true merchants and volume to be had."

Paull doesn't foresee a generic turn-key application winning the day with middle market merchants. He sees merchants looking for custom solutions and turning to value-added resellers and independent software vendors for solutions.

He said ROAM offers a broad mobile solution that can not only take transaction data and apply it to back-end office functions, but can also help retailers manage customer data and create customized loyalty, coupon, rewards and other marketing programs.

"What's unique about us is we are out there with our own brand," he said. "We go to the retail merchant primarily with our ISO partners. We think at the higher end of the market, businesses won't want to promote the Square brand on their POS. The ISO can give the retailer a customized solution branded for a specific retailer. That should give them a leg up competing; Square doesn't have a branded strategy."

The ROAM solution also offers ISOs the opportunity to sell value-added services to customers who want a customized rather than a generic software payment solution. "This is about attracting and serving more customers," Paull said.

### Moving forward

Another advantage ROAM enjoys is that it is Payment Card Industry Data Security Standard- (DSS) and Payment Application DSS-compliant, Paull pointed out. "We believe we have the highest level of security in

**CUSTOMIZABLE  
SCHEDULE A's  
AND  
PROGRAMS**

**NOW BEING  
CREATED DAILY!**

**GROUP ISO**

**tiny.cc/isoagent**  
**800.722.GISO (4476)**

the mobile market," he said. "The upper tiers care about security and compliance. Our partners help us with that."

ROAM and its parent company, terminal manufacturer Ingenico S.A., are working on new Europay/MasterCard/Visa (EMV) and near field communication technologies, Paull noted, adding that he expects ROAM will release EMV-compliant mobile software products in 2013.

Paull was unfazed by news of the Starbucks Corp. agreement to put Square POS systems into its stores. "We already have a major retailer larger than Starbucks and we have mid-tier deals as well," he said.

According to Paull, ROAM is not only delivering solutions for new customers, but it is also seeing the return of retailers who tried to develop their own mobile solutions. These merchants often discover the mobile software market moving too fast for them to keep their software up to date, he said. "People need to be careful branding a solution on their own," he said. "It is getting to be expensive and complicated."

In summing up, Paull said, "Ingenico's tagline for some time has been 'Beyond Payment.' Now it's really coming true." ■

## Happy complicated first birthday, Durbin

Oct. 1, 2012, marked one year since implementation of the Durbin Amendment to the Dodd-Frank Act, and the debate over debit card interchange regulation is as contentious as ever. Depending on whom you ask, the Durbin Amendment has lowered merchants' debit card acceptance costs, resulting in savings being passed on to consumers, or it has done nothing of the sort.

The Merchants Payments Coalition, which backed the legislation, said retail profit margins have declined since the amendment was implemented and concluded this indicates savings are being passed on to consumers. As an example, the MPC gave the Home Depot U.S.A. Inc., which said lower operating costs due to debit interchange reform led to price cuts on 3,000 items.

The MPC also cited gas stations, where station operators are taking advantage of lower processing costs for debit card transactions by offering customers discounts to get them to pay with debit cards.

"Debit swipe fee reform has been a win for consumers and Main Street businesses, especially small businesses," said Mallory Duncan, Senior Vice President and General Counsel for the National Retail Federation and Chairman

of the MPC. He added that "where fees are lower, prices are lower."

### Fees down, prices up?

But the Electronic Payments Coalition, which represents the financial services industry, said the \$8 billion retailers have saved in processing costs over the last year have not been passed on to consumers in the form of lower prices; in fact, consumers are paying an average of 1.5 percent more for goods and services since the amendment's implementation.

The EPC conducted field research on the matter. To compare retailers' prices before the amendment's enactment to after, 36 shopping trips were undertaken to 18 stores nationwide, where the same items were bought pre- and post-Durbin. The research showed that, of the retailers visited, 67 percent either raised prices on those same items, or kept prices the same.

EPC spokeswoman Trish Wexler said, "With a wink and a nod, giant retailers promised to lower prices for their customers if Congress passed the Durbin Amendment. ... Let's just call a spade a spade – this was a political handout to big-box retailers, who are now scrambling to make excuses for why they couldn't pass these savings along to customers."



**Managing your orders just got a whole lot easier.**

Now with the click of a mouse, you can easily monitor and manage your P.O.S. equipment orders with The Phoenix Group. With our new Order Entry Tool on [www.phoenixgrouppos.com](http://www.phoenixgrouppos.com), you can place orders, view and print invoices, track shipments, even review your account -- all in real time. It's the ultimate in convenience, and just one more way we make doing business with The Phoenix Group easier and more enjoyable.

**THE PHOENIX GROUP**



# AMAZING BONUS PROGRAM!



## UP TO \$500 PER ACCOUNT BONUS! PAID SAME DAY!

- \$5,000 Signing Bonus!
- Bonuses Paid Same Day!
- Same Day Approvals!
- Next Day Funding Available for Merchants!
- Free Terminal Program!
- Direct Leasing!
- Interchange Splits!
- Residual Buyout!
- Growth Capital!
- 100% Commission on Equipment Sales!
- Free Statement Analysis!
- Online Tools to Track Your Merchants, Bonuses and Residuals!
- Free Marketing and Training Materials, Including Business Cards!
- Multiple Platforms!
- Excellent Support Team!

**CALL TODAY**  
LET US CUSTOMIZE A PROGRAM  
TO FIT YOUR NEEDS:

**1-877-513-1339**  
info@csprocessing.com

RESIDUAL SPLITS **UP TO 100%**

## Battling bank rating sites

The MPC also cited new data from Moneyrates.com that shows debit interchange reform did not affect what banks charge for their services. The MPC quoted a representative of the National Grocers Association, who said fluctuations in checking account fees and other fees are "fundamentally the same" post-Durbin as they were pre-Durbin.

However, the EPC said a recent BankRate.com survey found that checking account costs for consumers rose dramatically post-Durbin, "with some bank fees rising 25 percent or more," due in part to regulations limiting overdraft and debit card interchange fees. ■

# Visa, MasterCard settlement has support

**R**etailers should know early in 2013 if the proposed preliminary settlement of retailer claims that Visa Inc. and MasterCard Worldwide interchange rates violate U.S. antitrust laws will be accepted by the Brooklyn Federal Court. So said Patrick Coughlin, one of the attorneys who negotiated the settlement on behalf of retailers, in an interview with *The Green Sheet*.

A number of national interests led by retail associations and some of the nation's largest retailers, including Wal-Mart Stores Inc. and Target Corp., are urging rejection of the settlement. Nonetheless, Coughlin said the preliminary approval will be filed with the court Oct. 12, 2012, and opponents will have 30 days following the filing to make formal opposing arguments. He said the "settlement agreement is the product of long negotiations," and he expects Judge John Gleeson, the presiding judge, to approve it.

## Settlement context

According to Coughlin, his confidence in the deal needs to be understood in context, and the first thing to note is that the litigation was brought after the 2004 settlement of similar claims brought by a coalition of retailers led by Wal-Mart.

"It's interesting that in 2004, Wal-Mart didn't get any changes to the interchange system, it got a lot less money, and it left Visa/MasterCard in the control of the banks," he said. He pointed out that in the proposed settlement merchants would, among other benefits, divide \$7.25 billion, have more freedom to disclose card fees, and be able to impose surcharges to recapture those fees and steer customers to less expensive payment options. Visa and MasterCard will also have to negotiate in good faith with significant bargaining groups, he added.

**Retailers should know early in 2013 if the proposed preliminary settlement of retailer claims that Visa Inc. and MasterCard Worldwide interchange rates violate U.S. antitrust laws will be accepted by the Brooklyn Federal Court.**

Coughlin said a number of large retailers agree with his analysis. Among the plaintiffs supporting the settlement are nationally known grocers, such as The Kroger Co. and Pathmark Stores Inc., and pharmacies, such as Rite Aid Corp. and Walgreen Co., he added. "People don't really understand how many large merchants support this settlement," he said. "That's a story that hasn't gotten out yet."

## Impact of settlement limited

Coughlin believes the changes brought by the settlement,



**See what's in your shopping cart.**

Now with the click of a mouse, you can easily monitor and manage your P.O.S. equipment orders with The Phoenix Group. With our new Order Entry Tool on [www.phoenixgrouppos.com](http://www.phoenixgrouppos.com), you can place orders, view and print invoices, track shipments, even review your account -- all in real time. It's the ultimate in convenience, and just one more way we make doing business with The Phoenix Group easier and more enjoyable.

**THE PHOENIX GROUP**



Offer more currencies. Get more merchants.

**Pay In Your Currency<sup>®</sup>** helps your merchants sell in multiple currencies, increasing their sales and your profitability.

Pay In Your Currency is an innovative payment solution that lets international customers pay in the currency they know best – their own. This unique, value-added service lets you improve profitability, earn more revenue from your current customers and gain a significant competitive advantage.

**See for yourself how  
Pay In Your Currency works.**

Watch a quick demo now:

Text **GetPYC** to **99000**

Visit us at [payinyourcurrency.com](http://payinyourcurrency.com)



PLANET PAYMENT<sup>™</sup>

**Pay In Your Currency<sup>®</sup>**

if approved, would be significant. The litigation pushed Visa and MasterCard to "undertake IPOs and get out from under control of the banks," he said. The decision to make the card companies public corporations, coupled with the changes outlined in the proposed settlement, should change the options available to retailers, offer more competition and result in lower interchange rates, he noted.

As to retailers opposed to the proposed settlement, Coughlin said he respects their right to want change, but it takes legislation not litigation to limit interchange rates. "You have to look at who it is that opposes this settlement and what they are trying to do," he said. "Wal-Mart and Target are trying to get their own credit systems up and going. We have 8 million merchants out there who won't have their own credit card system. We welcome more competition for Visa and MasterCard."

Until Congress decides to change interchange rules, people will at least know they are paying 2.5 percent to 3 percent more when they use certain card products if the settlement is approved, according to Coughlin. "As a result of this transparency you will see more competition than ever before," he said. ■

## A window into Global Payments

**G**lobal Payments Inc. Chairman and Chief Operating Officer Paul R. Garcia held a September 2012 conference call to discuss the company's first quarter 2013 earnings; the fiscal quarter ended Aug. 31.

He also heralded the company's partnership with Discover Financial Services to bring PayPal Inc. services to retail POS terminals, discussed how Global's acquisition of Advanced Payment Technologies LLC will affect ISOs, and praised Square Inc.'s entry into the payments market.

Global's earnings report indicates its first quarter income fell 26 percent. The decrease is due in part to continuing fallout from the security breach Global discovered in March 2012. Remediation related to the data theft reportedly cost the company \$509 million in its first quarter. Global stated revenue grew to \$590.3 million, which is 9 percent over the same quarter in its fiscal 2012.

### New business relationships

Garcia said the deal with Discover to provide PayPal services to merchants is in keeping with Global's strategy of providing comprehensive payment options. "This is another way to make it easy for our merchants to accept any form of payment a consumer chooses to utilize," he said. "This is about providing products and services to our customers. PayPal has been a good customer of ours."

Garcia said Global anticipates closing the \$413 million acquisition of APT in October 2012. He added that he is doubtful the company will look at more ISO acquisitions. "The APT deal was unique," he said. "There are not a lot of companies we are familiar with that fit that profile. ... There is no way our ISOs will be disadvantaged at all. It is possible they will pick up some more services and offerings out of this deal as we understand more of what we can do with this asset."

### Square is welcome competition

Regarding Square, Garcia said one of Global's ISOs signs "thousands and thousands of Square-like merchants" every month. "The main difference between what they are doing and what Square is doing is, I think, their business is pretty profitable," he said. "I think Square has different objectives other than profit because, at these levels on these merchants, they can't be making a whole bunch."

Garcia described Square as somewhat comparable to an ISO and praised its "impressive" innovation and advertising. But he said the "reason none of us have chased that business is that it is not terribly attractive.

"There are more benefits to having Square as a competitor than there are negatives." ■



**Always know what's coming. And when.**

Now with the click of a mouse, you can easily monitor and manage your P.O.S. equipment orders with The Phoenix Group. With our new Order Entry Tool on [www.phoenixgrouppos.com](http://www.phoenixgrouppos.com), you can place orders, view and print invoices, track shipments, even review your account -- all in real time. It's the ultimate in convenience, and just one more way we make doing business with The Phoenix Group easier and more enjoyable.

**THE PHOENIX GROUP**



## Sun, surf and payments at WSAA

**L**ocation, location, location. It's the mantra of every real estate agent and retail merchant. Well, the Western States Acquirers Association put this saying to good use. On Sept. 26 and 27, 2012, WSAA hosted its 2012 conference in Huntington Beach, Calif. The stunning locale served as the backdrop for this year's event, themed An Endless Summer of Opportunities and Success. The convention attracted almost 900 attendees, breaking previous records.

The conference launched Wednesday morning with a golf tournament sponsored by SecurityMetrics Inc. If golf was not your sport of choice, SignaPay LLC sponsored a beach bike ride. Riders were able to enjoy the balmy weather and the Southern California beach bike paths.

Wednesday also showcased the Field Guide for ISOs seminar presented by Mark Dunn, founder of payment consulting firm Field Guide Enterprises LLC. Registration fees included admittance to this informative educational offering.

The seminar, a mainstay at many regional tradeshow, is presented by industry professionals and is continually updated. If you haven't attended the seminar lately, it may be time to attend one soon.

At the opening reception Wednesday night, it was already apparent in the sold-out exhibit hall that a spectacular show was underway. Vendors and attendees alike were delighted with the overall turnout, as well as with the ample opportunities provided to meet with vendors and engage in discussions.

### A change in the weather

Thursday was information-packed. After breakfast with the exhibitors, attendees were greeted at the general session by Xavier Ayala, Vice President of WSAA, and by

platinum sponsor First Data Corp. The general session featured a panel discussion about how to stay relevant in the changing payments landscape.

Next up were the breakout sessions. These included panels discussing the move to Europay/MasterCard/Visa technology, mobile payments, how to turn new compliance requirements into a valuable portfolio tool and the future of acquiring.

Paul Martaus of the consultancy Martaus & Associates followed the afternoon breakout sessions with a presentation about disruptions in the industry. Drawing on his many years of experience in payments, Martaus presented a unique and honest evaluation of changes facing the industry and some innovative ways to not fight, but rather embrace, those changes.

In his presentation, Martaus invited merchant level salespeople (MLSs) to recognize the value of their merchant relationships and leverage those relationships to help usher in the future of payments.

The event concluded with a keynote address by Jeffrey Hazlett, author of *Running the Gauntlet*, and then the closing reception, where attendees could once again network and interact with vendors.

### Back to its roots for 2013

Regional tradeshow are increasing in popularity and perhaps reflect increasing opportunities in the payments industry. WSAA President Steve Eazell said, "I am truly humbled and honored to be a part of such an amazing experience. I am surrounded by some of the world's greatest human beings on the board of the Western States Acquirers Association. Their tireless and selfless devotion to this phenomenal event is inspiring."

He urged everyone to stay tuned: WSAA is working on "wonderful" enhancements for its 10th anniversary show, which will be held Oct. 8 to 9, 2013, in San Francisco, where WSAA held its first show almost a decade ago. *The Green Sheet* encourages all ISOs and MLSs to take part in these regional events. 

# NEW MSI PRICING

# 2¢

# NO BIN FEES

## GROW YOUR BUSINESS AND BOTTOM LINE

- **NEW** Flexible Bonus Program
- **NEW** Streamlined Application
- **NO** Monthly Fees First 30 Days
- **70/30** No Requirements
- **\$350** Activation Bonus
- **FREE** Equipment + Bonus

*Industry Leader for  
Over 20 Years*

**MSI**<sup>®</sup>  
MERCHANT SERVICES, INC

CONTACT:

**Rich Lopez**  
**1.800.537.8741**  
rich@msihq.com

**CLICK HERE**

*To Request More Information*

**VISIT US ONLINE AT 1800BANKCARD.COM**

Member Bank: First National Bank of Omaha, Member FDIC; 150 years of secure transactions



## Prepaid in brief

### NEWS

#### Payday loans on prepaid scheme exposed

The Office of the Comptroller of the Currency, a federal bank regulator, determined that prepaid card issuer Urban Trust Bank and payday lender CheckSmart Inc. evaded state payday and usury laws in Arizona and Ohio by loading payday loans on prepaid cards. The OCC said Orlando, Fla.-based UTB agreed to correct the violations, submit to an audit of its prepaid card program, and submit to an OCC review of the bank's business plan to address deficiencies in its oversight of CheckSmart.

In May 2012, a coalition of consumer advocacy groups led by The National Consumer Law Center urged the OCC to shut down CheckSmart's payday loan program. The program was facilitated with UTB-issued Insight prepaid cards and managed by Insight Card Services LLC, which is partly owned by Dublin, Ohio-based Community Choice Financial Inc. The coalition said CheckSmart, a subsidiary of CCFI, used the Insight prepaid cards to provide payday loans in Arizona and Ohio, where the usury limits are 36 percent and 28 percent respectively.

The OCC said CheckSmart disguised payday loans as either lines of credit or overdraft protection on prepaid cards. "The loans cost \$14 to \$15 per \$100 borrowed, or an annual rate of about 400 percent, but the costs were cloaked in various fees designed to evade state laws," according to the OCC.

#### FCC fines calling card company

The enforcement arm of the Federal Communications Commission proposed that prepaid calling card provider NobelTel LLC pay \$5 million for deceptively marketing prepaid calling cards to consumers. The FCC said NobelTel's cards did not provide the calling minutes advertised and that fee disclosures lacked clarity.

The FCC's Enforcement Bureau said a NobelTel calling card that cost \$2 and offered 400 calling minutes to Mexico could be exhausted after one 10-minute call, with the rest of the minutes drained by "daily" and "hang-up" fees assessed after the call was completed. Additionally, fee disclosures contained in the card advertising appeared in small type and were unclear about when fees would apply, according to the FCC.

"The only possible way consumers might be able to make calls of 400 minutes was if they made a single call of that length – almost seven hours," the FCC said.

#### Direct Express cardholders scammed

As the U.S. Department of the Treasury pushes to get all Social Security recipients on some method of digital disbursement by March 2013, a new scam involving Social Security payments and prepaid cards was disclosed at a congressional hearing. Fraudsters are reportedly obtaining the account details of Social Security recipients, including people who opt to have funds loaded on Direct Express prepaid cards, and then direct depositing payments to other bank accounts or onto other prepaid cards.

"Widespread schemes" involved fraudsters calling or emailing targeted senior citizens to obtain personal information, which they then used to change account details and redirect funds, according to Social Security Administration Inspector General Patrick P. O'Carroll Jr. in testimony before the U.S. House of Representatives' House Ways and Means Committee, Social Security Subcommittee, on Sept. 12, 2012.

### ANNOUNCEMENTS

#### FinCapDev app challenge launched

The Doorways to Dreams Fund and the Center for Financial Services Innovation unveiled the Financial Capability Development Competition, designed to spur innovation in financial service products for the financially underserved. FinCapDev is calling for mobile application developers to submit proposals for products that will encourage positive financial choices and behaviors. For more information about the challenge, go to <http://fincapdev.com>.

#### FinCEN holds SAR reporting webinar

The Financial Crimes Enforcement Network (FinCEN) held a webinar to educate the financial services industry on how to fill out and submit suspicious activity reports designed to help law enforcement combat money laundering and other crimes. The recorded version of the webinar and related presentation materials are available at <http://treas.yorkcast.com/webcast/Viewer/?peid=2f93fd0fe8344ca98fe6b45c9ac312191d>.

#### Green Dot markets 'Break Free' ad

Green Dot Corp. launched its "Break Free" national TV advertising campaign. The 30-second spot showcases singer/songwriter and "The Voice" contestant, Pamela Rose Rodriguez, singing an original song that "conveys the feelings of financial control and confidence that cardholders experience with Green Dot," according to the company.

### InComm initiates contest, celebrates anniversary

Prepaid card distributor **InComm** commenced its annual Dreams and Drywall Sweepstakes, through which winners of the grand prize and second place will receive \$15,000 and \$10,000, respectively, in gift cards from The Home Depot USA Inc. The sweepstakes runs through Nov. 2, 2012. Additionally, InComm celebrated its 20th anniversary. Since its inception in 1992, the Atlanta-based company has grown its footprint to include 26 countries on five continents. Through its distribution of the closed-loop gift cards of over 500 retailers, InComm reportedly reaches more than 1 billion gift card buyers weekly.

### Progression called key to financial inclusion

A **MasterCard Worldwide** report suggests that financial inclusion initiatives worldwide would be more effective if payment products followed a path of progression, from offering basic services to more advanced options over time. The card brand believes the most basic functionality for financial products should begin with bill payment, then move to more complex services, such as credit issuance, savings accounts and insurance plans.

The report, entitled *A New Perspective on Bill Payment – A Demand-Based Path to Financial Inclusion*, said, "Bill payment is one of the most foundational/basic financial needs because it generally represents the essential living expenses of consumers, payments that every household has to make to survive."

### Karma Koin gives \$250,000 to charity

Free-to-play online game developer **Nexon Co. Ltd.** said it donated \$250,000 to charity: water, a Rwandan nonprofit organization. When gamers redeemed the value loaded on Nexon's Karma Koin prepaid game cards to enhance free-to-play games, 1 percent of each transaction was collected by Nexon for donation. Charity: water, which provides clean drinking water to developing countries, is the first nonprofit Nexon has donated to via Karma Koin proceeds.

### PIF celebrates fifth anniversary at Sussex summit

The **Prepaid International Forum** marked five years of operation at a prepaid card summit in England's southeastern county of Sussex. PIF Chairman Robert Courtneidge said the PIF is helping the global prepaid card industry develop stronger business models in an increasingly intrusive regulatory environment.

## PARTNERSHIPS

### New team for tax refund card

Tax refund service provider **Atlas Financial Services** and

prepaid card program manager **Futura Card Services** rolled out the Refund Access Prepaid MasterCard. Taxpayers are alerted when funds are deposited to the prepaid card via text message.

### Neverblue adds Payoneer for paying contractors

International payroll card manager **Payoneer Inc.** partnered with Victoria, British Columbia, Canada-based digital marketing services company **Neverblue** to provide Neverblue's clients with a prepaid payment option. Payoneer reportedly supports transactions at points of sale and ATMs in over 200 countries.

### Utiba, i2c join for mobile initiative

Singapore-based mobile financial services provider **Utiba Mobility Inc.** joined with prepaid processor **i2c Inc.** to develop mobile financial services in the Americas. Utiba expects to have broad coverage in the Americas by the end of 2013, serving a potential market of over 600 million mobile and Internet users in a combined population of over 900 million.

## APPOINTMENTS

### Parker added to TransCard leadership team

TransCard LLC, a provider of prepaid products to financial institutions (FIs), named **Cathy Corby Parker** to the position of Chief Revenue Officer. Parker, the founder and former President of prepaid industry consultancy Corby & Co. Inc., is tasked with furthering TransCard's FI and channel partnerships. ☑



## Features

# MasterCard reloads with Western Union

**A**s part of the global alliance between MasterCard Worldwide and The Western Union Co., MasterCard-branded prepaid cards can now be reloaded at approximately 50,000 Western Union agent locations in the United States. The companies said the addition of the card brand's rePower reload network to Western Union's network doubles the size of rePower-enabled locations to 100,000, thus making it the largest reload network for open-loop, general-purpose reloadable (GPR) prepaid cards in the United States.

Michael Hafer, Senior Vice President of Global Prepaid at Western Union, said the addition of MasterCard brings the number of prepaid program providers that utilize the money transfer specialist's 10-year-old reload network to 170. "It's all about providing ubiquity," Hafer said. "Western Union just happens to be one of the physical networks that actually provides that final mile."

The "final mile" consists of the physical location where cardholders can reload prepaid accounts, the breadth of services consumers can access at those locations, and the customer experience when accessing those services, according to Hafer. He characterized the Western Union reload network as offering more than just the ability to "top up" GPR cards.

It's about "adding any kind of value to a stored-value account," he said. "It could be an online account. It could be a reloadable prepaid card account. It could be a prepaid wireless account. It could be anything where you basically prepaid for something up front and then you draw down on that value over time."

Hafer said the customer experience at a Western Union agent location is a one-step process. For example, to load \$100 on a card, a cardholder hands \$100 plus the convenience (transaction) fee to an attendant, and the card is swiped at the POS to load \$100 on the cardholder's account. The transaction takes roughly 30 seconds to complete, and the funds are available for use immediately, Hafer said. "It's a very simple, very quick and convenient transaction," he added.

Hafer compared Western Union's reload process to the two-step process used by competitors, by which a cardholder has to take the intermediary step of purchasing a reload pack and then dialing in or going online to input a code or PIN to add value to the account. "It's a little bit more work for the consumer," he said.

### Global focus

Western Union and MasterCard announced their global financial inclusion initiative in November 2011. The companies estimated that 2.5 billion people worldwide lack access to traditional banking services. Even in the United States, more than a quarter of the adult population are excluded from the financial mainstream, the companies stated. The goal of the Western Union-MasterCard pact is therefore to enable financial inclusion globally via prepaid.

Hafer believes Western Union is one of only a handful of companies that have the capacity to achieve that goal. Millions of consumers at 510,000 agent locations in 200 countries use Western Union everyday, he said, with \$81 billion in 130 different currencies circulating annually through Western Union's global network. With the physical distribution infrastructure already in place and underserved customers accustomed to Western Union's

core money transfer services, the addition of prepaid capabilities seemed the next logical step, he said.

Outside the United States, Western Union has reload networks in Argentina, Peru and Panama. And it has expanded its GPR card programs to nine countries worldwide, including El Salvador, Germany and the Philippines. "The opportunity for growth is abundant worldwide," Hafer said.

### Access to cash

Another feature of Western Union's reload network is Cash Access. It is a program that allows customers to withdraw cash from their prepaid accounts via the POS. The service is being rolled out in markets where ATMs are not prevalent.

"Think of the outer islands of the Philippines as a good example," Hafer said. "Pretty hard to find an ATM out there. Pretty hard to actually use Visa or MasterCard on those islands, unless it's some of the major hotels or major restaurants. But most places take cash."

What is present on those islands? Western Union. "So if I can go to one of those locations and say can I get 500 Filipino pesos off of my card, that's a very valuable service for those customers," Hafer said.

It seems alternative financial services companies are looking more and more like traditional banks. "In fact, you can almost use the analogy that our agent locations are almost acting like a bank branch," Hafer added. "Making deposits – that's a reload; cash out – that's a withdrawal. Pretty cool, isn't it? 510,000 bank branches around the world, basically." 📱

## How to drive a positive customer experience – and silence critics

By Paul Logan

Contact Solutions LLC

In September 2012, the Pew Charitable Trusts published research that set the prepaid card industry abuzz. While the report noted prepaid cards are a better option than checking accounts for many consumers, the nonprofit organization and public policy think tank also pointed out that the industry is not regulated enough and lacks uniformity of standards, which makes it difficult for shoppers to comparison shop and figure out exactly what cards cost.

We offer up to

# \$5000

in

# SIGNING BONUSES

We offer new and exciting opportunities for our agents to make more money!  
Call us today for your no-strings-attached, customized program!



(877) 650-1222 ext.101  
[www.Reliant-Processing.com](http://www.Reliant-Processing.com)  
[sales@Reliant-Processing.com](mailto:sales@Reliant-Processing.com)

- **Choose the program you want for each merchant account you sign.**
  - Earn more on your portfolio with our **70%** revenue share program OR
  - Get large upfront signing bonuses with our **50%** revenue share program
- **Bonuses are paid weekly**
- **Free Terminals:** Yours to Sell, Lease or Give Away!
- **All in one merchant application for all your merchants needs**
  - Visa / Mastercard / Discover / American Express – Debit – Telecheck and Leasing
- **Authorization fees as low as 4¢ dialup and 3¢ for IP**
  - Visa / Mastercard / Discover / American Express / Debit
- **Next Day Funding for your Merchants!!**
- **Free Wireless Terminals and Bluetooth Smartphone Tag Reader/Printer Combo**

Powered by FirstData.

Reliant Processing Services is a registered  
ISO/MSP of Wells Fargo Bank, N.A., Walnut Creek, CA

***It is important to measure and analyze results on a continuous basis to ensure the solution is optimized. Customer service must be flexible and ever-adapting to be able to address the shifting trends in prepaid, as well as consumer preferences.***

The criticisms are not new to the industry, and the Pew report, entitled *Loaded with Uncertainty: Are Prepaid Cards a Smart Alternative to Checking Accounts?*, will likely not be the last word on the subject. Prepaid insiders know that a uniform fee table is a tricky proposition fraught with logistical challenges, and talk about regulating the industry is passionate but has not yet led to action.

While there may be disagreement regarding the best way to address these challenges, prepaid card companies and critics alike agree on one goal: providing a great experience for consumers using the cards. So what can prepaid companies do to demonstrate the industry is earning customer trust? One option: take a fresh look at the customer experience, and allow data from satisfied consumers to inform how providers tailor programs.

### **Three keys to customer service**

First, consider what exactly the customer experience is. According to Forrester Research Inc., customer experience should be viewed as how customers perceive their interactions with a company. Interactions include all touch points, from a web chat, to an in-store purchase, to simply surfing a website. These experiences are where customers make judgments about a business across three areas:

- Utility
- Enjoyment
- Value

Creating a customer experience that delivers high marks in these three areas will improve customer loyalty and present a satisfied customer base to critics keeping a watchful eye on the industry. When done right, top-notch prepaid customer service generates a first-rate customer experience, which results in benefits to the business and its bottom line.

### **Key tactics**

Prepaid companies should employ key tactics to improve customer experience. First, consider that with competition in prepaid increasing, acquiring customers is more expensive and retention more critical than ever. Delivering a superlative customer experience is an integral piece of that puzzle. Although it sounds like a cliché, making every customer feel like the most important customer is vital at this juncture in the industry's evolution.

Additionally, prepaid companies can deliver a more personalized experience through a cost-effective self-service channel that will simultaneously save money and boost customer satisfaction ratings.

Self-service options, including interactive voice response systems, online or even short message service (SMS) solutions have proven to reduce cost of care delivery while increasing the customer experience. Research shows that self service can lead to higher rates of satisfaction because customers can get what they need more quickly and with less effort.

It also provides companies an ideal channel for communicating proactively with customers to reduce the cost of managing inbound calls – perfect for the prepaid demographic well acquainted with these types of outbound communications. Reminders about bill payments and card balances and tips about using the cards or service updates can all be pushed out via SMS to consumers to improve brand building.

### **Get out in front**

Lastly, and most importantly, continuous improvement of the customer experience is paramount. Too many organizations set their customer contact strategy and then forget about it. But the key to achieving and sustaining superior customer satisfaction is to always focus on making the service better. It is important to measure and analyze results on a continuous basis to ensure the solution is optimized. Customer service must be flexible and ever-adapting to be able to address the shifting trends in prepaid, as well as consumer preferences.

Today the prepaid industry has the opportunity to get in front of critics by building a solid reputation for strong consumer communications and stellar customer service. By doing so, prepaid companies can reap the competitive benefits of a better customer experience, and the entire industry can bolster how it is perceived, with empirical evidence demonstrating that it understands and delivers the kind of experiences prepaid customers really want. 📞

*Paul Logan is Chief Executive Officer of Contact Solutions LLC, a provider of customer self-service solutions for the prepaid industry. For more than a decade he has improved the customer experience and reduced customer service expenses for hundreds of large enterprises and government agencies.*



MERCHANT SERVICES

# AN **EVOLUTION** HAS BEGUN...

A large, detailed image of the Earth from space, showing the Western Hemisphere. The continents of North and South America are visible, along with the Atlantic and Pacific Oceans. The image is in grayscale and has a slightly grainy, high-contrast appearance.

GET READY  
TO EXPAND  
**YOUR**  
POTENTIAL

**25 YEARS**  
PROCESSING EXPERIENCE

**\$28 BILLION**  
IN TRANSACTION VOLUME

**267,001**

MERCHANTS ACROSS NORTH AMERICA

**DON'T SETTLE FOR LESS.**

CALL 1.855.550.SALES AND REFERENCE CODE GS0512 TODAY TO BECOME A PART OF HISTORY. [WWW.GOEVO.COM](http://WWW.GOEVO.COM)



**TSYS** Central Payment is an affiliate and part of a joint venture with TSYS (NYSE: TSS)

## A winning career move

Give yourself the double career advantage of aligning yourself with a leader in the industry AND a company that will partner with you to reach ultimate success.

Now offering huge upfront, weekly and monthly bonuses on top of residuals.

- Next day funding (evening settlement time) • AMEX One Point • Upfront commissions (paid daily)
- Bonuses (volume and monthly) • Aggressive Interchange splits (not break even)
- Competitive residual buyback program
- President's Club (trip to corp office, investment into your business and more)
- Free equipment promotions (stand alone terminal, mobile processing device, e-commerce solution)
  - CRM – Agent Portal with superior on-line management tools
  - Detailed earning reports (residuals/commissions)
- Exceptional agent support, customer service (24/7) and technical support (24/7)
- No annual fees with minimal PCI fees • Transparency, full disclosure and no hidden fees

### Referral Program

Refer Sales Reps to CPAY and earn commissions and residuals on every deal they submit. No experience necessary, we provide all of the training and support. View referral reporting through our agent portal CRM.

### EXCLUSIVE PRODUCT **SpotOn**

SpotOn is **ONLY** available to Central Payment

A consumer facing loyalty program (that comes with a FREE tablet) and a merchant facing marketing machine. M to M contract and one low monthly fee. No transaction fees and no charge for loyalty cards.



We will work with you to create a compensation program customized to your needs.

Call Jason Chan, Director of Recruiting, today.

888-881-3818

# Central Payment®

**Inc. 500 | 5000**

2 Years – 2010 and 2011 Inc. Magazine's Top 500 Fastest Growing Companies in 2010 – Ranked 18th in Financial Services

[www.cpay.com](http://www.cpay.com)

[www.facebook.com/centralpayment](http://www.facebook.com/centralpayment)

**NEW ENHANCEMENTS: Next Day Funding with late settlement time and Amex One Point**



## A winning combination

**TSYS and Central Payment are proud to announce a joint venture that brings together two winning companies, around-the-clock customer support and innovative technology for unmatched expertise and reliability.**

When you combine a strong independent sales agent channel with one of the most well-respected processing companies in the industry, the result is greater than the sum of its parts. Central Payment is nationally-recognized as a leading provider of transaction processing services and social marketing software, with more than 700 active, independent agents that support more than 40,000 small, medium and large businesses across the United States. TSYS is a recognized leader in payments, supporting more than 38 million transactions a day and settling more than 14 billion transactions last year alone.

Known for our elite levels of customer service and a long-term commitment to the merchant services industry, TSYS and Central Payment are focused on lasting relationships and people-centered payments.

**Learn more at [tsys.com](http://tsys.com) or [cpay.com](http://cpay.com)**

**Central Payment**<sup>®</sup>  
A TSYS<sup>®</sup> Joint Venture

Insider's report on payments

# Is there a kiosk in your pocket?

By Patti Murphy

*ProScribes Inc.*

**K**iosks are an old concept receiving renewed interest as banks look for ways to grow without incurring huge capital outlays. And like most things radically altered by technology, kiosks are getting smaller and virtualized. Indeed, it appears the ubiquity of mobile phones could render free-standing kiosks obsolete, replaced by individual smart phones loaded with payment and other financial apps.

Most Americans have mobile phones (87 percent according to the Federal Reserve), and a growing number of those devices are smart phones (50 percent as of May 2012 according to The Nielsen Co.), meaning the devices can access the Internet, take quality photos and perform countless other tasks, including remotely depositing checks.

**According to the World Bank, at least half the world is unbanked; that includes 2.5 billion adults worldwide. Many of these folks live in areas that have no bank offices, such as in South Asia where two-thirds of the population is unbanked, and throughout Africa, where upward of 80 percent of adults are unbanked.**

## A kiosk in hand

Jim DeBello, President and Chief Executive Officer at Mitek Systems Inc., said mobile remote deposit capture (RDC) "puts a financial services kiosk in every customer's pocket." I spoke with him at the September 2012 RDC Summit, an annual event focused on remote capture technologies. Mitek is a huge player in this space, with hundreds of financial institutions (FIs) implementing its software to support mobile RDC offerings, including most of the top 10, and hundreds of other FIs in the queue. If you've ever deposited a check using a mobile device, chances are Mitek's software was running in the background.

DeBello's comment holds merit. In some regions of the world mobile devices already double as bank access devices. According to the World Bank, at least half the world is unbanked; that includes 2.5 billion adults worldwide. Many of these folks live in areas that have no bank offices, such as in South Asia where two-thirds of the population is unbanked, and throughout Africa, where upward of 80 percent of adults are unbanked. These people are starting to use mobile phones to access banking services and transfer funds.

Also, there's a big push for mobile banking underway in India, where 91 percent of consumer spending is still done with cash, and mobile phone penetration is one per capita, according to government data. And several mobile banking and payment networks are competing for a share in this burgeoning market.

Among them is Money on Mobile (MoM), which enables consumers in India to initiate payments with mobile phone texting functionality. MoM is backed financially by Calpian Inc., a Dallas-based firm that purchases ISO portfolios through a newly formed subsidiary, Digital Payments Processing Ltd., based in Mumbai, India.

When I spoke earlier this year with Harold Montgomery, Calpian's CEO, he likened MoM to M-pesa, a five-year-old initiative in Kenya run by that country's largest mobile services provider, Safaricom Ltd., that is being replicated elsewhere in Africa. M-pesa uses text messaging to support account deposits and withdrawals, air time top-ups and person-to-person payments in addition to other routine transactions. At last count, about 75 percent of Kenya's unbanked population had used M-pesa, up from 20 percent in 2008.

Montgomery described MoM in terms that would make any network owner or operator proud, noting that total transaction values are growing at rates between 7 and 10 percent a month. And he said Calpian plans additional investments in MoM over the next 18 months. "This company has a big future," Montgomery said.

Initiatives like MoM and M-pesa are well suited to developing countries where mobile phones have emerged as a lifeline, especially for the rural poor. The closest we come to something like this in the United States is the Isis Mobile Wallet, a near field communication-based solution and joint venture between the three leading mobile carriers.

There are other electronic wallet products; some have been introduced by banks, others by nonbanks, like PayPal Inc. I'm not convinced that any of these initiatives will drive mobile banking.

I believe broad-based consumer adoption of mobile check deposit will change the way U.S. consumers think about and interact with banks. And we can thank leading banks – most notably JPMorgan Chase & Co. and Citigroup Inc. –



Your Fully Compliant QSA  
and ASV certified Portal!

Industry  
Crushing Rates

From  
**\$0.83**  
per month!

OR Unlimited  
Flat Monthly!

# YOUR PCI PORTAL WITH YOUR COLORS, **LOGO**, URL, MERCHANTS, PRIVACY, REPORTING, CUSTOMIZED COMMUNICATION, ACH BILLING.

We never contact or bill your merchants directly; reporting meets all standards and requirements; built in communications tab; fully QSA compliant SAQ's; ACH tool available (additional fee); Optional \$50,000 Breach Protection available from only \$1.20 per month!

WHAT PCI COMPLIANCE DOES FOR YOU: As an industry leader we provide a fully supported portal and upkeep of the entire site including SAQ updates. Provide Industry accredited ASV's Scans, SAQ's, & QSA's meeting all industry standards and requirements.



Visit: [www.gotpci.com](http://www.gotpci.com) Email: [info@gotpci.com](mailto:info@gotpci.com) Call: 866 949 9777

**15 YEARS**  
of paying residuals  
on time

**PLUS**

- Live Merchant Account in 1 Hour
- 80/20 residual split
- Lifetime residuals
- Multiple banks and front-end options
- Powerful, proprietary reporting tools
- Free equipment

**Signature**  
Card Services

[www.SignatureCard.com](http://www.SignatureCard.com)  
888.334.2284 X 243

**Aaron Slominski**  
Senior Vice President National Sales

for spending millions of advertising dollars showing us just how cool it is to deposit checks using a smart phone.

"RDC has gone Top 40," said Chris Chaten, Vice President, RDC Product Management, at Chase, in addressing the RDC Summit. "It's mainstream now." Chaten said consumer and corporate clients alike are demanding mobile RDC, which benefits Chase by reducing branch traffic.

### A plus for FIs, consumers

It's not just big banks that are benefiting, either. Community banks and credit unions report notable increases in deposits and customers from mobile check deposit rollouts. "It's all about the consumer experience," DeBello said. Using a mobile device to snap a picture and deposit a check is a cool experience; the proof is in consumer adoption.

Alix Partners, a research and consulting firm that follows mobile trends, reported that over a quarter of mobile banking adopters (27.4 percent) were mobile RDC regulars as of the second quarter of 2012. And these are among the most sought-after customers: they are young, affluent and buy more banking products than other consumers, according to the data.

More than half (56 percent) of consumers who don't use mobile deposit indicated they would if their FIs offered the service. In fact, the ability to make mobile deposits is the mobile banking feature that actually would get consumers to switch banks, according to Alix Partners.

And then there are the unbanked. "There's a sense of urgency" among FIs to find cost-effective ways to serve the unbanked and underbanked, said Terri Ferrisi, Vice President, Cachet Financial Solutions, an RDC solutions provider, during a panel discussion at the RDC Summit.

Luz Urrutia, Director of Alternative Financial Services at Community and Southern Bank, in Atlanta, was also on that panel. CSB's CSB xpress service caters to the unbanked and underbanked. CSB xpress features a prepaid debit card that customers can deposit checks to, and it is tied to other financial services offerings like money orders. CSB uses Spyke, The Good Funds Network to drive its check cashing service. (See "When RDC meets mobile" by Patti Murphy, *The Green Sheet*, July 23, 2012, issue 12:07:02 to learn more about Spyke.)

With mobile phones, consumers can now deposit checks anytime, anywhere. Extending that connection to other banking activities is a logical progression. Then mobile will become something akin to a financial kiosk at your fingertips, or in your pocket. ■

*Patti Murphy is Senior Editor of The Green Sheet and President of ProScribes Inc. She is also the founder of InsideMicrofinance.com. Email her at [patti@greensheet.com](mailto:patti@greensheet.com).*



TOP ★★★★★  
CREDIT CARD  
PROCESSORS.COM

# We identify and rank the best credit card processing and merchant services.

"Over 200 processors analyzed." Kiplinger

"Rigorous evaluation process." WSJ

"Independent authoritative source." InB Times

View complete rankings at [www.topcreditcardprocessors.com/rankings](http://www.topcreditcardprocessors.com/rankings)

## Hire The Best Credit Card Processors

Take advantage of our two years of research in ensuring that your credit card processing needs are met. These processors consistently meet the needs of small businesses and enterprises.

# Best TOP 30 CREDIT CARD PROCESSING COMPANIES

RANK	COMPANY NAME	YEAR FOUNDED	REVENUE	FULLTIME EMPLOYEES	ACTIVE CLIENTS	CLIENT RETENTION RATE	AVG APPROVAL RATING	CLIENTS	Overall Score	Competitive Rates	Reliability	Efficiency	Variance	Customer Support
1	Company Name Camarillo, California Contact Name: 888-888-8888 <a href="http://www.companywebsite.com">www.companywebsite.com</a>	2000	Over \$5 million	\$1 - 100	100,000+	98%	99%	Curves, Subway, Thrifty Car Rental, Days Inn, Hampton Inn	100%	100	100	100	100	100
2	Company Name Melville, New York Contact Name: 888-888-8888 <a href="http://www.companywebsite.com">www.companywebsite.com</a>	2004	Over \$5 million	Above 100	100,000+	97%	99%	Economy Inn, Subway, Taco Bell, Comfort Inn & Suites, Kentucky Fried Chicken	99%	98	100	99	98	100
3	Company Name Las Vegas, Nevada Contact Name: 888-888-8888 <a href="http://www.companywebsite.com">www.companywebsite.com</a>	2004	\$3 million - \$4,999,999	11 - 25	2300+	97%	98%	Nevada SPCA, Liquid Alaska Tours, Veterans Chamber of Commerce Nevada.	98%	100	97	100	96	97
4	Company Name Dallas, Texas Contact Name: 888-888-8888 <a href="http://www.companywebsite.com">www.companywebsite.com</a>	1985	Over \$5 million	Above 100	10,000+	94%	98%	Meineke Dealers Association	97.2%	96	98	97	99	96

## Best TOP 10 MOBILE CREDIT CARD PROCESSING COMPANIES

- 1 Company Name (Camarillo, California)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)
- 2 Company Name (Dallas, Texas)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)
- 3 Company Name (Smithtown, New York)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)

## Best TOP 10 POINT OF SALE SYSTEMS

- 1 Company Name (Duluth, Georgia)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)
- 2 Company Name (Fountain Valley, California)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)
- 3 Company Name (Denton, Texas)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)

## Best TOP 10 MERCHANT CASH ADVANCE COMPANIES

- 1 Company Name (Sherman Oaks, California)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)
- 2 Company Name (NY, New York)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)
- 3 Company Name (Wilmington, Delaware)  
Contact Name: 888-888-8888, [www.companywebsite.com](http://www.companywebsite.com)

View complete rankings at <http://www.topcreditcardprocessors.com/rankings>

## A rewards app that 'burns'

In July 2012, Fiserv Inc. unveiled a mobile application to accompany its award-winning UChoose Rewards program. The app, which functions on Apple Inc. mobile devices and hand-held devices using Google Inc.'s Android operating system, is offered primarily to debit cardholders of financial institutions (FIs) participating in Fiserv's rewards program.

The app allows smart phone users to redeem rewards points for in-store purchases. As cardholders spend using bankcards, they earn points. They then use those points to purchase goods and services from Fiserv's rewards catalog, which contains over 1 million items. The app takes advantage of cameras on mobile devices. Using the cameras, consumers scan in-store universal product codes; the app then searches the catalog to find if those items are available.

"So even if you're standing in a Macy's and you're looking at a blanket, if you scan that item and it happens to be in our catalog, you can choose to redeem for that item right

then," said Holly Krest, Senior Vice President of Loyalty Solutions at Fiserv.

Another feature of the app gives users the option of having Best Buy Co. Inc. store purchases mailed to them or be available for pickup at the user's store of choice. Based on the smart phone's GPS location, the app provides the closest store for pick-up. "You say, 'I want to pick it up at 123 Main Street in Anytown USA,' and within about 20 to 30 minutes, you get an email back confirming that your item is ready for pickup," Krest said.

The in-store pickup feature plays into consumers' desire for immediate gratification, according to Krest. Also, since shipping costs are calculated into the amount of rewards points used when Best Buy purchases are shipped, cardholders who choose in-store pickups use fewer points, which spurs customer satisfaction, Krest said.

### Choices for FIs

The UChoose Rewards app is tailored to give FIs control and flexibility over how programs are configured. FIs decide if rewards are available on all transactions or function only with PIN debit or signature debit purchases, for example. FIs also control the points-per-dollar spent ratio, which is typically one-to-one, Krest noted.

# Feelin' Let Down?



Don't succumb to false promises and get rich quick schemes. Premier Payment Systems will support your efforts with a 98% client retention rate and an autonomous route to success.

## Turn it around!



**Premier  
Payment Systems**

Reliability • Stability • Credibility

2625 Butterfield Rd. Suite 104S, Oak Brook, IL  
800-573-6268 • [ppsbankcard.com](http://ppsbankcard.com)

Contact Drew at [dsementa@ppsbankcard.com](mailto:dsementa@ppsbankcard.com)  
or Tom at [TUeith@ppsbankcard.com](mailto:TUeith@ppsbankcard.com)

***So even if you're standing in a Macy's and you're looking at a blanket, if you scan that item and it happens to be in our catalog, you can choose to redeem for that item right then.***

Holly Krest, Senior Vice President of Loyalty Solutions, Fiserv

FIs can also choose between three types of rewards programs: merchant-funded, issuer-funded or blended programs. Krest said over 94 percent of its FI partners choose the blended program.

"If you're shopping someplace where the merchant is a part of our program, you're going to earn points from that merchant, as well as points from the issuer," she noted. "If you're shopping at a merchant that isn't part of the program, then you get only the issuer points."

Krest said over 15,000 merchants nationwide are taking part in UChoose Rewards. "Certainly what merchants are looking for is not to have their same customers doing the same business that they would have gotten anyway," she said.

"So what they're looking for is either their same

customers doing more, or really trying to generate incremental [new] business."

### **Earn and burn**

Fiserv's rollout concerns only the "burn" (redemption) portion of the app; the "earn" part will be available in late October

2012, once Apple and Google load it into their app stores, Krest said. She chalked up the staggered launch to a speed-to-market decision.

"Our partner was ready to go," she said. "And we felt like that made a lot of sense for people to redeem on the fly and be able to check their account to be able to see what was in the catalog. We chose not to wait and try and launch them together."

In fact, the speed of rewards is crucial to a program's success, Krest said. It's hard to imagine a more immediate delivery system than mobile devices. "I want my cardholders earning points quickly and being able to redeem quickly because that's where the loyalty comes in," she noted. ☐

# Howdy Partner!

## Strategies to Grow Your Business

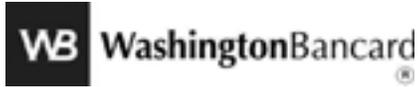
Training, tools and support that move your business from good to great

- Customized programs to fit your needs
- Dedicated relationship manager
- Capital to grow your business
- Bonuses and residuals
- Broad credit policies
- Leads support
- No minimums
- Zero liability



866 929 3732 x 240  
 salesprogram@merituspayment.com  
 www.merituspayment.com





## To assist and educate

### Washington Bancard Merchant Services LLC

#### ISO/MLS contact:

Elie Lewis  
Executive Vice President  
Phone: 305-857-9889  
Email: [elewis@washingtonbancard.com](mailto:elewis@washingtonbancard.com)

#### Company address:

2200 S. Dixie Hwy #400  
Miami, FL 33133  
Phone: 888-888-8799  
Fax: 888-887-7551  
Website: [www.washingtonbancard.com](http://www.washingtonbancard.com)

#### ISO/MLS benefits:

- Rate reductions for 90 percent of new merchants
- Real-time online transaction reporting
- Web-based PCI compliance guidance
- Customized POS equipment and services
- Education program for ISOs, MLSs and merchants
- Competitive referral and revenue-share program for ISOs

**A**ccording to Elie Lewis, Executive Vice President at Washington Bancard Merchant Services LLC, the Miami-based ISO has three basic, interrelated goals with regard to its merchant partnerships: offer the lowest prices, the strongest customer service and the most suitably customized technology that a merchant can find.

WBMS was founded in 2007 by three business partners who combined diverse areas of expertise. Lewis' background was primarily in marketing, including 15 years with Procter & Gamble. His two partners were a manager in the merchant processing business and an investment banker.

The combination appears to have been successful: the ISO serves almost 1,000 merchants now, having added 35 percent more merchants and resellers in the past two years.

Lewis called the ISO a "small organization" that has made providing a close-knit, hands-on customer care program its priority since day one.

Among other things, its merchant care program entails working closely with merchants to structure the best possible pricing plan, provide real-time reports on transaction data, and assist with data protection and ensure Payment Card Industry (PCI) Data Security Standard (DSS) compliance.

#### Hands-on customer service

Before entering a contract with any merchant, WBMS sits down with the business and devises the best possible interchange arrangement, Lewis said. That service is available, free of charge, to any merchant interested in exploring the potential for savings, including comparison shoppers partnered with other ISOs but curious about alternatives, he noted.

Each merchant pricing arrangement is reviewed by multiple officials at WBMS. Lewis said he personally "reviews and analyzes every statement that comes in our door."

Lewis said 90 percent of established merchants who consult with WBMS are offered a rate reduction. "Ninety percent come up with nice savings, and the worst case scenario is we can match their [existing or previous] deal," he said. "As long as we cover our baseline fees, that's where I start and then work upward based on what I see from the merchant.

"Whether it's a quarter basis point or 10 basis points, I try to get the deal done. I see it as establishing relationships with merchants that lead to new relationships and other important opportunities. Of course revenue is important, but it's not everything, so we do what we can to be the best possible provider and also have a modest residual from each merchant."

#### In it for the long haul

WBMS' goal is to retain merchants for as long as possible. If you price someone inaccurately or too high, you open the door for competitors, Lewis noted. "So you have to consider relationships, and what the client is paying and what other processors are offering," he said.

Lewis said fee reductions are often achieved by moving merchants from a tiered pricing structure to interchange-plus, which levies the same percentage rate on all transactions. Tiered pricing adjusts the percentage based on the type of transaction (for example, debit versus credit, card-present versus card-not-present, etc.).

"When we see a merchant on tiered pricing, we try to move them to interchange-plus pricing, and then we look at discount rates," Lewis said. "Especially with the Durbin Amendment [which capped interchange rates for debit transactions], there are very good opportunities to move a client to interchange-plus pricing so they can save on debit rates as much as possible."

Each merchant that contracts with WBMS is assigned a personal relationship manager charged with getting merchants set up, checking up on them regularly, and providing assistance when it's solicited or necessary. Merchants are given the cell phone numbers to these service professionals; they also have 24/7 phone assistance via the company's call center.

The company also works with each new merchant to find the POS setup that is best suited to the client's specific needs. "Our core processing services are retail, e-commerce, wireless and mobile processing," Lewis said. "Based on the type of business, we will determine what type of equipment the client wants – whether point-of-sale software or physical terminals ... We will introduce all our core customer service functions and a complete written proposal clearly outlining every service fee."

He added that the company's processing channels are compatible with over 500 different POS systems.

### **Value-added philanthropy**

WBMS offers conventional brick-and-mortar terminals for free, as well as wireless terminals for half the wholesale cost. The ISO also provides free software and adaptors for mobile processing on such devices as the Apple Inc. iPhone. It offers wireless terminal rentals for low flat fees administered weekly or monthly, depending on the length of the rental.

For nonprofit organizations, the company has a special program through which WBMS donates 20 percent of the total monthly residuals to the nonprofit, Lewis said.

The ISO's other services include a gift card program, ATM services and check services. Its gift card program includes social media and mobile marketing, online gift card redemption and top-up, mobile reward apps, custom-branded web portals, and customer analytics to assist with marketing campaigns.

Other services for merchants include First Data Corp.'s RapidComply, a web-based PCI DSS compliance program

that provides questionnaires and performance scans of POS systems. Lewis said company officials receive merchant PCI-compliance status reports and immediately contact those who aren't in compliance in order to assist them. "Sometimes their systems aren't adequate," Lewis said. "We work with them to see what they need to do to step up and pass the security scans."

The company also offers real-time reporting with an online program called Portfolio Manager Solutions, which reports POS transactions, deposits, batch details, merchant statements and chargebacks in real-time, Lewis stated.

When chargebacks do occur, WBMS takes an active approach to fight the ones that seem suspect. "We have a chargeback defense group that takes a step-by-step approach with the merchant, submitting documentation to win or at least defend chargebacks," Lewis said. "We don't just tell the client, 'Here's an 800 number, good luck.' We take steps to see it's handled properly."

### **Benefits for MLSs**

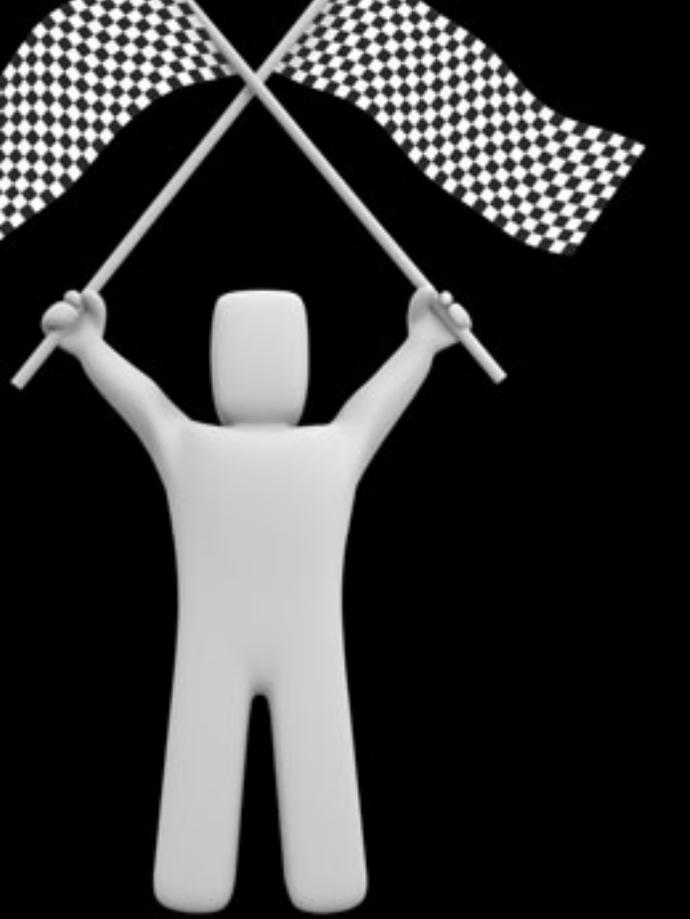
Merchant level salespeople (MLSs) working with WBMS have full leeway regarding how big a role they play in servicing and assisting the merchants they board.

"Every merchant has to get the same level of service," Lewis said. "Whether we do 100 percent, 50 percent or 20 percent of that service depends on the agent." He added that agents who do provide ongoing merchant service are required to undergo education and training to ensure they are on par with the company's own personal relationship managers.

"We have a reputation and wouldn't be comfortable having [MLSs] represent us without reading reports and attending the seminars we require," Lewis said. "Education is very important in this business, and biweekly, I distribute to all the salespeople the things I've learned, and we review everything – from training, to pricing, to customer service, to technology. Pricing models are always changing, interchange is always changing, a lot of things change all the time, and I try to sit on as many webinars as possible."

How active an MLS's role is with the merchant helps determine the size of that agent's residual, Lewis said. The company's residual sharing program usually gives the agent a residual of between 20 and 50 percent, but there is a high degree of flexibility around how MLS payouts are structured between upfront monthly payouts and residual portions, he noted.

WBMS also offers a referral program through which agents are compensated for referring merchants and for providing statements for analysis. They are also rewarded for each merchant who ends up signing with the company, Lewis said. ■

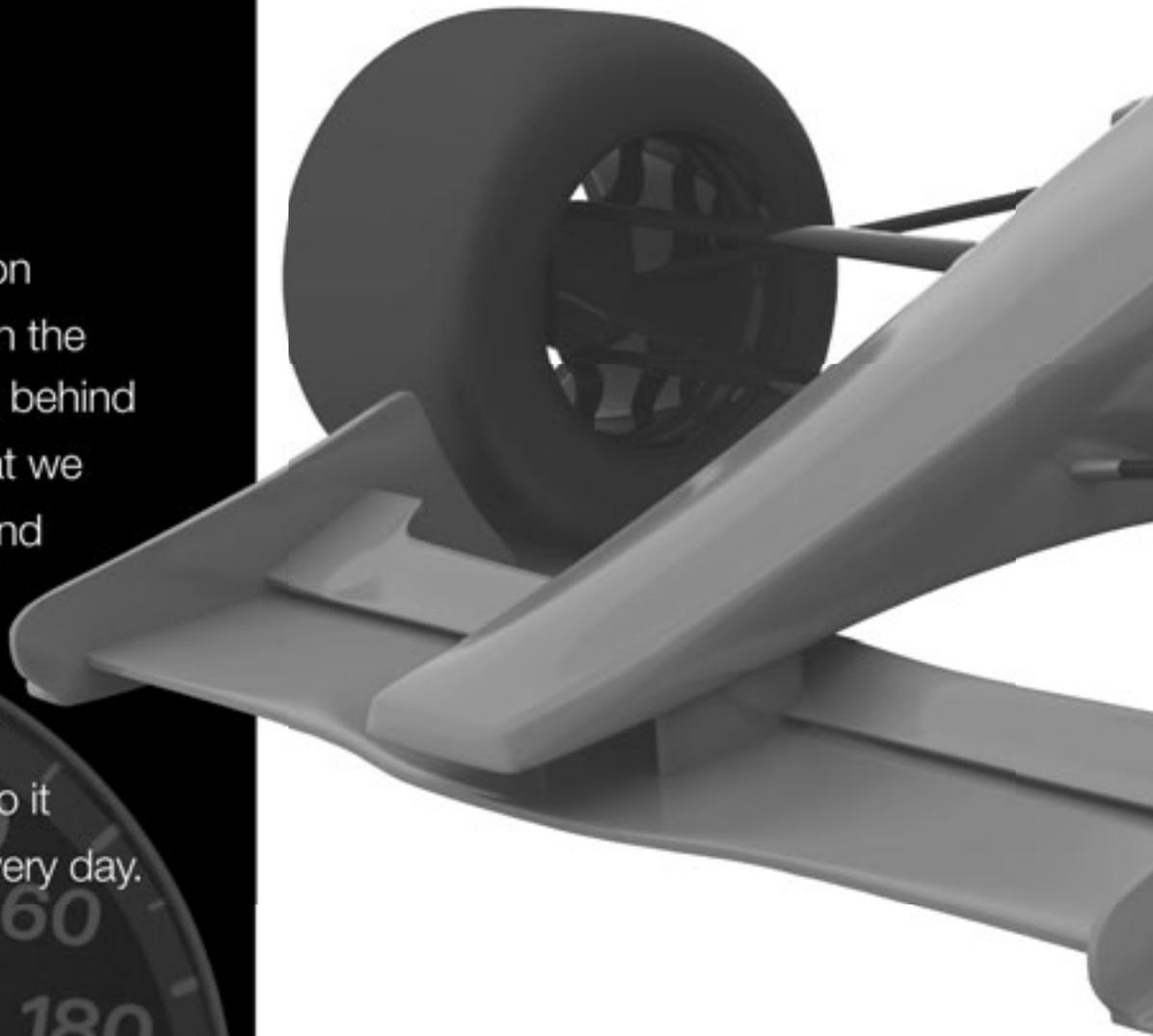


# “A *precisio*”

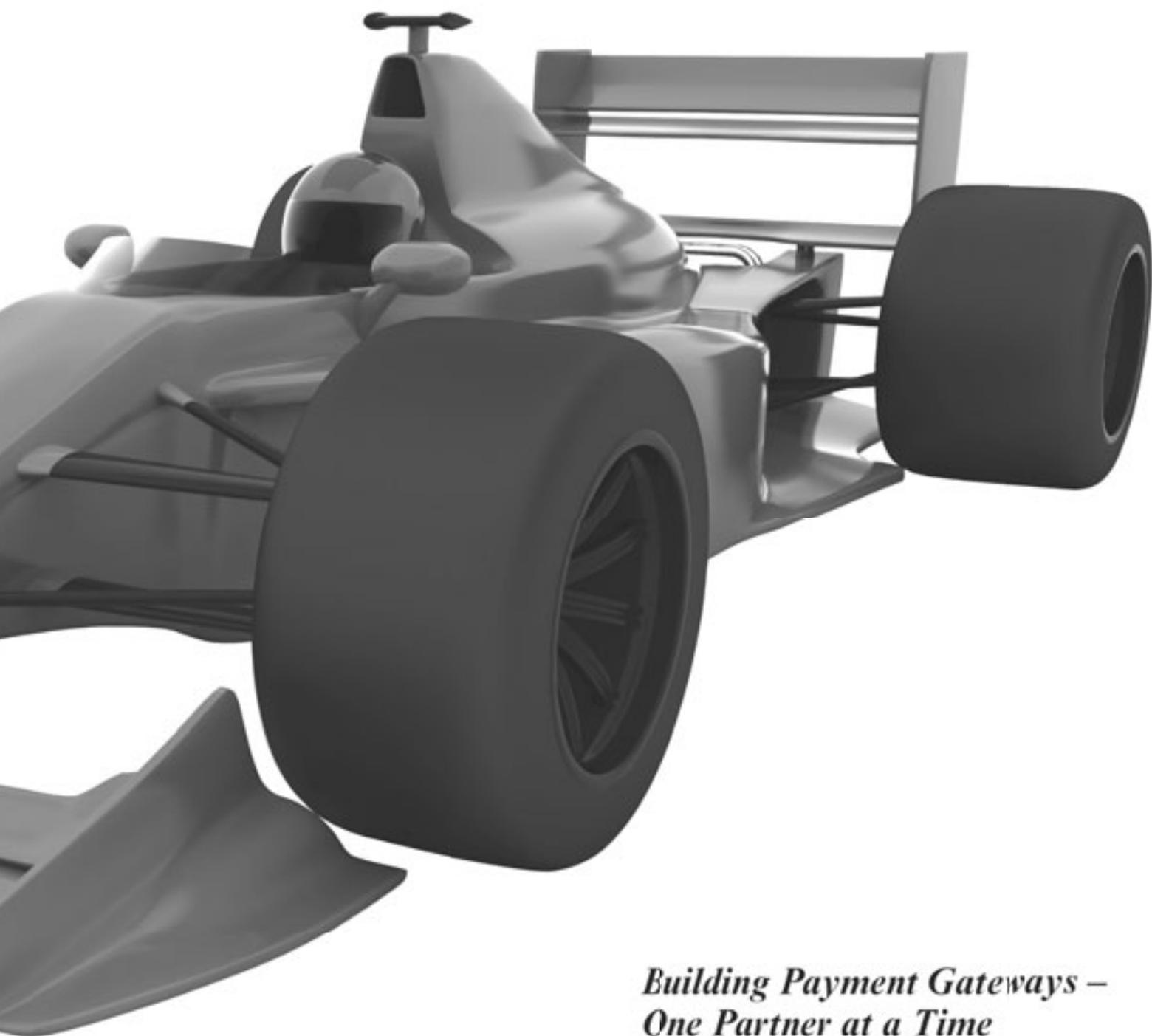
NMI is the support crew in the ISO and merchant level salesperson (MLS) race to success.

— *The Green Sheet*

At NMI, we focus on keeping our ISOs in the spotlight. We work behind the scenes on what we do best: security and technology. We don't pretend to act in our partners' best interest; we do it every second of every day.



*n-built race engine”*



*Building Payment Gateways –  
One Partner at a Time*



Network Merchants Inc.  
PH: 800. 617.4850  
[www.nmi.com](http://www.nmi.com)  
[sales@nmi.com](mailto:sales@nmi.com)



You're doing all of the **work**.  
You should get all of the **rewards**.

Maximize Your Bottom Line.

- **The best** residual splits in the industry
- **Unbeatable** fee pricing structure
- **Lifetime residuals** with no liability and no minimums

*Choose the program that's right for you:*

**70% Residual Program**

**80% Residual Program**

**90% Residual Program**

**100% Residual Program**

**Partner with a  
Processor and  
Not an ISO...  
Get Processor  
Direct Pricing!**

**If you're not with TriSource Solutions,  
you're just leaving money on the table.**

**Give Phil Ludwig a call at 877.353.2001, ext. 215.**

***Call now to start holding onto  
more of your hard-earned money!***

**TriSource™**  
SOLUTIONS<sub>LLC</sub>

**Satisfaction. Guaranteed.**

Email Phil Ludwig at [pludwig@trisesourcesolutions.com](mailto:pludwig@trisesourcesolutions.com)  
[www.trisesourcesolutions.com](http://www.trisesourcesolutions.com)



For more information  
about our **unbeatable  
residual programs**,  
use your smartphone  
to scan the QR Code.



## High stake holidays from from page 1

SPS introduced Payday Express Plus, which will enable merchants to offer customers extended payment plans on higher-ticket gift purchases over the holidays.

### Early preparations

To entice merchant level salespeople (MLSs) to approach merchants well in advance of the holiday season, a number of payment service providers launched summertime and early fall promotions. They offered discounts on POS systems and unveiled programs that would improve operational efficiency in preparation for the year-end sales cycle.

POS Portal, for example, offered summer discounts on several popular POS systems equipped to handle the high-volume usage anticipated for the holidays. "Christmas in August was a way for us to highlight to agents, especially ISOs, that now is the time for them to engage with merchants and get them set up," said Kevin Kent, Senior Product Manager at POS Portal. He noted that unless something breaks, merchants prefer to be in execution mode once the holiday season begins.

"When you're in this high activity season, it's more about volume and getting as many merchants signed up as you can so you can close off the year," Kent said. "We built out a customer service organization to keep the burden of the day-to-day operations off of the sale reps, so they can sell." As a new incentive this year, POS Portal launched Portal Bucks, whereby ISOs and MLSs can earn rewards and apply them toward POS systems purchased through POS Portal.

"As we go into the holiday season, a lot of our agents that shop frequently on our e-com site have these Portal Bucks built up in their accounts," said Josh Johnstone, Marketing Manager for POS Portal. "It's essentially free money for them." He added that the program gives MLSs an advantage when attempting to close last-minute deals, because they're able to pass along the savings to potential merchants.

"We try to definitely motivate our sales partners during the tail end of the year," said Jason Chan, Director of Recruiting for Central Payment Co. LLC. "We're offering special bonuses." He noted that for merchants who may have recently installed new POS systems, CPAY provides 24/7 customer service and technical support, which means merchants can schedule training time when it's most convenient.

According to Jared Isaacman, CEO of Harbortouch, his company increased staff this year to accommodate growing acceptance of its free POS system program, an initiative that has driven record business for the company.

To support agents, Harbortouch hosts an annual sales conference to train and certify agents on its POS systems. During this year's fall conference, topics of

discussion included current initiatives and a vision for the future, he said.

Another business primed for the holidays is USA ePay. "As a gateway, we're prepared for the traffic and have technicians on staff all the time," said Ben Goretsky, CEO at USA ePay.

"We have promotional packages on our wireless hardware products for mobile merchants or the startup retailer. A lot of people that have a gateway account with us right now can use their iPhones and Androids with their existing account."

Because fraud can be especially damaging during the holidays, Goretsky advises anyone reselling fraud modules to encourage merchants to take full advantage of any training that might be offered to limit fraudulent transactions, which can quickly escalate if not detected early.

### Connectivity imperative

Another reason to connect with merchants ahead of the holiday curve is the heightened risk of attrition directly before the holidays. "A lot of shuffling happens right before the holidays because merchants are looking for solutions," Goretsky said.

## Ways to socialize with The Green Sheet



[www.facebook.com/TheGreenSheetInc](http://www.facebook.com/TheGreenSheetInc)  
[https://twitter.com/#!/The\\_Green\\_Sheet](https://twitter.com/#!/The_Green_Sheet)



**Best**

**TOP 30 CREDIT CARD  
PROCESSING COMPANIES**

[WWW.TOPCREDITCARDPROCESSORS.COM](http://WWW.TOPCREDITCARDPROCESSORS.COM)

"They start calling people, and the person that they get on the phone not only will switch their current solution over, but will give them the new solutions that they need, too."

One way to prevent fourth quarter attrition is to re-examine merchants within existing portfolios to determine whether additional services or equipment upgrades might be in order. "They'd be surprised how much money they can make just by expanding their current portfolios with new solutions," Goretsky said.

ACS has a program for swapping out older equipment that may lack sufficient memory to support the Europay/MasterCard/Visa (EMV) standard and other emerging payment technologies. "If we ran a Hypercom 4200 or a VeriFone 5700, there is enough memory so we can put in a merchant's terminal a gift card, credit card, a time clock for our payroll division that sends their hours automatically to us, so there's nothing that they have to do," Kalemis said.

And the company has a unique approach for merchants who may have already left its fold. "We send out to every customer that's ever been boarded on Alpha Card's services but has left us – for example, has closed their account – a win-back campaign," Kalemis said.

The company recently sent letters and postcards to past merchant customers inviting them to rejoin ACS. He said that as a sign-on bonus, merchants received 2 percent off processing for the first month and a free terminal placement. Merchants who signed on during the win-back campaign were also rejoined with the ISO or MLS who initially signed them, Kalemis added.

The same policy applies to merchants who choose to add new services. "We're hitting our base constantly," Kalemis said. "And if one of our merchants does a cash advance, the original rep, even though they had nothing to do with it, they'll make some bonus on it. We're doing everything to make that portfolio more sticky and profitable for the rep and for us."

Dustin Wilkins, Partner with MLS Direct Network of Eastern Alabama, noted that with the increasing popularity of interchange pass-through as a pricing model, being willing to adjust rates accordingly can still go a long way in sustaining relationships at a time when attrition is rampant.

It also works well when approaching new accounts. "There are businesses popping up here that I'm able to take advantage of, new ones that are looking to save money," he said.

### **Finishing touches**

Entering the final countdown leading into Thanksgiving, peripheral sales channels such as gift cards, equipment

rentals or leases, and merchant cash advances all represent viable last-minute revenue opportunities for ISOs and MLSs.

"A lot of people setup kiosks for markets, and they're there for a couple of months during the holidays," Goretsky said. "We start cutting deals early in October just for those guys because they're seasonal. The guy who usually does the pumpkin patch in October is the same guy who does the Christmas tree lot in November.

"And then, of course, there are the mobile merchants who are setting up for the holidays. ... We provide those merchants with special deals on equipment and setup, so they can get processing for the holidays." Holiday craft fairs, fundraisers and tradeshow that target holiday shoppers are primary sources for seasonal merchant accounts.

Similarly, POS Portal makes short-term seasonal programs available to its ISO and MLS clientele. "We'll plan a whole program, probably in the last part of October, where we'll push short-term rental options and opportunities for these guys so that they have something to sell and add some business going into January and February," Kent said.

Another popular last-minute holiday standby is the merchant gift card. Harbortouch and ACS both print custom gift cards in-house. Kalemis said his company can generally turn them around within 72 hours. Merchants can then use a software component of ACS' integrated POS solution to drive customers into their store locations via short message service and email marketing.

### Inside rewards

Supporting charity and offering rewards to employees and contractors are other important aspects of preparing for the holiday season. From bonuses and incentives to holiday parties and philanthropic efforts, teamwork and personal performance are recognized and celebrated by payment companies in a variety of ways.

"We have an annual holiday party that all of our corporate staff and employees look forward to," said CPAY's Chan. "We're big in philanthropy. We just recently donated to the Lucile Packard Children's Hospital." He added that employees volunteer each month in San Francisco's Glide program, which last year served close to 1 million meals locally to those in need.

POS Portal frequently rewards employees by mirroring its outside programs. For example, employees can earn rewards dollars in much the same way ISOs and MLSs earn Portal Bucks. Other employee incentives include rewards tied to a certain number of sales over a given time frame on specific types of equipment,



TOP ★★★★★  
CREDIT CARD  
PROCESSORS.COM

We  
identify  
and rank  
the best  
credit card  
processing  
and merchant  
services.

WWW.TOPCREDITCARDPROCESSORS.COM

**USAePay** Gateway Provider

Resell our Solution:  
resellers@usaepay.com

+1-866-490-0042  
www.usaepay.com

Join us!  
January 8-11, 2013  
International CES  
Las Vegas, NV

**PaySaber**

Ride the Wave of the  
Latest Technology

Mobile eCommerce Retail MOTO

Private Labeling | No Fee Tokenization | Fraud Tools  
Check Processing | Developer Tools

**PaySaber** www.paysaber.com

Google play

Made for  
iPod iPhone iPad

which is usually done in conjunction with the manufacturer, Kent said.

Because ACS operates at full capacity during the holiday season, the company waits until January to host corporate parties at its two office locations. To uphold its zero-hold time customer service promise, staffing during the holiday sales cycle is critical, but employees do have a mandatory "mental health" day off every six months to look forward to, Kalemis said.

SPS hosts a holiday party each December for its employees. "We fly in all the people that work outside, and we have a big gathering just to say thank you," Eazell said. "And then there are bonuses for the people that have performed. This year we're expecting to give out a number of bonuses."

### Planting seeds

In the waning weeks of 2012, the "always be selling" approach is perhaps the best assurance revenue streams will continue long after the holidays have concluded.

"It's a great time of year to plant seeds and get ready for January," Kalemis said. For example, agents who sign up merchants for ACS' automated payroll services at the end of the year can initiate the switch starting in January when less reporting is required, he noted.

POS Portal stated that most MLSs begin looking for new POS solutions to bring to their merchants starting in mid-November. Part of the process of migrating to new POS systems involves the education of all parties that will be involved, which requires time not readily available to most merchants until after the holiday rush.

"If you think about an agent's time, the first two or three times you deploy a new terminal or maybe a mobile solution, there is more work involved on your side," Kent said. "And it might have different options that you're not familiar with, so there is a little bit more overhead involved." That said, he believes a large volume of merchants will transition to newer POS solutions in the coming year.

Joe Villamil, Vice President of Business Development at POS Portal, stated, "What we're hearing from our clients, and even filtering through from the merchants, is an increased awareness of EMV and a real desire to make a move on it. I think mobile solutions are certainly where it's at and then EMV. I think that 2013 is the year when that really starts to become a reality. It's certainly going to start with new merchant deployments."

According to Isaacman, there are "too many irons in the fire right now that are all game changers, potentially. Some of them aren't going to pan out. This is a big time to adapt or die in the marketplace." ■

If you think your ISO is taking you in the wrong direction,  
turn this ad upside-down..



- Access Canada, with no minimums, no investments and no stress.
- Accept all merchants with access to Paymentech, TSYS and all of First Data.
- Meet the future now with Mobile, Google Wallet, NFC and EMV.
- Harness the powers of the Internet with customized state-of-the-art technologies for online boarding and residuals, plus e-application with digital signature.

Welcome to SignaPay.

Call us at **800-944-1399** and ask us what we  
can do to get you headed in the right direction.





Quit playing the rate game!  
Change the rules with free POS systems.

## A Truly Unparalleled Opportunity to Revitalize Your Revenue Stream!

By leading with POS systems, you will get in front of more decision makers. Avoid the "rates and fees" sales pitch and begin offering something of real value to the merchant. Once the merchant realizes the advantages of a full-featured POS system over a standard credit card terminal, the sale becomes effortless. Instead of being just another credit card rep, this program quickly makes you the merchant's most important vendor. Harbortouch's free POS program has changed the rules of the game!

**More than double your average monthly residual!**

**Double your average monthly processing volume!**

**Benefit from approximately 66% less merchant attrition!**

**Earn up to \$500 up-front commission per POS system!**

An average merchant needs 2-3 systems, which means \$1,000 - \$1,500 in your pocket



### ***YOUR PATH TO A STABLE, MORE PROFITABLE RESIDUAL PORTFOLIO***

#### **Higher Margins!**

Due to the high value offered by a free POS system, there is no need to decrease your margins by lowering the merchant's processing rate. The processing rates and fees become a secondary concern, allowing you to maintain a lucrative residual on these accounts.

#### **Larger Accounts!**

You are also able to reach the better quality, higher volume merchants who require the efficiency and reporting of a full featured POS system.

#### **Lower Attrition!**

Since a POS system is integral to the merchant's business operations, Harbortouch offers unmatched retention benefits. This lack of attrition provides you with a much more stable residual stream and a more valuable bank card portfolio overall.

### **Harbortouch Offers More Than Just POS**

**Free POS Systems | Free Electronic Cash Registers | Free Terminals | Free Gift Cards | Free POS Leads  
Mobile Payments | Check Services | ATM Services | e-Commerce | Cash Advance**

***Visit [www.isoprogram.com](http://www.isoprogram.com) today***

for more information on the free POS program  
and how to become a "Certified Harbortouch Reseller"

For more information, contact:

Brian Jones, EVP Sales and Marketing: 800-201-0461 x 136

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

Brian Fitzgerald, National Sales Manager Central: 800-201-0461 x 257

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



**HARBORTOUCH**

# StreetSmarts<sup>SM</sup>

Proudly presented by

**Clearent LLC**



## Formal sales training or OJT?

By **Jeff Fortney**

*Clearent LLC*

It was 1979 when I attended my first formal sales training course. My bank employer thought it wise that its employees receive training. Some thought it was a waste of time, but I was excited. I remember the format of the class and the meeting room. However, I don't remember anything that was taught, except for this one statement, "Selling is an art, not a science."

Since that time, I have attended eight different training classes, read numerous training books and watched a number of videos. From some I gained knowledge and practices that I still use today; from others I retain only vague memories.

I thought that first class would teach me how to sell, but I quickly discovered that no one class or method would make me successful. My employer at the time must have known that because every two years the bank had us attend a new class that used a different approach.

This is not a condemnation of sales training. In fact, the way I sell and train today is based on one of those eight classes. I found the information and the approach that worked best for me and I stuck to it. I also believe that the salesperson I am today is fully a result of my experiences. I may not be able to remember every class or operate exactly as they defined in the training, but I was able to gain something from each class.

With that said, the question remains, Should a salesperson in the payments world commit the time and money required for sales training? Before this can be answered, we must first define sales training.

### Education index

<b>Nicholas P. Cucci</b> .....	<b>64</b>
<b>Dale S. Laszig</b> .....	<b>66</b>
<b>Rick Berry</b> .....	<b>70</b>
<b>Chandan Mukherjee</b> .....	<b>72</b>

### What is sales training?

If you google "sales training," you will get 160 million hits. The Zig Ziglar and Dale Carnegie approaches can be found in various forms, with an emphasis on invigorating salespeople by taking a positive approach to selling. Some believe these types of classes are the core of all subsequent training. **BILLPIRTLE** endorses it. "I attended a Dale Carnegie Sales Training course and found it invaluable," he said on the GS Online MLS Forum. "It was a great opportunity to learn a process and practice with peers."

Other training approaches are more specific. Their goal is to provide actionable steps and personal practices to help improve one's technique. Some may provide different approaches to specific types of sales prospects rather than general sales concepts; others are very detailed in describing how to reach different prospects.

There are a few industry specific classes as well, designed for the merchant level salesperson (MLS) and ISO. Most provide product training with a sales component. In some cases, ISO partners offer a form of product training. Some even offer more formal training structured for our industry.

# Redefining POS



- POS Systems Ship in as little as 48 Hours
- POS Retail & Hospitality Solutions
- Free Terminal Programs
- Free Electronic Cash Register Program
- Signing Bonus up to \$3,000
- 8x Profitability Bonus
- Next Day Funding including AMEX
- Residuals Paid On Time Every Time

**Make up to \$1,000 Per Merchant plus  
Customized Residual Splits up to 80%**

Call Naomi Mastera  
888-707-2836 ext. 7005  
naomi@themerchantsolutions.com

  
**theMerchantSolutions**  
The #1 Source for Credit Card Processing  
[www.theMerchantSolutions.com](http://www.theMerchantSolutions.com)

Many programs offer supplemental CDs to reinforce the training. "I purchased a course on CD which I would play in my car instead of listening to music or talk radio," **GMARTIN** said. "It was a great investment, and I learned a lot. Plus I was able to refer back to the material so I could reinforce what I had learned."

There are also countless books and videos available, ranging from *The Greatest Salesman in the World* to *You Can't Teach a Kid to Ride a Bike at a Seminar*. For some, books alone offer greater retention, although there are few opportunities to practice what you learn, like in classroom-style courses.

The last, and perhaps most common, form of training in payments is on-the-job-training (OJT). This is how **AMSPROCESSING** described becoming acquainted with the industry: "I received my training on the job from my dad 20 years ago. Where did the time go?"

In every case, the goal of training is to improve morale and increase productivity. You just need to do your homework and try to find the method that's right for you.

### Is sales training necessary?

It states on cityinfo.com that 67 percent of all salespeople have some college education, and 53 percent have a minimum of an associate's degree. Some college-level courses can help cultivate great salespeople, but the majority of sales representatives who do obtain college educations tend to take business-related courses.

After all, sales is one of the few professions in which experience and a proven track record are more important than a formal education.

Even so, there is no arguing against the need for training. Larger companies understand this need and offer robust training programs. In the past, IBM, Xerox and others were well known for their training, although their courses were structured to get salespeople to sell their way and fit their model. In our profession, though, training is often driven by ISOs and MLSSs, and not by the company or partners they use.

**TSTREET** stated, "Many organizations provide product training in lieu of sales training. They teach you about the products and then provide a loose formula for getting the deal."

It is critical that you have a basic understanding of the products you offer and how they fit with your merchants. These types of classes are usually webinar-based and can give that basic understanding. They may provide a few sales points, but often they don't cover how to sell the product.

The best way to define your need for instruction is to examine your level of OJT, which is truly the school of hard knocks. It gives you a chance to "learn by doing," and also helps you "learn by failing early and often." The difficulty of OJT is you make mistakes as you learn, and they cost you business.

If all you are using is OJT, leverage the expertise of those around you to avoid mistakes and shorten the learning curve.

BER has had both formal training and OJT. "I've had several corporate sales training experiences ranging from my time at Sears selling lawn mowers in college to selling data and telecom solutions to large businesses for AT&T," he said.

"It was great to have product knowledge and a 'process,' but more than anything, the training gave me confidence.



## Offer Your Merchants the Best

- True business loans, NOT merchant cash advances
- Easy online deal submission and real-time tracking
- Over \$250 million funded to date

Partner With Us Today & Earn!

888.269.4246

[www.ondeckcapital.com](http://www.ondeckcapital.com) | [partners@ondeckcapital.com](mailto:partners@ondeckcapital.com)



mobilePAYMENT



pinpadPAYMENT



mobilePAYMENT



**D900**

secure mobile  
payment terminal



**SP30**

secure handover  
countertop terminal



**S90**

secure mobile  
payment terminal



Innovative **SECURE POS** Solutions



countertopPAYMENT



multilanePAYMENT



pinpadPAYMENT



contactlessPAYMENT



**S80**

secure countertop  
payment terminal



**MT30**

touchscreen secure  
multilane terminal



**SP20**

secure PINpad



**R50**

secure RFID  
acceptance

Certifications:



Security Standards Council



© 2012. PAX usa. All rights reserved.

Contact Us:

[www.pax.us](http://www.pax.us)

1-877-859-0099

[inquiry@pax.us](mailto:inquiry@pax.us)

**Altering your habits can be difficult, which is why you need someone to help monitor your efforts. This person can be inside the industry or outside, and can even be a family member, who will help you monitor your efforts, encourage you when you're down and remind you why you are making changes.**

"When I sold cell phone and mobile Internet services to businesses and consumers in an outside sales setting, I received little 'corporate' sales training but received tons of OJT and real-world training. I listened closely when my coworkers interacted with customers and started modeling their behavior. That stepping stone helped me gain a better understanding of the sales process and boosted my confidence."

### How will I benefit?

No matter how great you think a particular training method is, if you do not learn how to increase your productivity then the training will be of little value. You will not be able to invest your time and money and be confident in the results.

Sometimes that gain comes in the form of understanding yourself. In one training course I attended, we were taught that the key to managing motivated, successful salespeople was to "keep them in the house."

A salesperson "in the house" was someone who was motivated, with a high morale. The person didn't watch the clock, but instead watched the results of his or her efforts. The key was in recognizing when someone was outside the house (since we all have those days).

By the end of the class we were asked to write a critique. A co-worker of mine who had been unhappy for some time wrote the following, "What I learned. I am not in the house. I am not in the yard or down the street or even in the same town. I quit." After leaving this note on his boss's desk, he packed his stuff and left.

Morale is the key to any training. If you're not motivated by attending the course and don't want to change your habits based on what you learn, it's probably best to skip the class.

The difficulty lies in identifying the classes that will best fit your needs before you invest your time and financial resources. Before signing up for any training course or purchasing any type of training materials, contact the trainers and ask questions.

Ask your peers and mentors for their personal recommendations as well. They know you and can likely suggest

the type of training that will serve you best. Remember, your goal is to gain insights that will help improve your productivity as well as your morale.

If you're an MLS, remember to check with your ISO, which may offer training opportunities as well. After all, your ISO is a partner in your success and is committed to helping you grow. ISO owners and staff can serve as both trainers and mentors.

Ultimately, gaining value from sales training does not happen by osmosis. You must be committed to more than just "trying" the techniques and approaches. You must commit to change.

You must change your habits, or you will find yourself backsliding into what you have always done before. Simply put, training cannot increase your productivity unless you commit to taking advantage of what you learned and are willing to change.

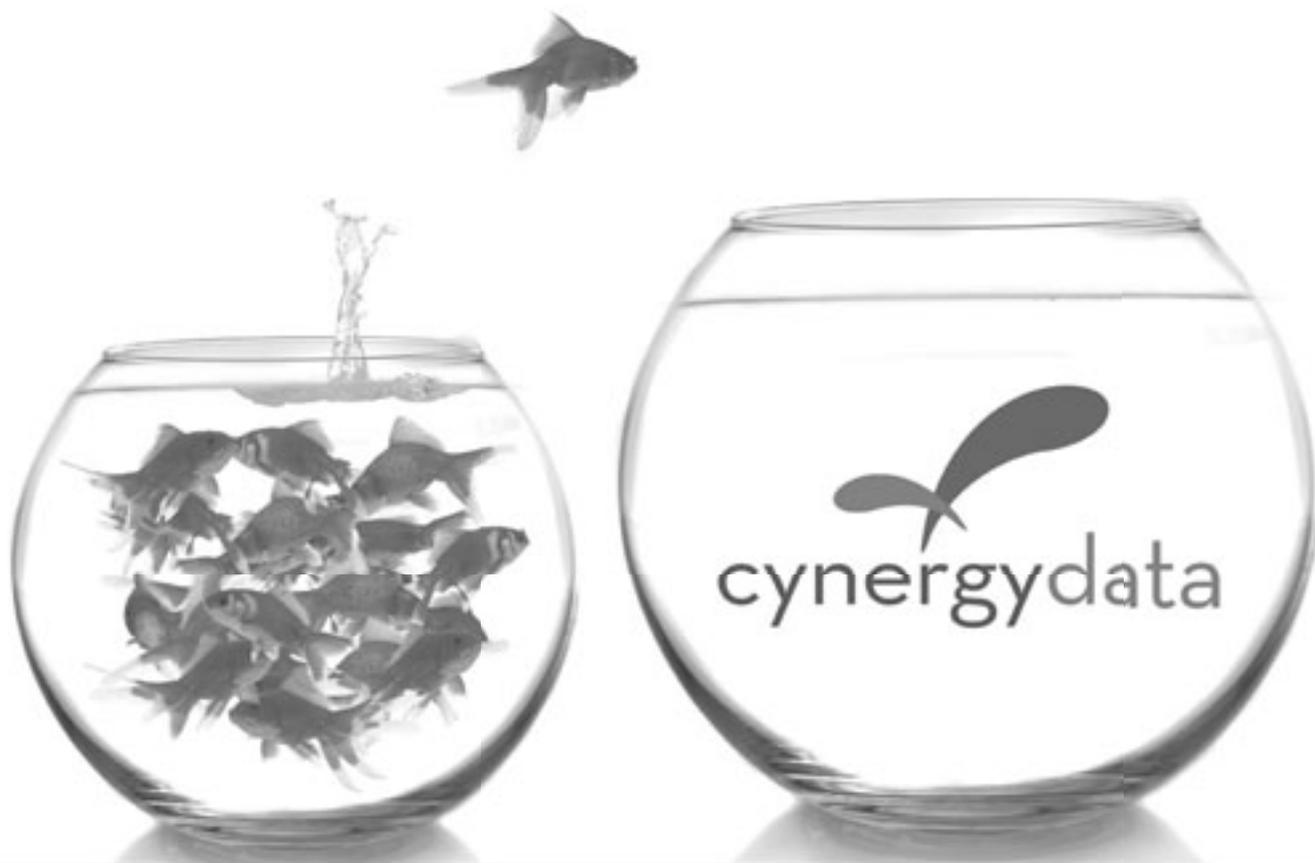
Altering your habits can be difficult, which is why you need someone to help monitor your efforts. This person can be inside the industry or outside, and can even be a family member, who will help you monitor your efforts, encourage you when you're down and remind you why you are making changes.

No dollar value can be placed on this type of support; it may mean the difference between success and failure.

Albert Einstein said the definition of insanity was doing the same thing over and over but expecting different results. This applies to sales as well. We must evolve and grow, or we may find that others have passed us by.

**AGENT** said it best. "I want to know what's on the horizon. Those who don't are the ones who should really continue their training." In essence, sales training is an investment in your skills that can increase your production and the size of your wallet. Choosing the right training program will grow both. 📈

*Jeff Fortney is Vice President, ISO Channel Management with Clearent LLC. He has more than 17 years' experience in the payments industry. Contact him at [jeff@clearent.com](mailto:jeff@clearent.com) or 972-618-7340. To learn about how Clearent can help you grow faster and go further, visit [www.clearent.com](http://www.clearent.com).*



## DonateWiseNow® — The Game Changer

DonateWiseNow is first-to-market technology that enables small and mid-size merchants to raise charitable micro-donations at the point of sale. With DonateWiseNow, consumers can discreetly donate to a choice of charities during the payment process. This is a Game Changer for ISO's, and here's why:

**Create New Markets.** Capitalize on affinities you have with charities in your community to enter new industry verticals. Sit on the board of an animal charity? Talk to animal shelters about POS equipment that enables funding for their favorite cause.

**Change the Conversation.** Bring value to your merchants and have something to talk about other than price. Position yourself as a company that cares about your community.

**Boost Merchant Loyalty.** Be the only ISO to offer this value adding product. Enable merchants to compete with big box retailers in the philanthropic space and build their brand in the community.

**AVAILABLE ONLY AT CYNERGY DATA.  
Change the Game. Call Cynergy Today.**

**1-800-933-0064**

Tom Della Badia, East Coast  
Extension 5140

Tim Vint, West Coast  
Extension 1178

**donatewisenow** offered exclusively by **cynergydata**  
sharing one swipe at a time

# Fraud alert: Threat level rises

By Nicholas P. Cucci

Network Merchants Inc.

**U**.S. financial institutions have now been alerted to greater cyber threats, according to the Financial Services Information Sharing and Analysis Center. On Sept. 19, 2012, the FS-ISAC raised the threat level from elevated to high. This came after Bank of America Corp. reportedly experienced problems related to periodic website outages.

The short advisory from the industry group urged banks and other industry members, especially in the payments arena, to "ensure constant diligence in monitoring and quick response to any malicious events."

## Traffic jams

According to published reports, BofA's online banking site experienced intermittent slowdowns on Sept. 18, and a hacker group claimed responsibility for the problems. The claims had not been verified at press time.

"In response to the group's claims, I can assure you that our customer and client information, our online banking platform and the related systems remain safe and secure," BofA spokesman Mark Pipitone said. "Our online banking services have been, and are, up and running. The vast majority of our customers did not experience any issues."

What can be verified, though, is a trend of heightened attacks against U.S. institutions and their employees. In a recent fraud alert, the FBI and the Internet Crime Complaint Center described cyber schemes that share a goal of draining thousands of dollars from online accounts via unauthorized wire transfers.

BofA wasn't alone in experiencing denial-of-service (DoS) cyber attacks. The consumer banking websites of JPMorgan Chase & Co., Wells Fargo & Co., and U.S. Bancorp also reportedly experienced intermittent slowdowns or have been unavailable to some customers since Sept. 19.

This year, we have seen our fair share of policy debates regarding consumer information. This legislation, which would strengthen the government's ability to help secure private networks, has so far been stalled in Congress by groups concerned about privacy issues or opposed to increased regulation.

## Barbarians at the gate

The payments industry has acknowledged that fraud is an ever-increasing burden. We have seen ISOs, value-added resellers and merchant level salespeople provide their

merchants with numerous fraud-fighting techniques, and they continue to educate merchants on fraud schemes. However, this year, fraudsters are making more attempts than ever to commit the following schemes:

- **Phishing, SMSishing and whaling** commonly target individuals. Pretending to be trustworthy entities like banks or credit card companies, phishers send emails and instant messages asking users to confirm sensitive information on their accounts. Phishers now send out text messages, too, a practice known as SMSishing.
- **Whaling** targets executives or high-net-worth individuals whom they find on social media sites when the executives use their corporate titles. Phishing can happen to anyone. The key is to stay on top of security prevention measures and not respond to questionable emails and messages or open suspicious attachments.
- **SQL injections** exploit a type of database programming known as Structured Query Language. Hackers inject malware into web forms such as login fields or browser addresses to access and manipulate the database. Hackers sometimes gain access to restricted information, such as credit card details and PINs.
- **DoS attacks and distributed DoS attacks** make network resources unavailable to their users. Although motives, targets and means may vary, perpetrators of DoS attacks typically target high-profile sites, such as banks and card payment gateways.

## Preventive measures

Ongoing training in anti-fraud techniques by payments industry professionals is more important than ever. For example, ISOs can assist their Level 4 merchants by:

- Evaluating the extent of their Payment Card Industry (PCI) Data Security Standard (DSS) validation requirements
- Helping merchants obtain full PCI compliance, including the completion of self-assessment questionnaires
- Explaining how POS terminals and PIN pads can be breached and what to look for, such as sticker seals, keypad overlays, pinholes and unauthorized people claiming they need access to devices to service or replace them. ■

*Nicholas Cucci is the Director of Marketing for Network Merchants Inc., a graduate of Benedictine University and a licensed Certified Fraud Examiner. Cucci is also a member of the Advisory Board and Anti-Fraud Technology Committee for the Association of Certified Fraud Examiners. NMI builds e-commerce payment gateways for companies that want to process transactions online in real time anywhere in the world. Contact him at [ncucci@nmi.com](mailto:ncucci@nmi.com).*

# CrossCheck's next evolution in check processing services . . .

## Open new opportunities!

Check processing services utilizing Remote Deposit Capture (RDC) processing provide another way to reach out to merchants and acquire an additional source of monthly residual. Come find out about the new certification that industry leaders, CrossCheck and Dejavoo Systems have teamed up on with the new line of Dejavoo terminals.

Dejavoo was created by the original founder of Lipman USA who created the popular Nuit family of products. Dejavoo's new terminal allows multi-mid programming, giving merchants a choice in how they process check payments.

Merchants are looking for services that save them time and money, positively impacting their bottom line.

CrossCheck's services, including Remote Deposit Capture Plus and enhancements such as Future Deposit, set our offerings apart from all others. Innovative features and functionalities deliver your existing and new merchants choices in streamlining their check and payment processing.

The Dejavoo terminal, in conjunction with Remote Deposit Capture Plus from CrossCheck, offers merchants these exclusive features:

- Multi-Mid Solution on a single terminal
- Streamlined Check Processing with Guarantee
- Enhancements such as Multiple Checks with Future Deposit
- Online Check Register at no additional charge

Contact CrossCheck today to see how check guarantee services, including Remote Deposit Capture Plus, can help you tap into additional revenue and income opportunities with long-term residuals.



**Dejavoo MAGIC**  
(Available soon on V Series)



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

*Innovative Payment Programs and Technology Since 1983*



# Shifting to insight-selling

By Dale S. Laszig

Castles Technology Co. Ltd.

**E**merging technology is not only changing our buying habits and the way we think about money; it is getting us to rethink the way we sell merchant services. In a *Harvard Business Review* article entitled "The End of Solution Sales" (July-August 2012, <http://hbr.org/2012/07/the-end-of-solution-sales/ar/1>), authors Brent Adamson, Matthew Dixon and Nicholas Toman suggested that with easy access to big data, "the celebrated 'solution sales rep' can be more of an annoyance than an asset." In fact, many business owners research payment processing systems before they meet with sales reps.

This could be a blessing or a curse. The authors said that while the new business environment can be challenging for the traditional solution-selling crowd, a new breed of "insight selling" professionals is getting great results.

Here are a few of their strategies:

- **High-probability prospecting.** While conventional wisdom recommends targeting customers who are most likely to buy a product or service, prospects look very different than they did a few years ago. Today, traditional

merchants are less likely to make a move than startup companies and firms in the middle of reorganization. By targeting prospects that are in a state of flux, merchant level salespeople (MLSs) don't lack for prospective accounts. Many retailers and restaurateurs are incorporating new models of consumer engagement and mobile payments into their marketing mix and are receptive to new ways to add value at the POS.

- **Questions work better than explanations.** Successful sales professionals "seek first to understand, then to be understood," Stephen Covey wrote in his 1989 book *The Seven Habits of Highly Effective People*. This advice remains important today because being sincerely interested in a customer or prospect is a timeless strategy. If you care, you'll sound more like a human and less like a brochure. You'll ask questions, increasing your chances of coming up with a real solution instead of trying to sell a product disguised as a solution.
- **Target undecided prospects.** Seek skeptical change agents rather than friendly informants. Doesn't "skeptical change agents" aptly describe most merchants? MLSs increase their chances of engaging business owners when they discuss the changing payments landscape and how to leverage emerging technologies as extensions of merchants' businesses.
- **Coach on how to buy.** Just as consumers have to opt in to offers and mobile technologies, merchants also benefit from step-by-step explanations for selectively incorporating new technologies into their payment product mix.

**eProcessing Network**  
Cloud – Enabling the Real World

eProcessing Network offers fully-integrated payment solutions allowing merchants to process anything, anywhere and at anytime! And with ePNRetail, our secure, retail payment processing application, merchants can easily integrate the business solutions they need with pricing that won't sky-rocket out of the stratosphere.

eProcessing Network – The everywhere Processing Network, Anywhere Merchants do Business.

**eProcessing Network**

(800) 296-4810 [eProcessingNetwork.com](http://eProcessingNetwork.com)

Is solution selling really passé? Must we dismiss it entirely, or is this exercise designed to get us to look at a comfortable and familiar habit with fresh eyes? In her company blog post "Solution Selling Is Dead," Kelly Teal, Senior Editor of Channel Partners, suggested insight selling is not really a new

# CREDOMATIC announces **FREE POS SOLUTION for the iPad®**

CREDOMATIC has partnered with **ORDYX** to offer bankcard professionals a cost effective Hospitality POS System that locks in the processing and offers a single source solution for both POS and Payment Processing.



Lock in your Merchants' Processing while creating an additional revenue stream for your business with CREDOMATIC's High Speed Payment Processing integrated with ORDYX POS SYSTEMS.

- Offer an integrated payment solution and compete against VARS and POS Resellers targeting your Merchants
- Sell more than rate, offering solutions that not only lower processing costs but also reduce food, liquor, and labor costs in restaurants
- Earn commissions averaging \$300.00 per terminal on sales and leases or earn up to \$1,000.00 per account in bonuses on fee placements
- Lock in your Merchants for POS and Payment Processing and earn from 50-70% residuals on all revenue
- Offer your Merchants next day deposit transmissions on cut off times as late as 4AM EST

CREDOMATIC announces **ORDYX LITE** for the iPad only \$49.99/mo

- iPad Based Single Terminal POS System
- Uses Merchants' iPad as Touch POS Terminal
- Competes favorably against Square, Intuit, and other Tablet based systems
- Free Placement of POS Printers, Cash Drawers, and Mag Card Readers
- Touchscreen POS with Employee Timekeeping
- Customer Delivery and Loyalty Option
- Web Based Back Office for Reporting

*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)**



## Solutions selling versus insight selling

### Solutions selling:

- Targets organizations with clear vision and established demands
- Determines what need the customer is trying to address
- Engages the customer after identifying a problem that the supplier can solve
- Starts the sales conversation by asking about customer needs and looking for a hook that ties into the solution offered
- Lets the customer steer the salesperson through the purchasing process

### Insight selling:

- Goes after agile organizations that have emerging demands or that are in a state of flux
- Nails down the customer's unrecognized need
- Engages the customer before he or she has pinpointed a need
- Starts the sales conversation with provocative insights about what the customer should do
- Coaches the customer about how to buy the product

Source: Harvard Business Review

concept and that effective sales professionals have been using variations of these techniques for years.

## Periodically update your selling style

As Marc Beauchamp stated in *How to Survive and Thrive in the Merchant*

*Services Industry*, the sales profession is always changing. "With the advent of the Internet, fierce competition, and the availability of information, merchants are much more sophisticated," Beauchamp wrote. "The extraordinary salesperson must have the ability to adapt and change strategy accordingly." In this new era, salespeople will work as a partners, consultants or counselors, Beauchamp noted, adding that partnership or consultative selling means salespeople must become actively engaged in their clients' businesses; in essence, they will work for their clients.

## Keep it real

Authenticity is a core value of any successful sales professional. Not all successful MLSS are gregarious. In *Good Selling!™ 2: Thirteen Weeks to Personal Success*, Paul H. Green identified two types of successful sales professionals: "First, there are individuals who truly enjoy other people and have a natural ability to relate to other human beings on a one-on-one basis," he wrote. "Not all sales professionals can possess the same degree of common sense, tact, diplomacy, initiative, resourcefulness and other inborn qualities; and while those who do will make selling look more like 'art,' ... hard work also can lead to success.

"The second category is comprised of individuals who have no particular gift of gab but who are tenaciously set on learning all there is to know about their industry, their competition and their product or service." This knowledge and hard work can give this category an edge. While the demise of solution selling may be greatly exaggerated, it's a good idea to periodically review your methods for finding, selling and retaining merchant customers. Whatever approach you choose, be true to yourself. Your unique personality will always be your greatest asset. ■

Dale S. Laszig is Senior Vice President of Sales in the United States for Castles Technology Co. Ltd., a manufacturer and global provider of smart card, contactless and POS solutions. She can be reached at 973-930-0331 or dale\_laszig@castech.com.tw.

**SELL YOUR PORTFOLIO FOR ALL IT'S WORTH**

**Thinking about selling your portfolio?**

**Not sure what it's worth?**

Call Velocity Funding and get what you deserve.

- ✔ Maximum Value For Your Portfolio
- ✔ Rapid Response and Quick Closing
- ✔ No Switching Processor or Platform
- ✔ No Portfolio is Too Small

When you need money fast, you need Velocity. Now.

888.818.3552 x202  
deancaso@velocityfunding.com  
www.velocityfunding.com

**VelocityFunding**  
GET PAID.



The Consumer Risk Management Experts

# SECURE PAYMENT SYSTEMS ADVANCE FUNDING PROGRAM EXPLODES WITH REVOLUTIONARY NEW MONEY MAKING OPTIONS!

TWO NEW OFF THE CHART FEATURES ARE OFFICIALLY ADDED TO THE ALREADY WILDLY POPULAR PAYDAY EXPRESS PLUS "90 Days Same as Cash" PROGRAM...

**EXPRESS PLUS NOW ALSO INCLUDES...**



## PAYDAY EXPRESS PLUS EXPANSION



Merchants can offer **all 3 programs** or just one...it is their choice! If they offer all 3, then customers have a Sweet Dilemma... **90 days, 6 months, or 12 months...** Which one to choose???

### WHAT ARE YOU WAITING FOR??? CALL NOW!!!

**Steve Eazell**

PH. 866-300-3376  
(seazell@securepaymentsystems.com)

**Michael Pruitt**

PH. 888-313-7841  
(mpruitt@securepaymentsystems.com)



# Tighten merchant inventory control, boost the bottom line

By Rick Berry

ABC Mobile Pay Inc.

**W**hy is inventory management so important to merchants? And how does effective inventory control benefit them? Inventory is often the largest asset on a retailer's balance sheet and can account for more than 75 percent of a merchant's total assets. Indeed, a business's very existence can be threatened if its owner has only a sketchy idea of what is on hand. Thus, inventory control is a vital concern not just to merchants, but also to the ISOs and merchant level salespeople who serve them.

The biggest expense attributed to carrying inventory is "shrink." Inventory disappears, or shrinks, as a result of theft and administrative error or mismanagement. Logically, if merchants can limit the loss of inventory, they can save money or increase their profits.

## Tightening up control systems

By having an accurate physical inventory and access to real-time data analytics, a retailer can easily monitor stock levels and identify products or items with high levels of shrink. Products identified as highly subject to shrink can be monitored closely, packaged or repackaged, and merchandised and distributed differently to help reduce losses.

If merchants are unable to easily and quickly identify their poorest- and best-selling products in real time, they could be in for some headaches. Carrying stock can be a significant expense. By knowing what products they should mark down, retailers are able to clear out inventory rather than have slow-moving or nonselling products languishing in the dark recesses of their dusty stockrooms.

By knowing when they are getting low on their best-selling products, retailers can place restock orders in time to ensure they are never without their most-demanded products on the shelves. How important can that be?

Say a store or chain is plagued with losses from higher-than-normal returns due to a poor economy. Consider how the merchant's inventory control policies can be affected by using an outdated system.

When business begins to pick up, the merchant may become very busy. Yet a return takes at least 10 minutes to process and often much longer. Typically, the retailer's process is fraught with the danger of mistakes and fraud, which chip away at the bottom line.

## Spotting error-prone methods

Paper-based systems and transactions that require receipts to execute returns create an environment conducive to error. Say a merchant captures all customer information on handwritten forms at the POS and then transfers the information by typing it into a computer. This step is prone to errors and omissions when people input the data.

And if a customer returns an item, a new receipt is created, based on information that may be incorrect. The customer signs the receipt, and the merchant keeps all of the paperwork for later reconciliation. This is a laborious process that can fail to catch mistakes. Frequently, customers returning discounted merchandise receive full-price refunds because of a lack of easily accessible reports or records to consult.

## Creating a better paper trail

Receipts should be bar-coded so that a simple scan of that bar code pulls up the entire transaction history, as it occurred in real time. The actual sale price is captured and recorded. In this way, a receipt cannot be used for more than one return. Consumers cannot fake such receipts, and the merchant's returns can be processed in seconds.

Capitalizing on the available technology to efficiently monitor and control store inventory can be done easily without breaking the bank. In fact, systems can be easily and quickly implemented by merely downloading an app. The app should be priced using an affordable monthly software-as-a-service fee, enabling a quick return on investment. Such systems require no expensive POS licensing fees, heavy investment in POS system equipment or training regimens.

When retailers control and manage their inventory, they control and manage their own business destiny at the same time. Thanks to today's affordable technology, payment professionals can offer merchants POS systems with features that will enable them to do this.

Merchants will enjoy easy management and control of every aspect of their businesses and related inventory and thereby capture all possible profits to which they are entitled. ■

*Rick Berry is the President of ABC Mobile Pay Inc., a Valencia, Calif.-based company specializing in providing affordable, software-as-a-service POS solutions. Rick can be reached at [rick@abcmobilepay.com](mailto:rick@abcmobilepay.com).*

New Agents of EMS will receive a \$25,000 extra bonus for their first 100 approved and installed deals.

# emsAgent

simply the best

## the best products

### EMSiMenu360

Our premier online menu and ordering solution for restaurants

### EMSmobile

Payment processing on merchant's existing smartphones

### Paycloud®

A mobile reward and offers app for iPhone and Android smartphones that extends merchant's rewards and offers to customers on their mobile device.

### ConvvenuPAY

Convenience fee program for government entities

### Web Solutions

Simple websites to complex online shopping carts

### Multi-Currency Processing Solutions

Merchants can allow their international customers to pay in their native currency

## Get a free iPad 3G\*

preloaded with all of EMS' marketing collateral, customer facing presentations, merchant applications, reference docs and more. Think of it as your portable EMS sales tool!

\*When you sign with EMS and submit 5 approved retail deals within your first 30 days.

## the best solutions

Lifetime Residuals - No Minimums

Flexible Split and Bonus Structure

Detailed portfolio reporting with complete transparency

Your own website

Hands on training & support

Advanced sales portal

Electronic application with eSignature



# AGENT

**Interested?** Call Today To Learn More  
866.845.6026 | [emsagent.com](http://emsagent.com)

Electronic Merchant Systems is a registered ISO/MSP for Chesapeake Bank, Farmstead, VA and Spruce Bank, South Jordan, UT.

# Implementing 3-D Secure

By Chandan Mukherjee

*PayCube Inc.*

To address the growing security concerns associated with online transactions, Visa Inc. introduced 3-D Secure, which allows issuers to validate cardholders during purchase transactions on e-commerce sites.

Today, 3-D Secure is available for Visa, MasterCard Worldwide, American Express Co. and JCB International Co. Ltd. transactions. Each card brand has given it a different name; hence, you see names like Verified by Visa, MasterCard SecureCode, J/Secure or SafeKey.

## 3-D Secure basics

The basic concept of 3-D Secure is to authenticate a cardholder performing a transaction at an e-commerce site before an authorization transaction is sent. An authentication process is different than an authorization process. Authentication focuses on establishing the identity of the cardholder doing the transaction. This step precedes the authorization process that validates the payment transaction.

The authentication is driven by the activities done in tandem by the acquirer, issuer and interoperability domains.

### Issuer domain

The issuer domain consists of the card issuers, cardholders and the access control server (ACS) providers. ACS providers can be issuers, too. An issuer must establish an ACS that will respond to any 3-D Secure authentication request. This server must allow for validation of the bank identification number ranges that are eligible for 3-D Secure authentication.

Furthermore, cardholders must be enrolled in the 3-D Secure program and establish a secret code or password with the issuer to ensure proper authentication. This password will be required to authenticate the cardholder during purchase transactions. A cardholder need enroll only once. A cardholder may enroll at the issuer's website or during the initial checkout process.

### Acquirer domain

The acquirer domain consists of merchants, gateways and acquiring processors. In this domain, merchants, gateways and acquirers all have to participate in the 3-D Secure program to allow for added cardholder authentication.

The merchant is responsible for the e-commerce website

and its checkout flow. The merchant also operates the merchant-side software component that will allow for control of the 3-D Secure transaction flow. This software is generally called a merchant plug-in (MPI).

If a gateway is in the transaction flow or hosting the shopping cart functionality for a merchant's website, the gateway must establish the MPI for the merchant.

Acquirers are responsible for signing up merchants for the 3-D Secure program and for allowing transactions to pass through. Generally, card networks require authorization transactions to carry a response code from the authentication transaction under 3-D Secure message exchange.

## Interoperability domain

The interoperability domain is responsible for connecting the acquiring domain to the issuer domain. Typically, this is provided by the card company networks, which also publish the specifications for connectivity and message exchange between the acquirer and the issuer domain.

A basic message exchange consists of the following:

- Card range request (to verify whether the card number is within the merchant's valid range) and response
- Verify enrollment request and response
- Payer authentication request and response
- Payer authentication transaction request and response
- Error message

## Basic flow for authentication under 3-D Secure

Following is a description of the 3-D Secure authentication process, which is also illustrated in a chart accompanying this article. First, the MPI is required to obtain card ranges from the interoperability domain's directory and must be able to cache this information. The cache is generally refreshed at least once every day, more often if needed. This allows for checking that the card range is a 3-D Secure service participant without having to call the interoperability domain every time.

The merchant provides the website for e-commerce transactions, accepts the card number information from the customer and initiates the 3-D Secure process. If a gateway is providing the MPI, the gateway obtains the card number and other customer details.

At this time, the MPI initiates a verify enrollment process with the interoperability domain to verify whether the cardholder is enrolled in the 3-D Secure service. The interoperability domain initiates a request with the appropriate issuer ACS for validation of the cardholder information.

If the cardholder is indeed enrolled at the issuer ACS, the ACS returns a positive response to the interoperability domain, and the same is then returned to the MPI, including the ACS URL for the MPI to continue transacting. Then the MPI initiates a payer authentication request to the issuer ACS using the URL obtained in the previous step.

The ACS now responds with an HTML page for the gateway or merchant to display that will accept the password from the cardholder. If the cardholder password is accepted, the control of the website is returned to MPI. Furthermore, the ACS now sends a payer authentication transaction message to record in the transaction history for the cardholder. The MPI notifies the merchant's or gateway's payment subsystems of the results. If the authentication has been confirmed, the payment subsystems proceed with the authorization request.

If the card range is not enrolled in 3-D Secure or if the cardholder is not enrolled in the 3-D Secure program, the payment subsystem may still proceed with the regular authorization request outside the 3-D Secure authentication process. But if the authentication fails for a cardholder who is enrolled in 3-D Secure, the payment authorization request must not be sent.

### The case for 3-D Secure

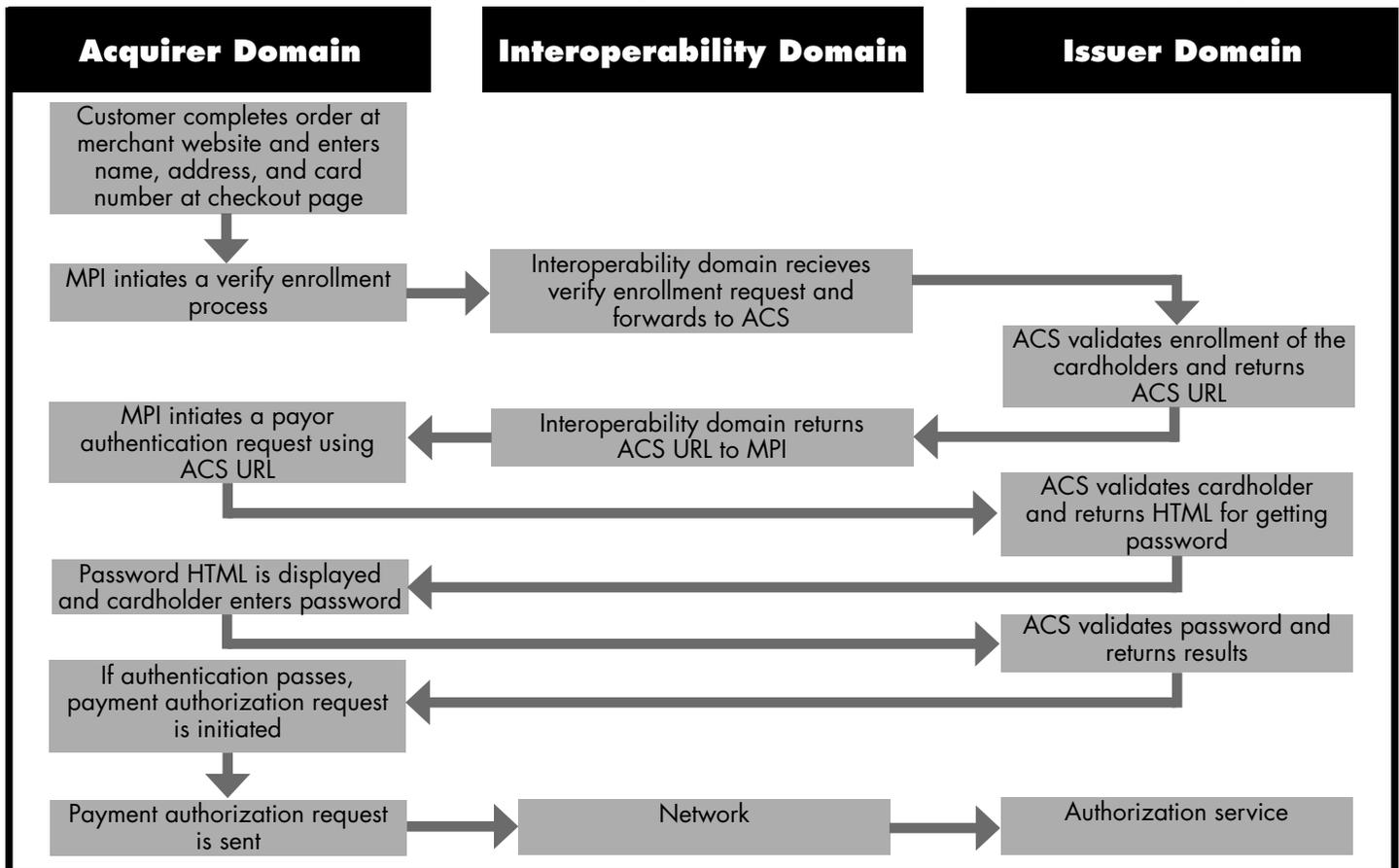
Implementing 3-D Secure reduces the scope of fraud drastically. And the networks provide incentives for implementing such technologies, including favorable interchange rates and liability protection.

The technology has existed for a long time and has stabilized in the marketplace. Cardholders are also quite aware of the risks of using credit cards online. Since most of the gateways cater to e-commerce clients, they should strongly consider implementing 3-D Secure technology as part of their offering. ■

*Chandan Mukherjee is the co-founder of PayCube Inc., a San Francisco Bay Area-based payment consulting and IT services company providing custom software solutions and custom gateways for acquirers, ISOs, retailers and varied organizations in the world of payments and consumer transactions, including prepaid and gift card program, loyalty and promotion, payment start-up, POS solution, mobile payment and e-commerce players. PayCube uses a blend of on-site and offshore delivery capabilities, with a staff of retail and payments-focused software engineers, systems architects, project managers, tech leads and systems analysts. For more information, email cm@paycubeinc.com, call 510-545-6854 or visit www.paycubeinc.com.*

## 3D secure implementation flow

Note: the MPI obtains and caches card range data from the interoperability at least once per day.





Lifetime Residuals - Non Exclusive Agreement . No Internal Sales  
Processor Direct Reporting . Debt Free - No Venture Capital

MLS Direct Network has been offering a true 80% residual payout on all revenue streams since 2004. Because we are a member owned cooperative buying network and through our national buying power strength, we're able to use our collective volumes to gain strategic pricing. With MLS Direct Network, you'll get peak residual payouts and put more money in your pocket.

# **80%** *payout* *is like money growing on trees.*

Get your full share of the payouts at MLS Direct Network.

***PLUS \$100.00 per Approved Account***

Team Competing Against You . In House Low Cost PCI Program  
List Backing . Paid On All Income Streams Including ETF's

*True 80% Residual Payout Since 2004*



**(877) 972-0700 | [www.MLSdirectnetwork.com](http://www.MLSdirectnetwork.com)**

MLS Direct Network, Inc is a registered ISO/MSP of Chase Paymentech Solutions, LLC, Wells Fargo Bank N.A., Walnut Creek, CA

*Minimum of five years verifiable industry experience required.*

# What you need to know before launching a new product

By **Marc Beauchamp**

*Performance Training Systems Inc.*

*Editor's note: This article was first published in the Oct. 1, 2012, issue of Merchant Service Times. Reprinted with permission; all rights reserved.*

In an arena that is as competitive as the merchant services industry, ISOs and agents are always looking for ways to add new revenue streams and limit merchant attrition.

Traditional product lines such as bankcard, debit, check and gift card processing are the mainstays for most agent offices. As our industry expands and grows, a wealth of new product options continues to be introduced in today's marketplace.

Many of these new products are innovative, increase efficiency and improve the merchant's bottom line. Some of the most popular offerings are multiple prepaid products, age verification, mobile solutions, POS systems, pay-

roll processing, merchant cash advance programs, social media, mobile apps and many more.

Done correctly, adding a hit new product can make a major impact to your bottom line and reinvigorate your sales staff. Done incorrectly, a failed new product launch can be a disaster to profit margins, reputation and staff motivation. Exciting new products can assist agents in gaining access to new markets that previously were unapproachable. Before adding a new product line there are several factors that need to be considered:

## Profit potential

One of the most important factors of any new product launch is the potential to impact bottom-line revenue. The product itself may not create a large increase in revenue but may open doors to new revenue possibilities. A product that opens new doors and creates significant ongoing revenue is a winner every time.

So ask some common-sense questions: What is the potential revenue this new product will create? Is it a one-time commission or will it provide monthly residual income? Will the new product create new possibilities to sell additional products and services? Will this product help retain existing customers?

## Market size

You can have the best product in the world, but if the potential customer base is not large enough, sales targets cannot be reached. Ask yourself basic questions, such as:

- Who will buy this product? Can I sell it to my customer base?
- Where can I find the customers who will want this product?
- What is the market potential?
- What do my prospects want from this product? What problem will it solve?
- Why should prospects buy from me?
- How do I penetrate this market?
- When do I begin launching this product?

It's key to think through the whole process in order to make sure all the bases are covered. Ensure there is a market and a proven need before offering any new product.

## Competitive environment

It is always important to know what the competitive climate is around any new business opportunity. At this

# CALL SIGN SEND

CALL Danielle Thorpe 707-284-1686  
or Rita Francis 866-429-8080

SIGN your ad agreement and contract  
to secure your placement.

SEND it back immediately by fax  
to seal the deal.

[www.greensheet.com](http://www.greensheet.com)



time, I personally can't see any new product market being as competitive as the market we are in right now. Do your homework. Who are the major competitors? What are their pricing strategies? How much of the market do they have in your area? What is unique about their offering? Why do you think you can beat them?

Make sure you go into any new product launch with a clear idea of what your local, regional and national competitors are doing and how you're going to meet the competitive challenges.

### Ongoing service commitment

Ongoing service is always a consideration for small to midsize sales offices. You should identify whether this new product or service implementation will require a large ongoing service commitment.

Ideal products should require little or no ongoing service by the sales office or staff. If you're adding a new product that requires heavy service, make sure the upfront and ongoing revenue streams justify the additional service work.

### Product implementation

Another key factor is implementation. How hard is this

product or service to install, set up or activate? Will additional in-house staff be required to support the implementation? Many products such as gift cards require artwork, customer approval, printing, delivery and installation. Are the benefits of selling this product worth the implementation work upfront?

Also consider how much of the workload the vendor or manufacturer is willing to take on to help implement, support and train your office in this new product launch.

New products can invigorate your sales staff and offer merchants cutting-edge solutions to their most demanding business challenges.

By having a varied product mix, you're presenting yourself as a solutions provider that adds value to your client base, not just another bankcard salesperson. Just make sure you do the proper footwork to ensure your new product launch is a home run and not a strike out. 

*Marc Beauchamp is a consultant and trainer for the financial services industry. He is author of "How to Survive and Thrive in the Merchant Services Industry," founder of the Bankcard Boot Camp, and offers a free monthly newsletter at his site, [www.surviveandthrive.biz](http://www.surviveandthrive.biz). He can be reached by email at [marcb@surviveandthrive.biz](mailto:marcb@surviveandthrive.biz).*

**Introducing  
eKIOSK Solutions,  
available exclusively through  
Nationwide Payment Solutions.**

Contact us today to find out more information about this unique solution with programs designed for child card, charitable organizations, municipal offices and property management companies.



877.290.1975 x5488  
salessupport@getnationwide.com  
[www.nps.egivingskiosk.com](http://www.nps.egivingskiosk.com)



# Next-gen POS doubles as fundraiser

**Product: V8 by Dejavo Systems**

*Company: Unified Payments LLC*

**U**nified Payments LLC teamed with Dejavo Systems to develop the V8, a specially configured POS terminal that supports mag stripe and tap-and-go near field communication payments. Its dual-communication capability also makes it possible for merchants to process payments via high-speed Internet or traditional dial-up connections.

"Having technologically superior and visually striking terminals to process payments is important for all of our merchants, but of even greater importance for our Process Pink Payments brand because the terminal's pink body and signature logo lets the customer know that their transaction is facilitating a contribution to the National Breast Cancer Foundation," said Oleg Firer, Unified Payments Executive Chairman.

According to Unified, the company has a longstanding and exclusive fundraising relationship with the National Breast Cancer Foundation. When customers make credit card purchases at participating Process Pink merchants, a portion of each transaction is donated to the foundation.

"The V8 terminal platform also gives us a richer set of features, a robust design and significant cost savings associated with supporting the devices – all of which contribute to our ability to lower processing costs for our customers," Firer said.

Features include an onboard user guide with step-by-step instructions for programming custom formats that are accessible with the touch of a button, the company stated. For restaurants, V8's presale ticket function permits servers to print "dummy receipts" that reflect the total charge amount with a customer fill-in area for posting tips.

The Store & Forward feature allows merchants to process multiple transactions without interruption. Repetitive functions can be programmed into the 20 hot keys available on the V8.

The V8 is equipped with a 32-bit high-speed microprocessor and 64 megabytes of memory, a Linux-based operating system and an open source MySQL Database for powering web, e-commerce and online transaction processing applications. It also features a built-in contactless radio frequency identification reader and secure internal PIN pad.

## Features of V8 terminal include:

- EMV and PCI PED certified
- Built-in contactless reader, PIN pad
- Store-and-forward transaction batching
- 20 programmable hot keys
- Onboard user guide



For merchants planning to upgrade to systems that meet Europay/MasterCard/Visa (EMV) card brand mandates, the V8 is EMV 4.0 L1 and L2, and PCI PIN Entry Device (PCI PED) 2.x certified, the company stated. Unified indicated that it is on track to convert about 10,000 merchant terminals to the new V8 unit, and the company is actively boarding quick-service and mobile merchants as well. 

## Unified Payments LLC

877-621-9110

[www.joinunified.com](http://www.joinunified.com)

# E2EE protection for EMV, too

**Product: SAFE-T Suite**

*Company: Elavon Inc.*

**G**lobal payment provider Elavon Inc., a subsidiary of U.S. Bancorp, recently introduced SAFE-T Suite, a portfolio of encryption and tokenization products and services. SAFE-T Suite was designed to help businesses protect data at all points in the transaction life cycle. It also protects data processed for Europay/MasterCard/Visa (EMV) transactions.

"By removing actual card data from the payment stream, SAFE-T Suite provides businesses with an added layer of data security, protecting both their bottom line and their reputation if a breach were to occur," said Rob McMillon, Vice President, Global Security Products for Elavon. "SAFE-T Suite also reduces the scope of a merchant's card

**Features of SAFE-T Suite include:**

- Protects cardholder data at all points
- Offers tamper-resistant data encryption
- Delivers next-generation tokenization technology
- Provides security for EMV payment transactions
- Removes vulnerability points via secure data center

data environment, thereby reducing the costs and labor typically associated with annual PCI compliance assessments."

To process EMV transactions, an EMV-enabled terminal reads advanced algorithms contained on a chip-embedded card to authenticate that the card is not a counterfeit. For its end-to-end encryption (E2EE), SAFE-T Suite employs VeriFone Inc.'s hardware-based tamper-resistant security module. The encrypted data travels across the networks to Elavon's secure data center for decryption, where it is then sent to the card networks for authorization, the company reported.

SAFE-T Suite also supports tokenization, which creates a unique token ID to replace and protect cardholder data on current and subsequent transactions associated with the card number, which benefits businesses with recurring payment models. This layer of protection also permits merchants to securely process payment adjustments as needed, Elavon said.

Elavon integrated Protegrity U.S.A. Inc.'s next-generation tokenization technology into SAFE-T Suite. "Protegrity's tokenization technology is a key component of our end-to-end solution that helps merchants protect sensitive data throughout the transaction life cycle: while it is in use, in transit and at rest," McMillon said. Elavon stated that it hosts and maintains the token vault in its secure data center, which eliminates a point of vulnerability for its enterprise customers.

Elavon noted that SAFE-T Suite offers businesses the ability to process card-on-file transactions,

manage loyalty programs and use data for customer analytics without compromising data security. Merchants may also connect with Elavon's hosted payment gateway, Fusebox, which offers multipoint connectivity with a number of certified processors. ■

**Elavon Inc.**

678-731-5000  
www.elavon.com

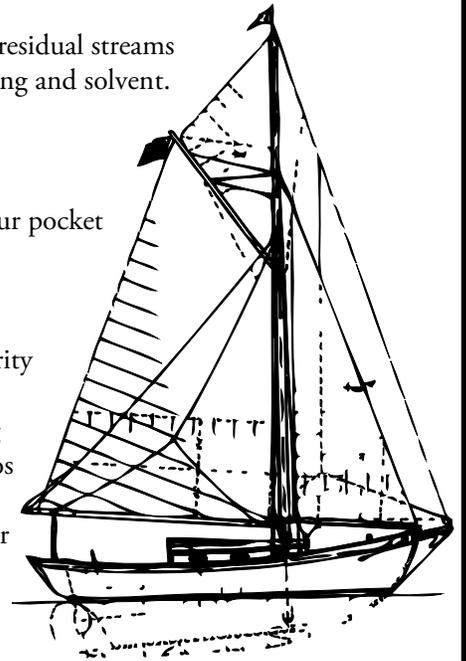
# SELL STRONG.

Cutter LLC purchases portfolios and residual streams with an eye toward keeping them strong and solvent.

Work with Cutter for

- Sail-thru sales that put cash in your pocket in as little as three days
- Flexible deals that keep your final destination in mind
- Full disclosure with utmost integrity
- A crew of experts with more than 25 years of experience purchasing and managing merchant portfolios

Get maximum value regardless of your portfolio size. Get it faster than anywhere else.

**That's the Cutter Advantage.**

Call Denise Shomo at 610.451.4096 or [denises@cutterfinancial.com](mailto:denises@cutterfinancial.com)  
or  
David Daily at 615.604.3886 or [davidd@cutterfinancial.com](mailto:davidd@cutterfinancial.com)

**Cutter, LLC**  
**Your Funding Source**

[cutterfinancial.com](http://cutterfinancial.com)

Purchasing Residual Streams and Portfolios With Strength. Speed. Trust.

Visit [www.greensheet.com/datebook.php](http://www.greensheet.com/datebook.php) for more events and a year-at-a-glance event chart.



## Gulf Bay Consulting LLC

*Social Mobile Payments: Americas*

**Highlights:** Recognizing that social media, mobile connectivity and payment technology are changing the way people interact, including the way they pay for goods and services, organizers of this conference created a venue for exploring the changes coming about because of the simultaneous hyper-growth of these three distinct elements.

Presentations are slated from world renowned experts in social media, mobile connectivity and payment technology.

Attendees will be able to network with innovators in each of these arenas while learning about new markets, successful deployments of new solutions, and strategies being used to take advantage of emerging capabilities and alternative payment networks.

**When:** Nov. 6 – 8, 2012

**Where:** Miami Marriott Biscayne Bay, Miami

**Registration:** [www.socialmobilepayments.com/registration](http://www.socialmobilepayments.com/registration)



## EMV Academy

*EMV, The Fundamentals*

**Highlights:** This two-day workshop will take an in-depth look at Europay/MasterCard/Visa (EMV) contactless, near field communication and mobile payment technologies and implementation strategies. The event offers attendees a chance to learn how these new payment technologies will impact both issuing and acquiring systems.

Day one of the workshop will provide coverage on EMV chip technology, the 12 transaction stages, certifications and compliance, and more.

Day two will delve into EMV business model development, as well as contactless and mobile payments from a market perspective, with an emphasis on applications, security, transaction flow and payment technologies.

**When:** Nov. 14 – 15, 2012

**Where:** Location TBD, San Jose, Calif.

**Registration:** [emvacademy.com/emv-training/workshopschedule/?utm\\_source=Payments+2&utm\\_campaign=5939cd5095-EMV\\_Expert\\_East12\\_22\\_2011&utm\\_medium=email](http://emvacademy.com/emv-training/workshopschedule/?utm_source=Payments+2&utm_campaign=5939cd5095-EMV_Expert_East12_22_2011&utm_medium=email)

**Looking for capital to get your ISO to the next level?**

Stream Cash purchases ISO residuals and merchant portfolios, both big and small. We also make serious loans to serious players. Backed by industry veterans that understand your business, we fund in days.

Call Jay Rice or David Edelen  
866-976-9666  
[streamcashresiduals.com](http://streamcashresiduals.com)

**STREAM CASH**



## Northeast Acquirers Association

*NEAA Winter Seminar & Outing*

**Highlights:** The NEAA's winter show is the oldest regional acquirers tradeshow in the United States. The event, now in its 28th year, is returning to The Grand Summit venue near Mt. Snow, Vt. It is an outgrowth of the NEAA's mission to serve as an educational forum for financial institutions, ISOs, merchant service providers and merchant level salespeople in the acquiring industry.

The focus of this event will be to provide information and networking opportunities to help attendees and vendor partners prosper in the ever-changing payments industry.

Registration categories for the show are attendee, industry expert and vendor. This seminar is underwritten by its preregistered, exhibiting vendors and cannot accommodate "roaming vendors."

**When:** Jan. 29 – 31, 2013

**Where:** Grand Summit Resort, Mt. Snow, Vt.

**Registration:** [http://www.northeastacquirers.com/events/2013\\_winter\\_attendee\\_reg.pdf](http://www.northeastacquirers.com/events/2013_winter_attendee_reg.pdf)

WaterCoolerWisdom:

**We are masters of the unsaid word, but slaves of those we let slip out.**

- Winston Churchill



## Strategic honesty

In *The Godfather Part III*, Michael Corleone, played by Al Pacino, said to his lawyer, "It's dangerous to be an honest man." That statement applies as much to the corporate world as it does to the fictional realm of gangsters. While you probably won't wind up "sleeping with the fishes" by being honest in the corporate realm, being fully honest at all times could harm your career.

Even the most innocuous disclosure of feelings can be problematic. For example, you jokingly remark to a co-worker about the "loudness" of his tie. If he is already upset about something, or sensitive about his appearance, that remark could result in discord.

This is why we constantly evaluate what we say to others, how we say it and whether to say it in the first place. We instinctively know honesty can get us into trouble.

But in the workplace, honesty is necessary to address weaknesses in job performance and processes. Companies can't improve if employees can't be honest. Fortunately, there are strategies that allow us to be honest – without somehow making matters worse.

### Couching your remarks

Consider situations in which you have to say no. Maybe you would rather not go to lunch with a colleague. Tell the truth if your reason is innocuous, for example, you always work out at lunch time or you're eating leftovers at your desk because of a deadline. If, however, you don't enjoy the other person's company, say something simple like, "Thanks, but I think I'll pass."

What if a coworker brings up an idea that is

embarrassingly bad or simply doesn't fit within the corporate strategy? Instead of being too blunt and hurting that person's feelings, you can diffuse the situation by saying, "That's an interesting point. But what about this: (insert different idea). What do you think?"

Or if someone asks you a question that you don't know the answer to (but should), and if revealing your ignorance could harm the relationship, you can say, "Let me think about it. I'll get back to you on that."

### Watching your words

While you can strive to be diplomatic as well as honest, you must also know when you should keep quiet. If someone makes an offensive comment that results in hurting another person's feelings, the offender might make this excuse: "Well, I was just being honest." In fact, the offender was being rude. Saying nothing at all would have been better.

The same goes for meetings. If your opinion is not sought, but you have the desire to interject your thoughts, ask yourself whether you want to say something merely to sound important or draw attention to yourself. If that is the case, your words will likely backfire.

Also, if you are asked for your honest opinion in a meeting, be aware that "honest" never means "brutally honest." Diplomacy and tact are always called for.

### Facing up to the truth

Most people think their own opinions are correct. Some even think everyone else agrees (or should agree) with them. Others seem prone to declaring controversial opinions, even though they know doing so is likely to offend somebody. However, divisive remarks could lead to co-workers drawing unflattering portraits of the offending party that resonate with upper management.

Remember, truth truly is in the eye of the beholder. Honesty should always be tempered with tact. Bear in mind Michael Corleone's admonition, and live a little less dangerously.

Good Selling!™



Paul H. Green, President and CEO

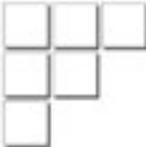
To add your company to our expanding listing, call 866-429-8080 today.

## ACH - CHECK 21



**Global eTelecom, Inc.**  
 (877) 454-3835  
[www.checktraining.com](http://www.checktraining.com)

## ACH - CHECK 21 BOC



**Netcom Check Services**  
 (800) 875-6680  
[www.netcompaysystem.com](http://www.netcompaysystem.com)

Convergence Processing Merchant Services  
 ACH Check21 BOC ARC Age & ID  
 Recurring ACH Check Verify  
 All Major Credit and Debit Processing  
 LifePay Residual No Exit Fees

## AGE VERIFICATION

**Legal Age ID Systems Inc.**  
 (800) 779-4945  
[www.legalagesoftware.com](http://www.legalagesoftware.com)

## AGENTS / ISO PARTNERSHIPS



**JOIN THE INDUSTRY LEADER**

CUSTOMIZED LIFETIME RESIDUAL PROGRAM

SIGNING BONUS \$3,000  
 \$1,000 BONUS PER MERCHANT  
 NO CANCELLATION FEES

**CALL 855-811-6418**  
[GoNAB.com](http://GoNAB.com)



**GROUP ISO**  
 800.722.GISO (4476)  
[www.groupiso.com](http://www.groupiso.com)

## ATM CHANNEL SUPPORT



**KAHUNA**  
 Kahuna ATM Solutions  
 (888) 357-8472  
[KahunaATM.com](http://KahunaATM.com)

## ATM ISOs LOOKING FOR AGENTS



(888) 701-1004  
[www.accesstomoney.com](http://www.accesstomoney.com)

Looking for agents. 100% of surcharge plus 100% of interchange on all monetary and non monetary transactions Call  
 Ralph @ x4241  
 or Jim @ x4243

**United Cash Solutions**  
 (800) 698-0026 x1430

## ATTORNEYS



**LAW OFFICES OF  
 MICHAEL A. BREWER, APC**  
 (949) 679-6060  
[www.brewerlawyergroup.com/cclitigation](http://www.brewerlawyergroup.com/cclitigation)

Premier payment processing attorneys specializing in creditcard processing, ISO, Acquiring bank and Merchant representation with offices in Orange County and Los Angeles.

# Biggins Law

Experienced. Proven.

(877) 817-8700

(213) 223-2234

[www.bigginlaw.com](http://www.bigginlaw.com)

**Adam Atlas Attorney at Law**  
(514) 842-0886

## BANKS LOOKING FOR AGENTS

**Redwood Merchant Services**  
Division of Westamerica Bank  
(707) 569-1127  
[www.redwoodmercantservice.com](http://www.redwoodmercantservice.com)

## BANKS LOOKING FOR ISOs / MSPs

**A.V.P. Solutions**  
(800) 719-9198  
[www.avpsolutions.com](http://www.avpsolutions.com)

**Integrity Payment Systems**  
(888) 477-4500  
[www.integritypays.com](http://www.integritypays.com)

## CASH ADVANCE LOOKING FOR AGENTS



(678) 813-4727  
[www.gbrfunding.com](http://www.gbrfunding.com)

Merchant Loan and  
Merchant Cash Advance Products  
Turns as long as 15 months at 1.31  
Funding up to \$2,000,000 per Affiliation  
No Processor Switch Required

Easy Money for Merchants.

## EASIER MONEY FOR YOU.

Why wait for residuals to add up to make a fortune? Make big money selling cash advances with the most aggressive compensation program in the industry.



**CALL 1-855-563-9101**

## 1st Merchant FUNDING

(866) 710-BANK (2265)  
[www.1stmerchantfunding.com](http://www.1stmerchantfunding.com)

**Board More Merchant Accounts!**  
Instant Approval Calculator  
Co-Fund & Profit on Your Own Deals  
\$5000 Signing Bonus  
Same Day Funding Available

## CHECK GUARANTEE / VERIFICATION

**CrossCheck, Inc.**  
(800) 654-2365

## EMPLOYMENT OPPORTUNITIES



Join Our Winning Team  
Exclusive Credit Card Fraud  
Guarantee Program Available  
For Our Agents  
Call for Details:

(718) 234-9500 x2216  
[relations@hitechmerchants.com](mailto:relations@hitechmerchants.com)

**Advance Restaurant Finance**  
(650) 341-2850 x20  
[www.arfcash.com](http://www.arfcash.com)

## EQUIPMENT



(877) 999-7374  
[sales@jrposdepot.com](mailto:sales@jrposdepot.com)

Celebrating 12 years of service  
New and remanufactured equipment  
Deployment and equipment repairs  
Retail and restaurant POS Systems  
TG3 certified key injection facility

## ATT Services

(714) 999-9566  
[www.attpos.net](http://www.attpos.net)

Discount Credit Card Supply  
(877) 298-6939  
[www.discountcreditcardsupply.com](http://www.discountcreditcardsupply.com)

**General Credit Forms, Inc.**

(800) 325-1158  
www.gcfinc.com

**Ingenico**

(800) 252-1140  
www.ingenico.com

**JRs POS Depot**

(877) 999-7374  
www.jrposdepot.com



**POS Portal**  
(866) 940-4767  
www.posportal.com

**The Phoenix Group**

(866) 559-7627

**VeriFone**

(800) VERIFONE

**FINANCING FOR ISOS****Super G Funding**

(800) 631-2423  
www.supergfunding.com

**GIFT / LOYALTY CARD PROGRAMS****Electronic Payments**

(800) 966-5520 x234  
www.egiftsolutions.com

**FLEXGIFT/UMSI**

(800) 260-3388



**Global eTelecom, Inc.**  
(877) 454-3835  
www.giftcardtraining.com

**HIGH RISK****National Transaction Corp.**

(888) 996-2273  
www.nationaltransaction.com



**EPPS**  
Electronic Payment Processing Solutions  
(561) 655-3670  
www.myepps.com

**ISO/POS DEALER****LOOKING FOR AGENTS****MSI, Merchant Services Inc.**

(800) 522-3661  
www.1800bankcard.com

**ISO RELATIONSHIPS AVAILABLE**


**CoCARD**  
Created by ISOs. Owned by ISOs. Serving ISOs.

(800) 882-1352  
www.cocard.net

A streamlined network of uniquely skilled ISOs, CoCard creates value by sharing services, strategies, best practices and technology.

**The Power of We. Collaborate. Cooperate.**



**JOIN THE INDUSTRY LEADER**

**CUSTOMIZED LIFETIME RESIDUAL PROGRAM**

**SIGNING BONUS \$3,000**  
\$1,000 BONUS PER MERCHANT  
NO CANCELLATION FEES

**CALL 855-211-1611**  
GoNAB.com

**Elavon**

(878) 731-5000  
www.elavon.com

**Electronic Payments**

(800) 966-5520 x234  
www.bankcardprogram.com

**EVO Merchant Services**

(800) CARDSWIPE x7800  
www.goevo.com

**Harbortouch**

(800) 201-0461

**MSI, Merchant Services Inc.**

(800) 537-8741  
www.1800bankcard.com

**North American Bancard**

(800) BANCARD x1001

**Total Merchant Services**

(888) 848-6825 x9411  
www.upfrontresiduals.com

# HERE'S THE BIG QUESTION...

HAVE YOU EVER JUST WANTED TO WORK FOR....

- A  A GREAT COMPANY?
- B  GREAT REWARDS?
- C  A GREAT CAUSE?
- D  ALL OF THE ABOVE?

IF YOU ANSWERED "D" THEN YOU NEED TO CHECK OUT...  
**PROCESS PINK PAYMENTS**

## WHAT IF .....

- ... your revenue share was based on true interchange levels?
- ... you had the lowest Authorization, Capture & settlement cost in the industry?
- ... you had online access for residuals and portfolio management?
- ... you had up front bonus money on every deal?
- ... you could spend your time selling and not have to worry about who takes care of your merchant training, terminal deployment and customer service?
- ... there were no application fees and no monthly quotas?
- ... you had several different programs and platforms to offer your clients that no one else had?
- ... you never had to ask these kinds of questions?

A portion of the MasterCard/Visa credit card processing fees goes to support the...



NATIONAL  
BREAST  
CANCER  
FOUNDATION, INC.



A United Payments Company

Process Pink, LLC is a registered ISO/MSP of BMO Harris Bank, N.A. Chicago, IL and Wells Fargo Bank, Walnut Creek, CA

Contact National Recruiter: Leslie Gallagher

(800) 742-0211 ext 2433 | Leslie@ProcessPink.com | www.ProcessPink.com

## ISOs / BANKS PURCHASING MERCHANT PORTFOLIOS



(877) 290-1975 x5210  
www.getnationwide.com

Unique buyout opportunities  
with or without production.  
Let NPS service your merchant base.  
Call us today to discuss the options  
NPS has to offer.



Get Paid

(888) 818-3552 x202  
www.VelocityFunding.com

Superior Portfolio Valuation  
Quick Turnaround Time  
Will Not Switch Processor

DeanCaso@VelocityFunding.com

### Elavon

(678) 731-5000  
www.elavon.com

### North American Bancard

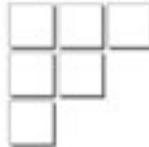
(800) BANCARD x1001



The Leading Marketplace for Buyers &  
Sellers of Portfolio Residuals to Connect.

List Residuals for Free Online  
www.ResidualMarketplace.com

## ISOs LOOKING FOR AGENTS



**Netcom PaySystems**  
(800) 875-6680

www.netcompaysystem.com

An Agent of RBS WorldPay  
LifePay at IC + Call For Buy Rate  
Virtual Terminal - Recurring Billing  
Online Reporting Quick Approvals  
No Liability, Exit Fees or Gimmicks

NorthAmerican<sup>★</sup>  
BANCARD

JOIN THE INDUSTRY  
**LEADER**

CUSTOMIZED LIFETIME  
RESIDUAL PROGRAM

SIGNING BONUS \$3,000  
\$1,000 BONUS PER MERCHANT  
NO CANCELLATION FEES

**CALL 855-211-1609**  
GoNAB.com



(877) 650-1222 x101  
www.Reliant-Processing.com

We offer a **70/30 split** above  
Interchange **or** an aggressive  
upfront **Bonus Program** paying  
you on every approved  
merchant account.



ALPHA CARD SERVICES

CHECK OUT THE INDUSTRY'S  
LARGEST BONUS PROGRAM EVER

THE **LARGEST**

BONUS PROGRAM IN THE INDUSTRY

**+** THE LOWEST TRANSACTION FEES

**= INCREASED** INCOME FOR YOU



Call 866.253.2227 ext. 253  
Visit [www.thealphaedge.com](http://www.thealphaedge.com)





(888) 918-4409  
www.goxenex.com

- Lifetime residual program
- Aggressive income sharing on all items
- Multiple Processing Platforms
- Same day approval for merchant and lease applications

1-888-356-SQUARE  
sabin.burrell@bluesquareresolutions.com

(888) 881-3818  
www.cpay.com

1866-55SWIPE  
(866) 557-9473  
www.digitalfg.com

**Electronic Payments**

(800) 996-5520 x234  
www.bankcardprogram.com

**EVO Merchant Services**

(800) CARDSWIPE x7800  
www.goevo.com

**Harbortouch**

(800) 201-0461 x136



GROUP ISO  
800.722.GISO (4476)  
www.groupiso.com

**Money Tree Merchant Services**

(888) 211-2991 x9411  
www.moneytreerewards.com

**MSI, Merchant Services Inc.**

(800) 351-2591  
www.1800bankcard.com

Experience The NPS Difference

(877) 290-1975 x5447  
www.getnationwide.com

**North American Bancard**

(888) 229-5229



total merchant services  
**Total Merchant Services**  
(888) 848-6825 x9411  
www.isooftheyear.com

**United Merchant Services, Inc.**

(800) 260-3388

**ISOs SEEKING SALES EMPLOYEES**

**Total Merchant Services**

(888) 848-6825 x9420  
www.isooftheyear.com

## LEASING


**BARCLAY SQUARE  
LEASING**

(866) 396-2754

[www.barclayleasing.com](http://www.barclayleasing.com)

We fund & service all our leases  
Same day funding – Fast scoring  
Low factors – Written verifications  
Online reporting – Faxable/PDF leases  
48 month wireless – Split funding



(888) 574-9178

[www.elgleasing.com](http://www.elgleasing.com)

[kylem@elgleasing.com](mailto:kylem@elgleasing.com)

60 month leasing on CC terminals.  
ATMs and POS systems with \$1.00  
buyout available. Same Day Funding.  
24/7 support from account manager.

**Azura Leasing**

(888) 424-7142

[www.AzuraLeasing.com](http://www.AzuraLeasing.com)

**First Data Global Leasing**

(800) 897-7850

**Ladco Global Leasing Solutions**

(805) 267-7247

[www.ladco.com](http://www.ladco.com)

**LogicaLease**

(888) 206-4935

[www.logicalease.com](http://www.logicalease.com)

**Northern Leasing Systems, Inc.**

(877) 325-6469

[www.northernleasing.com](http://www.northernleasing.com)

## MARKETING

## MARKETING AND ADVERTISING


**Strategic Marketing**

Financial Services & Electronic Payments Experts

(480) 706-0816

[www.smtg.com](http://www.smtg.com)

- Advertising and Public Relations
- Branding and Corporate Identity
- Product Launches
- Sales and Marketing Materials
- Web Design, Strategy and more...


**Acquired Marketing**

Acquire Marketing  
from experienced  
payments professionals

(917) 743-5258

[www.acquiredmarketing.com](http://www.acquiredmarketing.com)

Nancy Drexler, President

Advertising • Public Relations • Training  
Social Media • Sales Collateral  
Presentations • Direct response



Call to find out about our  
new large custom box at

866-429-8080

[www.greensheet.com](http://www.greensheet.com)

## PAYMENT GATEWAY



NETWORK MERCHANTS INC.  
2008.COM

**"Building Payment Gateways  
One Partner at a Time"**

(800) 617-4850  
www.nmi.com

- PCI Compliant Customer Vault™
- Encrypted Retail Swiped Solutions
- Multi-MID Transaction Routing
- ISO / MLS Transparent Branding
- Non-Compete Guarantee

**Payflow**  
from **PayPal™**

**1-855-456-1320**

paypal.com/payflowpartner

- Express Checkout
- Bill Me Later®
- Buy rates & revenue share models

**"Industry Leading Solutions  
Fueled By Market-Driven  
Features"**

(847) 327-9870 x205  
www.ezic.com

Innovative | Progressive | Robust

The *everywhere* Processing Network,  
Anywhere Merchants Do Business

800-296-4810  
www.ePNReseller.com

ProCharge  
(800) 966-5520 x221

USA ePay  
(866) 490-0042  
www.usaepay.com

## PCI DSS COMPLIANCE

(866) 949-9777  
www.gotpci.com

(312) 873-7500  
www.trustwave.com

## PORTFOLIO PURCHASES AND LOANS



Purchasing Residual Streams and  
Portfolios with Strength, Speed, Trust

1-610-451-4096  
www.cutterfinancial.com

## POS CHECK CONVERSION

**CrossCheck, Inc.**  
(800) 654-2365

# Looking for an innovative gateway?



- **Express Checkout** and **Bill Me Later®** payment options help merchants increase sales and average order size.
- Give merchants access to **113 million** active PayPal buyers.
- Capitalize on **competitive buy rates** and **revenue share models**.

All payment gateways aren't created equal. Payflow offers more innovative ways to help merchants get paid – and for you to make money.



 We want to partner with you. Call **1-855-456-1321**.

[www.paypal.com/payflowpartner](http://www.paypal.com/payflowpartner)

### 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



Serving the Transaction Industry

(877) 999-7374  
slaes@jrposdepot.com

**New Image P.O.S.**  
(877) 581-6201  
Info@NewImagePOS.com

### POS SUPPLIES

**General Credit Forms, Inc.**  
(800) 325-1158  
www.gcfinc.com

### PROCESSORS LOOKING FOR ISOs

**Clearent**  
(866) 205-4721  
www.clearent.com

**Elavon**  
(678) 731-5000  
www.elavon.com

**Jetpay, LLC**  
(972) 503-8900 x158  
www.jetpay.com

### PUBLIC RELATIONS

**ADVANCED  
SOLUTIONS**  
Advanced PR Solutions  
(314) 222-9095  
jasonwgranger@gmail.com

### SERVERS / ISPs

**Network Merchants, Inc. (NMI)**  
(800) 617-4850  
www.nmi.com

### SITE SURVEY

**Spectrum Field Services**  
(800) 700-1701 x286  
www.spectrumfsi.com

### WIRELESS COMMUNICATIONS



**AOS WIRELESS**  
(866) 288-0682  
www.aoswireless.com

M2M Wireless for your ATM and P.O.S.  
We service the U.S., Canada, Latin America  
and Europe. Hercules, Systech and JBM

Specials: JBM [Ethernet/Dialup] Modems  
\$150.00, \$12.95/month

### WIRELESS RETAIL / KEYED PROCESSING

**USAePay**  
(866) 490-0042  
www.usaepay.com

### GS REGULAR CUSTOM BOX



**The Green Sheet**  
(707) 586-4741

### GS LARGE CUSTOM BOX



### GS RGXL CUSTOM BOX



**To find out how The Green Sheet can offer a  
customized Resource Guide solution, call**

**Rita Francis at 866-429-8080**

**rita@greensheet.com**

# MEET MR. FRANKLIN

He would like to live in your wallet...

## IT'S ALL ABOUT THE BENJAMINS WITH THE RELIABLE SOLUTIONS TEAM

### Flexible Compensation Plan

OPTION 1: 95%

OPTION 2: 80% + \$250 Bonus

OPTION 3: 60% + \$650 Bonus

OPTION 4: \$1,000 Bonus

Choose an option for each merchant you sign.

### New Agent Start Up Bonus

30 Activations within 90 days - \$4,500 bonus

60 Activations within 90 days - \$10,000 bonus

### Cash Advance Bonus

5% Payout on Advanced Amount

### Online Application Submission Bonus

\$25 per submitted application

### Agent Referral Bonus

\$1,500 for each referred agent

JOIN THE TEAM TODAY.

**1.877.526.9382**

[INFO@CPRELIABLESOLUTIONS.COM](mailto:INFO@CPRELIABLESOLUTIONS.COM)

centurypayments  
**RELIABLE**  
SOLUTIONS

**Inc.**  
**500**

2010 2011 2012

Alpha Card Services.....87  
 Capital for Merchants.....2  
 CardPayment Solutions .....26  
 Central Payment.....38, 39  
 Century Payments/Reliable Solutions .....93  
 CoCard.....15  
 Credomatic.....67  
 CrossCheck, Inc.....65  
 Cutter LLC.....79  
 Cynergy Data.....10, 63  
 Electronic Merchant Systems.....71  
 Electronic Payments .....95  
 eProcessing Network LLC.....66  
 Equinox.....96  
 Evo Merchant Services.....37  
 First American Payment Systems.....9  
 Group ISO .....24  
 Harbortouch .....56, 57  
 iPayment, Inc .....21  
 Jet Pay LLC.....12  
 Merchant Bancard Network Inc. ....22, 23  
 Merchant Services Inc. ....31  
 Merchant Warehouse .....13  
 Meritus Payment Solutions .....45  
 MLS Direct Network Inc.....74, 75  
 Nationwide Payment Solutions .....77  
 Network Merchants Inc (NMI) .....48, 49  
 North American Bancard .....6, 7  
 On Deck Capital.....60  
 PayPal Inc. ....91

PAX.us.....61  
 PCI Compliance.....41  
 Planet Payment.....28  
 Premier Payment Systems .....44  
 Process Pink Payments .....85  
 Reliant Processing Services.....35  
 Residual Marketplace.com .....11  
 Secure Payment Systems .....69  
 SignaPay .....55  
 Signature Card Services .....42  
 Stream Cash LLC .....80  
 Super G Funding LLC .....18  
 The Merchant Solutions .....59  
 The Phoenix Group.....25, 27, 29  
 TopCreditCardProcessors.com .....43, 52, 53  
 Transfirst .....19  
 TriSource Solutions LLC .....50  
 United Merchant Services .....17  
 USAePay .....54  
 Velocity Funding LLC.....68

**Inserts**  
 Alpha Card Services  
 North American Bancard  
 Total Merchant Services  
**Cover Wrap**  
 Electronic Payments  
**Business Reply Card**  
 North American Bancard

## Important *Green Sheet* and *GSQ* ad dates

  
**GS12:11:01**  
 ads due  
**Oct. 24,**  
**2012**

  
**GS12:11:02**  
 ads due  
**Nov. 7,**  
**2012**

  
**GS12:12:01**  
 ads due  
**Nov. 21,**  
**2012**

  
**GSQ v15n4**  
 ads due  
**Nov. 16,**  
**2012**

To reserve your space call

Rita Francis: 866.429.8080 • rita@greensheet.com

Danielle Thorpe: 707.284.1686 • danielle@greensheet.com

For more information, visit [www.greensheet.com/gs\\_mediakit.php](http://www.greensheet.com/gs_mediakit.php)

**ONEAPPLICATION**

**ONEDEPOSIT**

**ONESTATEMENT**

**ONECONTACT**



**ONEPOINT**

Now Offered Through



Get Started Today! Contact Us at **(800) 966-5520, ext. 234**.  
Visit us at **[www.bankcardprogram.com](http://www.bankcardprogram.com)** for More Information.



**SECURE &  
RELIABLE**  
NOW THAT'S PEACE OF MIND.

## New Name. Even Better Products.

### T4200 Family: One Size, Multiple Options



Entry level  
dial-only terminal



Advanced  
dial-only terminal



Dial and IP terminal  
—our best seller



Wireless terminal that  
requires a power source



Wireless with  
complete mobility

Contact us today to learn more:  
[financial@equinoxpayments.com](mailto:financial@equinoxpayments.com)

Isn't time you were treated  
as a true partner?

**ALPHA CARD SERVICES**

The Industry's Largest  
Bonus Program & Lowest Transaction Fees.

+

The Industry's Most Comprehensive  
One-Stop Source for Merchants.

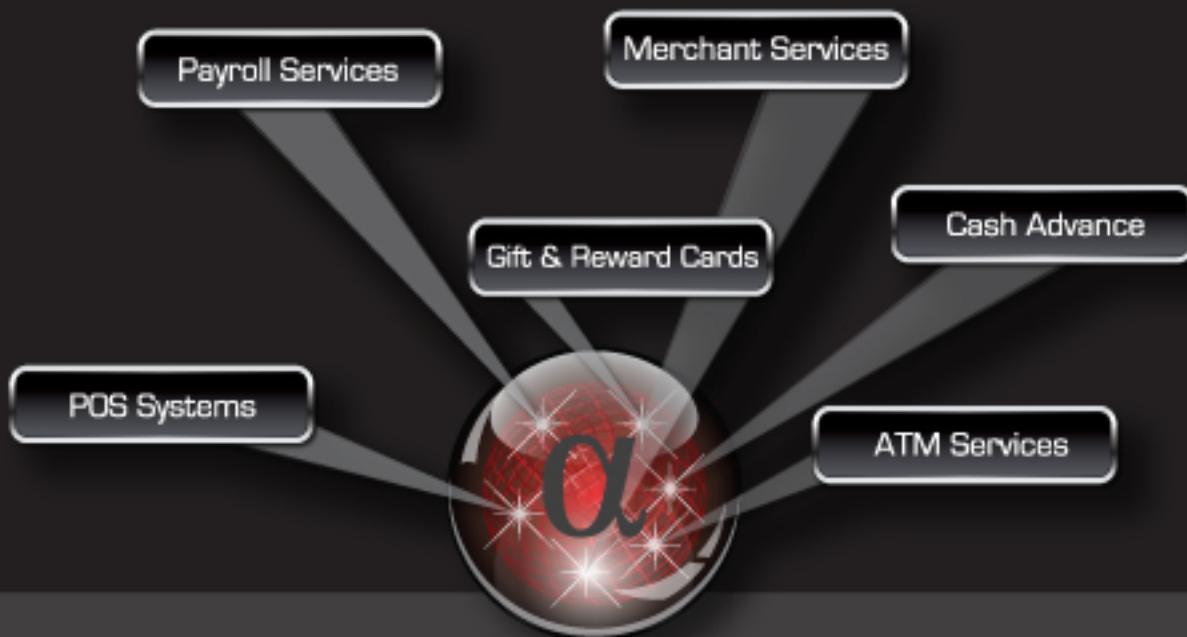
+

The Industry's Best Customer  
Service and Technical Support Team.

=

Increased Income for You!

Ask us about our new  
iPad Merchant Application



- Bonuses are paid on monthly productivity. We have the largest ISO bonus program in the industry!
- Zero transaction fees
- Residuals are always paid on the 20th of every month
- Aggressive residual splits (with or without bonuses)
- Next Day Funding & Petroleum
- TSYS, First Data (Front End) and Global (Front End)
- Free merchant statement analysis
- Zero hold times with our 24/7/365 Multilingual Customer Service & Technical Support
- Relationship Managers ensure your Alpha Card Services' experience is exemplary
- Dedicated merchant setup and retention teams
- Quarterly quality assurance calls
- East coast and west coast offices to better support you and your merchants

Contact us today to become a true ISO partner.



866.253.2227 ext. 252



[www.thealphaedge.com](http://www.thealphaedge.com)

Scan



**α**  
**ALPHA CARD SERVICES**

ACS\_DM\_0612

# The Program You Want

## **Flexible Pricing**

You can set the pricing as you choose or use our simple pay-as-you-go model

## **Earn Bonuses On Every Deal**

## **Three Minute Online Application Process With Instant Approval**

## **FREE App & Card Reader**

No limit to the number of units you can provide. Ask for free demo reader today.

## **Generate New Leads With Each Merchant Transaction**

# The Features Merchants Need

## **Easy To Create & Sort Inventory**

## **In App Sales Reporting & Free Online Portal**

## **Supports QuickBooks\***

## **Cash Drawer Functionality**

## **AirPrint & Star Printer Compatibility**

**PLUS**, Cash transactions, discounts, store and forward, multi-merchant, customizable inventory, email receipts with Google Maps, tip calculator, Geo Tax, real-time reporting, landscape & portrait orientation, and more.

So cost-effective  
and easy-to-use,  
it sells itself.



Call Now 855.733.7266 | [phoneswipeagents.com/gs](http://phoneswipeagents.com/gs)

**phoneSWIPE** 

Available on the  
**App Store**

GET IT ON  
**Google play**

Get it at  **BlackBerry  
App World**

©2012 North American Bancard. LLC is a registered ISO/MSP of HSBC Bank USA, National Association, Buffalo, NY and Wells Fargo Bank, N.A., Walnut Creek, CA. American Express requires separate approval. All rights reserved. Phone Swipe is currently available only in the U.S. iPhone, iPod touch, and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Android is a trademark of Google Inc. BlackBerry\* is a property of Research In Motion Limited.



# Merchants save, you earn!

No cancellation fee. No transaction fee. No fixed cost. Bonuses on every deal.

**phoneSWIPE** 

Call Now 855.733.7266 | [phoneswipeagents.com/gs](http://phoneswipeagents.com/gs)

**THE MOST  
IMPORTANT  
THING TO  
REMEMBER ISN'T  
THAT WE WON  
ETA'S 2012  
ISO OF THE  
YEAR.**

**IT'S THAT  
EVERYONE  
ELSE DIDN'T.**



**total merchant services**  
set your business free

**Your business deserves the best.**

Join our winning team and our 16 year reputation of creating great experiences for Sales Partners and Customers. We have assembled a New Leadership Team with the experience and vision to secure your long-term success. We won ISO of The Year for a reason. Call us now and find out why.

**CALL US TODAY AT (888) 848-6825 X9411  
WWW.ISOOFTHEYEAR.COM**

# WHY WE WON:

Total Growth Fund

Online Account Management Tools

Dedicated Sales Support Team

Free Terminal Programs

Investment in Infrastructure and New Technology

Buy Out Programs

Competitive Upfront Bonuses and Residual Programs

16 Year History

Spanish Sales Program and Support

Month to Month Merchant Agreement

Sales Assisted Online Application

**ETA'S 2012 ISO OF THE YEAR**



**total merchant services**  
set your business free

(888)  
848-6825  
X9411