



# The Green Sheet

The Financial Services Industry Source for Education, Inspiration and Actionable Advice

December 9, 2002  
Issue 02:12:01

## Inside This Issue:

### Features

NACHA's Project is a Dubious Action Plan  
By Patti Murphy .....14

### White Paper

Wireless and Mobile Sales Force Solutions  
By Eric Thomson .....20

### Book Review

"Who Moved My Cheese?" Embracing Change in Your Work and in Your Life .....26

### Company Profiles

Yaga .....29  
True Advantage .....37

### News

Released Documents Tell of Fight against Online Debit, 'War' against Regional Rivals ....12  
Yaga Board Adds Marketing Leader .....34

### New Products

Check Imaging da Italia .....41  
Gift Cards for Merchants on a Budget .....42

### Inspiration

The Art of Organization .....47  
While You Were Out ... .....48

### Departments

Forum .....5  
FYISOs.....43  
Datebook.....48  
Resource Guide .....50

## This Isn't Your Grandfather's Payment Industry



I am flattered that The Green Sheet has asked me to update this ancient series of "Knowledge Is Power" articles, first written in December 1997.

Of course, all of us are at different places in our lives than we were five years ago. I sure am. In 1997, after 10-plus years as a struggling ISO with 2,500 merchants processing a half-billion dollars of annual volume, we



partnered with a small bank in St Louis, and suddenly our business doubled and then doubled again and then doubled again. It has since doubled again and yet again – all in the last 64 months.

Those five-year-old articles arose in part because of my new exposure to the acquiring industry from a completely different perspective – as a highly regarded "member" vs. a low-life ISO. (That's how it was viewed by our association brethren – this too has changed!)

I shared a lot of my views and knowledge with Paul Green's devotees about how the system works. My approach to business was always to give as much information as possible to my sales organization, but now thousands of Green Sheet readers were getting the same information.

See KNOWLEDGE on Page 6

### Notable Quote:

With virtual offices and electronic files replacing paper and post-it notes, it's much harder to uncover disorganization. Does that mean it's no longer a problem? Not hardly! Maintaining control over reams of data and computer files can be just as challenging if an effective management system isn't in place.

See Story on Page 47



# Simply the **BEST!**

*Vital Merchant Services and Ingenico are teaming up to provide the best check reading and imaging products in the industry. Combined with Vital Merchant Services' single source service offerings, Ingenico's check products are simply the best.*



#### **INGENICO 2600 CHECK IMAGER/READER**

The Ingenico 2600 is a cost-effective, flexible, robust check reader and imager that sets a new standard through superior ease of use and optimum connectivity. The 2600 images checks and documents using gray scale imaging to ensure that the imaged check retains all hand-written information. The 2600 can selectively "read only" or "read and image" checks, reducing the overall cost of check acceptance. The 2600 is the only imager to provide an optional printer and magnetic stripe reader.



#### **e<sup>®</sup>-CHECK 2500 CHECK READER**

Continuing the tradition of providing the highest performance check readers in the industry, Ingenico designed the e-Check 2500 with an array of superior features. Its ergonomic design enhances its appearance and improves its read rate. Its compact size, installation options and versatility allow it to be placed virtually anywhere. The intuitive check staging area and increased processing speed make it the check reader of choice for improving customer service and reducing fraud.



#### **e<sup>®</sup>-CHECK 3000**

Protecting yourself from bad check losses is as easy as plugging the e-Check 3000 into your telephone jack and power outlet. The large bright display and keyboard are incredibly easy to use and the keyboard layout is similar to that of a credit card terminal, making it easy to operate. The e-Check 3000 can be wall-mounted or placed on a counter for optimum operator convenience. Integrated modem provides direct access to electronic check processing service.

#### **VITAL MERCHANT SERVICES**

Vital Merchant Services is the single source to get merchants up and running for optimal electronic payments acceptance. The company provides same-day order fulfillment for POS equipment and supplies as well as online equipment ordering and tracking. Vital Merchant Services' customers take advantage of a full suite of deployment services including POS equipment programming, PIN pad injection, terminal application downloading, debit/credit test transactions and application overlays. POS equipment procurement, merchant location(s) deployment, new merchant training, equipment installation and a 24 X 7 Merchant Help Desk as well as comprehensive replacement and repair services make Vital Merchant Services your single source.

*For more information or to order these products call Vital Merchant Services.*



1-800-252-1140  
[www.ingenico-us.com](http://www.ingenico-us.com)



1-800-348-1700  
[www.vitalps.com](http://www.vitalps.com)

**INDEX TO ADVERTISERS:**

A-1 Leasing.....	48	GO Software.....	24
Advanced Payment Services .....	16	Horizon Group .....	56
AmericaOne Payment Systems .....	9	Hypercom .....	28
Barclay Square Leasing .....	6	Infinite Peripherals .....	22
Bridgeview Payment Solutions.....	13	Ingenico .....	2
BUDGET Terminals & Repair.....	32	IRN/Partner America .....	27
Cardservice International.....	39	JR's P.O.S. Depot.....	12
Certified Merchant Services .....	53	Merchant Services Inc. ....	21
CoCard Marketing Group .....	10	Merchants' Choice Card Services.....	23
Concord EFS .....	35	MSI-NJ .....	51
Creditdiscovery .....	47	North American Bancard .....	7
CrossCheck .....	17	NOVA Information Systems .....	42
Cynergy Data .....	15	Online Data .....	31
Electronic Payment Systems .....	49	POS Portal .....	38
Electronic Exchange Systems.....	8	Retriever Payment Systems .....	33
EZCheck.....	18	TASQ Technology .....	55
Financial Technologies Inc. ....	45	TASQ Technology II.....	36
First American Payment Systems .....	25	Teertronics .....	34
First Data Merchant Services-MD.....	19	TeleVerify .....	30
General Credit Forms.....	40	United Merchant Services .....	41
Global eTelecom.....	46	Vital Merchant Services .....	11

**Publisher:**  
 The Green Sheet, Inc.  
 1-800-757-4441  
 Fax: 1-707-586-4747  
 greensheet@greensheet.com  
 6145 State Farm Drive,  
 Rohnert Park, CA 94928

**Editor in Chief:**  
 Paul H. Green  
 paul@greensheet.com

**VP/General Manager:**  
 Julie O’Ryan-Dempsey  
 julie@greensheet.com

**AVP/Managing Editor:**  
 Rick Vacek  
 rick@greensheet.com

**Contributing Editor:**  
 Patti Murphy

**Staff Writers:**  
 Juliette Campeau  
 Karen Converse

**Contributing Writer:**  
 Lisa Dowling

**Layout/Graphics:**  
 Troy Vera

**Sales Supervisor:**  
 Danielle Thorpe  
 danielle@greensheet.com

**Production:**  
 Hudson Printing Company

**Web Site:**  
 www.greensheet.com

**Affiliations:**



**Correspondence:**  
 Send *Press Releases* to: [press@greensheet.com](mailto:press@greensheet.com)

Send your *Questions, Comments and Feedback* to:  
[greensheet@greensheet.com](mailto:greensheet@greensheet.com)



- Neal Anderson-NGA Enterprises • Clinton Baller-PayNet Merchant Services • John Beebe-Global eTelecom • Stacy Bell-Advanced Payment Tech
- Audrey Blackmon-POS Portal • Jason Burgess-Artaban Solutions • Robert Carr-Heartland Payment Systems • Steve Christianson-TransPay Processing
- Todd Davis-Nobel Electronic Transfer • Tom DellaBadia-NOVA Information Systems • Steve Eazell-Secure Payment Systems • Mike English-Ingenico
- W. Ross Federgreen-CSRSI • Jon Frankel-Certified Merchant Services • Ed Freedman-Total Merchant Services • Patrick Gaines-LML Payment Systems
- Marc Gardner-North American Bancard • Alan Gittles-Landmark Merchant Solutions • Russ Goebel-Retriever • Tom Haleas-Bridgeview Payment Solutions
- Larry Henry-L. Henry Enterprises • Ginger Hollowell-Electronic Money • Jared Isaacman-United Bank Card • Robert Joyce-Alliance Payment Systems
- Allen Kopelman-Nationwide Payment Systems • Lee Ladd-LADCO Leasing • Vaden Landers-iPayment • Gary LaTulippe-Schmooze • Mitch Lau-Money Tree Services
- Javier Ledesma-VeriFone • Joyce Leiser-Apriva • Dan Lewis-ABANCO International • Anthony Lucatuorto-First Data Merchant Services
- Douglas Mack-Card Payment Systems • James Marchese-IRN Payment Systems • Paul Martaus-Martaus & Assoc. • Thomas McGarry-AMPS Wireless Data
- Michael McMackin-AmericaOne Payment Systems • Craig Millington-Compass Bank • Patti Murphy-The Takoma Group • Steve Norell-US Merchant Services
- Anthony Ogden-Bankcard Law.com • Christopher O’Hara-Profitsentric • Bill Pittman-RichSolutions • David Press-Integrity Bankcard Consultants
- Brian Rogers-PurchasingPower • Stuart Rosenbaum-U.S. Merchant Systems • Paul Sabella-Next Day Funding • Charles Salyer-GlobalTech Leasing
- Dave Siembieda-CrossCheck • Matthew Swinnerton-Merchant Services Direct • Jeff Thorness-ACH Direct • Scott Wagner-Hypercom
- Dan D. Wolfe-Barons Financial Group

The Green Sheet is FREE to ISO / MSP Sales Professionals\* If you are not an ISO/MSP as defined below, an annual subscription fee of \$125 includes 24 issues of The Green Sheet and 4 issues of GSQ. Please call 800-757-4441 to request a subscription form, or visit [www.greensheet.com](http://www.greensheet.com)  
 \*Any Sales Professional who sells financial services to the retail merchant marketplace.

Any questions regarding information contained in The Green Sheet should be directed to the Editor in Chief at (800) 757-4441. The Green Sheet is a semi-monthly publication. 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.

# DEBUNKING URBAN LEGENDS:

"THERE'S NO WAY  
I CAN GET IN.  
I DON'T KNOW  
THE RIGHT PEOPLE  
AND I'M SO NEW."

"THE GREEN SHEET HAS AN ADVERTISING WAITING LIST."



**TAKE OUR WORD FOR IT ...**

**THE GREEN SHEET EMBRACES  
NEW ADVERTISERS AND  
THERE IS ABSOLUTELY  
NO WAITING  
FOR AD PLACEMENT.**

**CALL DANIELLE THORPE  
800-757-4441**



The Resource Guide Online offers paid classified advertising with categories such as "Leasing," "ISOs Looking for Agents" and "Equipment," to name a few.

When you register for our free subscription to our print publications, you also will receive the user name and password to our "Preview Access Issue" and "Knowledge is Power" areas of the site. Additionally, we can send you a complimentary copy of Paul Green's "Good Selling." This book is the best sales training manual available specifically for our industry.

Good Selling!  
The Green Sheet Staff

## Getting Started

I am an experienced bank rep researching which entities to partner with in the future, so I am not an official ISO yet. If you know of someone who could give me unbiased recommendations, that would be appreciated. Thank you.

Karen

Karen:

The ISO Forum is a networking space for ISOs. While no recommendation would be "unbiased," it would be based on personal experience. Many hundreds of Forum participants have received valuable information and support from others in the industry who are striving to build their business.

Our mission statement is to provide education, inspiration and actionable advice for ISOs selling payment-processing solutions. The entire backlist of The Green Sheet (published bimonthly) is available online at no charge. Additionally, our quarterly publication, GSQ, is now available online in PDF format. The GSQ provides our annual in-depth reports on bankcard acquiring, equipment and the ISO marketplace.

Both of these libraries can be searched with our "Fast Finder." You can search by company name, product, keyword, etc. to find the payment-processing articles you need. For instance: A search with the term "merchant portfolio" found 1,667 total matches in four seconds within 126 pages. Each of these pages is then listed with links to the original article, a "highlighted version" of the article containing the search terms in highlighted text, and a PDF version.

## From Paper to ACH

I first want to say I'm an avid reader of The Green Sheet. It's always very educational and informative.

I own a processing center that prints paper drafts for small businesses, and I'm also an agent that provides merchant card setup and electronic payment solutions. Here are my questions to you:

I want to upgrade from paper drafts to ACH processing to keep my company current with technology. What ACH software do you suggest that would facilitate this change? Whom would you recommend I talk to? I thank you in advance for your help and advice.

Teresa  
TNT Asset Resources APS

Teresa:

We went to Mike Gilchrist, Vice President, Western Payments Alliance for an answer to your question:

"To upgrade from paper checks to ACH processing, financial institutions need to implement new technology that can convert paper drafts into the appropriate ACH formats. This electronic file then can be processed through the Automated Clearing House, either by working directly with a major financial institution to originate these items or with a third-party processor. The Western Payments Alliance ([www.wespay.org](http://www.wespay.org)) can offer referrals to third-party providers of these services."

Good Selling!  
The Green Sheet Staff



**I believe the industry we have known for the past couple of decades is slowly being stood on its head, and a lot of folks aren't paying attention. Many of our industry observers are just plain wrong, in my view.**

**KNOWLEDGE from Page 1**

Fundamental precepts like interchange, revenue splits, processing costs, surcharging, monthly and transaction fees and other constructs previously hidden from salespeople were exposed to the sunlight. Many ISOs continue to resent me for having done this, but many of the portfolio-builders across America still thank me after all of these years.

The Green Sheet, to its significant credit, continues to be the honest broker of information to our industry, and I continue to be one of its biggest fans. I have read every single article and book that Paul Green has ever published, and that is saying a lot!

In the interest of continued full disclosure, I must say again that I come to this place and write this series of arti-

cles without an "open mind." There are a few writers in our industry who are independent and above the fray. I am not one of them. I am a writer who has been in the battle for many years and obviously cannot avoid being influenced by my experiences and self-interest.

With those caveats exposed, I begin this renewed series of articles with the same sense of excitement that I have been fortunate to experience several times in my career. For the past year, I have felt like a kid in a candy store – a kid who really, really loves candy!

Back in 1969, when the Bank of Illinois hired me to "get in the computer business," there were so many applications to develop that we couldn't possibly do all of the ones that we could justify. We chose automating our DDA system (going to daily interest and eliminating the passbook for savings accounts), payroll processing for bank commercial customers and telephone billing for America's remaining rural telephone companies.

We took a pass on becoming the Midwest processor for that newfangled BankAmericard that B of A was taking across the country, charging 3% discount fees to merchants! Decisions like this had to be made because the new IBM 360 family of computers opened so many new opportunities to cost-effectively automate the business world.

In 1979, when Radio Shack was rolling out 32K desktop computer systems for \$1,500, the opportunities to create small-business solutions were enormous. Some guys, like Bill Gates, did a lot better job of taking advantage of this opportunity than I did, but it was fun to be able to choose from so many alternatives to increase the productivity of American business. (Ever heard of the "Electric Pencil?")

Now as 2002 comes to a close, history is repeating itself. The payment industry is ripe for more innovation than it has ever seen. Just look at The Green Sheet every couple of weeks. The ideas and opportunities are just overwhelming. Yes, many of them are ill-conceived solutions looking for real merchant pain and don't make a lot of sense in the marketplace. But it has always been this way in the world of hardware and software product development. Today is no different.

I believe the industry we have known for the past couple of decades is slowly being stood on its head, and a lot of folks aren't paying attention. Many of our industry

## BARCLAY SQUARE LEASING, INC.

*Dedicated to Outstanding Customer Service*

*We make leasing easy!*

Providing:

- Incentives for New Vendors
- Personalized Service
- Competitive Rates
- Fast Turnaround

MICRO TICKET FINANCING FOR  
VENDORS OF ALL SIZES

*Barclay Square is your leasing solution!*

Call Us Toll Free:

**1 · 8 6 6 · 3 9 6 · 2 7 5 4**

# WANTED

THE BEST ISO'S IN THE INDUSTRY

# \$3000 SIGNING BONUS\*

LET IT BE KNOWN

## NORTH AMERICAN BANCARD

OFFERS A NEW ONLINE MERCHANT APPLICATION  
AS WELL AS FAXED APPLICATIONS AND LEASES,  
SUPERIOR SALES SUPPORT AND SAME DAY APPROVALS

★ WITH NAB YOU ALWAYS GET PROMPT PAYMENT  
OF ALL YOUR RESIDUALS! ★

**Get A \$3000\* Signing Bonus from North American Bancard**

Call **1-800-BANCARD** EXT.1015  
2 2 6 2 2 7 3

**NorthAmerican™**  
**BANCARD**

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

Some restrictions apply. Call for details.



**As has been true since John von Neumann constructed the first working, stored-program digital computer (in the basement of an Institute for Advanced Studies building on Olden Street in Princeton, N.J., in 1947), new tools placed into the hands of intelligent, motivated leaders can change the world!**

observers are just plain wrong, in my view, about such conventional notions as:

- The payment industry will be comprised of two or three players who will be left standing after "the consolidation."
- Processing is a commodity business, just like electricity or natural gas.
- Scale is the primary driver of profitability.
- Margin compression rules the day.
- The cost of entry into the acquiring business is prohibitive.
- Merchants won't buy new terminals because the old stuff still works.

As has been true since John von Neumann constructed the first working, stored-program digital computer (in the basement of an Institute for Advanced Studies building on Olden Street in

Princeton, N.J., in 1947), new tools placed into the hands of intelligent, motivated leaders can change the world! These new tools and capabilities already have arrived on today's scene. Here are 10 that get me excited:

1. Technology that allows for long-distance telephone calls to cost less than three cents a minute billed in one-second increments.
2. Cheap, multi-application POS devices with fast modems. A four-megabyte, multi-application POS device in which the processing power can be sliced into numerous integrated or independent applications now costs less than \$400!
3. Universal availability of debit cards to provide real solutions to the unbanked and financially challenged consumer with virtually no risk to the merchant.
4. Internet delivery of real-time transaction data on the fly.
5. Client/server authorization cen-



**ELECTRONIC EXCHANGE SYSTEMS**

**"Success Through Teamwork"**

***The EXS Advantage:***

*Rather than compete on price alone, EXS will show you how to improve your service levels and business practices to become a better and more profitable ISO*

- Complete Suite of Value-Added Products
- Increase Merchant Loyalty
- Reduce Customer Turnover Rates
- Founded in 1991
- MSP Buy Program
- ISO / Partnership Program
- Ongoing Training & Seminars
- 100% Vested Lifetime Residuals
- Dedicated Sales Support
- Same Day Approvals
- Faxed Applications

***Maximize your earning potential by partnering with EXS, a proven leader***

**CALL: (888) 949-2021 East Coast**

**CALL: (800) 949-2021 West Coast**

**[www.exsprocessing.com](http://www.exsprocessing.com)**

## Introducing the AmericaOne<sup>®</sup> Merchant Acquisition Program<sup>™</sup>

Traditionally, ISOs earn money by collecting their commissions in the form of monthly residual payments. Now, AmericaOne is changing the way you get paid, for the better, with an upfront cash option. Instead of waiting years for what you've earned today, AmericaOne pays you years' worth of your residuals in advance. Receive hundreds and thousands of dollars for each of your merchant contracts – instantly. No cash limitations. No liability. Best of all, with AmericaOne the choice is yours: upfront cash payment or monthly residuals, on a merchant-by-merchant basis. Call 1(888) 502-6374 or email us at [iso@americaoneps.com](mailto:iso@americaoneps.com) today to learn how you can earn instant cash, right now.

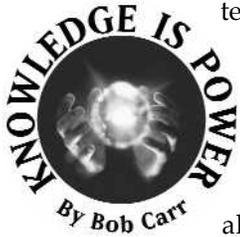


**WHY WAIT YEARS TO RECEIVE  
ALL YOUR RESIDUAL PAYMENTS...**

**WHEN YOU CAN HAVE IT ALL TODAY-  
PAID YEARS IN ADVANCE?**

**AmericaOne**<sup>®</sup>  
PAYMENT SYSTEMS

1(888) 502-6374 • email: [iso@americaoneps.com](mailto:iso@americaoneps.com) • [www.americaoneps.com](http://www.americaoneps.com)



ters that cost less than \$2 million.

6. Real-time file builds and download file maintenance systems.
7. Digital to voice to digital conversion of messaging.
8. Storage Area Networks that can store the equivalent of all the material in the Library of Congress for less than \$1 million.
9. Biometrics.
10. Smart cards.

These technologies are being rolled out today by nimble, technology-savvy companies in niche markets. Yet the majority of the 25-plus billion transactions processed in today's U.S. payment industry are authorized, captured and settled on systems designed in the 1980s and '90s.

Many of these old architectures are dressed up with GUI interfaces and pretty Internet delivery of reporting. Yet, fundamentally, they continue to be slow, asynchronous front ends and inefficient, labor-creating, BET table-driven back ends with software architecture designed before we ever heard of SANs and card-not-present interchange levels, not to mention the recent caving of the telecom industry's pricing models.

This series of articles will focus on updating the original

"Knowledge Is Power" series. It also will focus on defining the tectonic movements that I believe will fundamentally change the economics as well as the products and services offered by our industry before the end of this decade. This isn't going to be your grandfather's payment industry for very long. ■

*Bob Carr is the Founder, CEO and Chairman of Heartland Payment Systems, the nation's largest privately owned merchant acquirer and ninth largest overall, with annual revenues exceeding \$300,000,000. Heartland was recognized by INC Magazine as the 57th fastest-growing private company in America and is one of the 10 largest INC 500 companies. Bob was a Founder and Vice President from 1988 to '90 of the Bankcard Services Association, which has since become the ETA.*

*Before entering the bankcard industry in 1986, he developed computer software systems for unattended fuel pumps and created the first integrated accounting applications for PCs. He also started the computer department at the Bank of Illinois and served as the Director of the Computer Center and as a mathematics instructor for Parkland College. He earned degrees in mathematics and computer science from the University of Illinois in 1966 and 1967.*

*To learn more about Heartland, visit [www.hpsteammates.com](http://www.hpsteammates.com) or [www.heartlandpaymentsystems.com](http://www.heartlandpaymentsystems.com), or send an e-mail to Bob at [Bob.Carr@e-hps.com](mailto:Bob.Carr@e-hps.com).*

## HISTORY KEEPS REPEATING ITSELF

You Do All The Work...



...But The Big Boys

Sail Away With Your Profits



### LET US BE YOUR PARTNER

- Revolutionary Structure!
- Income From All P.O.S. Transactions, Even Cash!
- Unique Profit Improvement Program For Your Merchants!
- Complete Package: Leasing, Internet, Gift/Loyalty Cards, Etc!
- Don't Miss the Boat With Them... Call Us and Ask what We Can Do for You!

1-866-230-6300

CoCard Marketing Group, LLC

Registered ISO/MSP of National City Bank of KY

# Vital Merchant Services<sup>SM</sup>

## An inventory of successful solutions.

### CAPABILITIES INCLUDE:

- POS Equipment & Supplies
- Deployment
- Merchant Training
- Repair & Replacement
- Web-based Order Entry via VitalSync
- Just-in-Time Inventory Management

### QUALITY EQUIPMENT FROM:

- VeriFone
- Hypercom
- Lipman
- Thales
- Ingenico
- RDM
- MagTek

From POS equipment supplies and deployment to on-line order management, Vital has what it takes to keep business moving. Our responsive support team can get your merchants what they need, when they need it. To find out more about Vital Merchant Services, call 800-348-1700.





## Released Documents Tell of Fight against Online Debit, 'War' against Regional Rivals

**T**he numbers give an inkling of the scope: One class-action suit. Two credit card issuers. More than 10 years. Thousands of pages of documents. Four million retailers. \$13 billion in potential damages. Millions of consumers with debit cards.

Documents unsealed and released in the antitrust suit brought by retailers against Visa USA and MasterCard International, Inc. allege the two card issuers spent more than a decade discouraging competition and driving up costs to merchants.

The documents seem to support what participants, led by Wal-Mart and including most of the retailers in the U.S., allege in the suit. According to the documents, both credit/debit giants used a variety of tactics to undercut rival

**The documents seem to support what participants, led by Wal-Mart and including most of the retailers in the U.S., allege in the suit. According to the documents, both credit/debit giants used a variety of tactics to undercut rival card issuers and undermine alternative forms of payment to ensure market dominance.**

card issuers and undermine alternative forms of payment to ensure market dominance. These tactics included throwing their considerable market weight around, making big cash payments, some in the tens of millions of dollars, to banks for curtailing business with regional networks and slowing the distribution of PIN pads to merchants.

As consumers increasingly have used debit cards to make purchases, documents show Visa and MasterCard set out to force merchants into accepting signature-based offline debit cards, which result in higher transaction fees than online PIN-based cards. One internal Visa memo says, "Visa would like to see online disappear. Much bigger threat than AmEx." Another Visa strategy document from 1997 said, "It's time to declare war" on regional debit rivals; still another lists "Visa objectives" including "Prevent consolidation of debit business [and] block or disrupt formation of super-regional networks that may undercut Visa's brand dominance."

According to the documents, other card companies and merchants weren't the only targets. The documents allege the two card issuers also intentionally exploited consumer confusion about the branded debit cards and encouraged them to use signatures for transaction authorizations when using them.

Originally filed six years ago in U.S. District Court in Brooklyn, the suit was approved for class-action status by the Supreme Court in June 2002. The suit seeks an injunction against Visa and MasterCard to prohibit them from engaging in alleged antitrust violations as well as recovery of triple damages for the alleged excess fees paid on credit and debit transactions, which could total \$13 billion. The trial is set to begin in April 2003.

The class includes any business that accepted Visa- or MasterCard-branded cards from October 1992 to the present. Retailers who wished to opt out of participation had until midnight Nov. 14, 2002 to request in writing removal from the class. 

**REPAIR / REFURBISHING**  
**NEW / REFURBISHED EQUIPMENT SALES**  
**ONLINE DEPLOYMENT SERVICES**  
**ENCRYPTION**

**MERCHANT NEEDS**

**P.O.S. DEPOT**  
**We Can Help You Hit Your Mark**  
**877-888-7374**  
 View our specials at: [www.jrposdepot.com](http://www.jrposdepot.com)

# Wishing you a prosperous New Year.



At Bridgeview, we're  
looking forward to a  
year filled with  
unparalleled profit  
potential.

Give us a call to  
see what lucrative  
ISO/Agent packages  
we can offer you.

***Bridgeview***  
payment solutions

Your Bridge to Better Merchant Processing

Bridgeview Payment Solutions is a wholly owned  
subsidiary of Bridgeview Bank and Trust.

710 Quail Ridge Drive  
Westmont, IL 60559  
630.321.0117  
888-DO APPLY  
[www.bridgeviewbank.com](http://www.bridgeviewbank.com)



## NACHA's Project is a Dubious Action Plan

By Patti Murphy

**C**redit cards are the most popular form of payment for Web purchases. Depending on who's doing the guesstimating, 80-90% of online purchases (certainly all consumer-initiated Internet sales) are completed by credit card. It's a situation based largely on perception: Consumers perceive credit cards as relatively risk free because of the liability limits for fraudulent or disputed transactions. Merchants buy into it because credit cards enjoy mass consumer appeal.

Now, two years into the era of the post-Internet bubble, NACHA has a plan for a new Internet payment, a transaction it calls ACTION. It seems to me this plan is too little too late to have broad-based appeal, and from the con-

versations I've had with others, I don't think alone.

Project ACTION (for ACH Credits Initiated Online) was launched by NACHA in the spring of 2001, when the Internet bubble already was a bit frayed around the edges, to carve a place for the ACH in the Internet payments space.

Nearly a year and a half later, I had practically forgotten the project existed until I received a press release this fall announcing that NACHA's board of directors (all representatives of banks and bank associations) had approved a "proof of concept" phase for the project. Translation: NACHA is building a prototype Internet payment system that uses the ACH in lieu of card-based accounts.

NACHA says it will form a limited liability company to build ACTION and recruit financial institutions as owners of the corporation.

I don't get it. The hold banks have on the payments space these days is tenuous at best.

Why would bankers want to further fragment the market by creating a new payment system?

NACHA offers several reasons, but none is too convincing. Consumers and businesses want more privacy and security when buying online, and banks are a trusted party, explains NACHA. Businesses would benefit from real-time payment guarantees; ACH credits are irrevocable and generally settle in a day or two. And banks would get to tap into a new source of interchange and related revenues, which could total \$1 billion the fifth year out, by NACHA's reckoning.

"ACTION puts the financial institution's brand at the center of its customers' e-commerce transactions and is a new income opportunity for depository financial institutions

w e e p



## You did it again?

You chose the wrong acquirer. Again. It's easy to do. We all look and sound the same. But then you get to know us. And you see the things that really make a difference. And you cry.

It's OK. Now you never have to make the wrong choice again.

Because there really is a difference. For instance: most acquirers offer some kind of on-line management tools. But only Cynergy offers VIMAS, a complete back-office system that provides real-time power you won't find anywhere else. Run residual reports for your reps. Have complete, up-to-the-minute merchant information at your fingertips. View transactions sorted by volume, by sales rep, by merchant— even disputed transactions.

In other words, have your own hi-tech, fully-automated back office. See the difference? Cynergy Data does more than service your business. We make you part of our business. With all the tools and support you need to succeed.

So stop crying. Stop choosing the wrong acquirer. Call Danielle Vaughn at 1-800-933-0064 Ext. 5710 and make your next acquirer your last acquirer.

**cynergy** data  
Your Last Acquirer

Credit • Debit • EBT & Gift Card Processing • Check Conversion • E-Commerce • In-House Leasing  
[www.cynergydata.com](http://www.cynergydata.com)



of any type and size," says Charles Bretz, the Compass Bank Senior Vice President who chaired the first phase of Project ACTION.

What differentiates ACTION from other payment models, NACHA explains, is that buyers using this option on the Internet would initiate payment via their own financial institution – it's called a "credit-push" payment model. Consumers choosing ACTION instead of a credit card button at an Internet checkout select their financial institution from a drop-down menu that links them to the financial institution's Web site.

The financial institution then authenticates the buyer and asks to confirm the payment amount. Once the amount is confirmed, the financial institution sends a guaranteed ACH credit payment to the seller's bank along with notification to the seller that the payment is forthcoming.

In theory, it sounds logical. Just about every financial institution in the country is linked to the ACH, so it shouldn't be difficult routing payments. Trouble is, participation in ACTION is voluntary, so there's no guarantee that online buyers selecting this payment option will be able to find their bank on the drop-down menu.

There always will be at least some banks that choose not to participate in ACTION, for whatever reasons. So if NACHA and its bank sponsors were to pursue this course, it could be perceived as an effort to bias consumers toward dealing with an "elite" set of banks. And what if all banks were to participate? Well, considering the thousands of financial institutions that serve folks in this country, buyers might be overwhelmed by the selection process.

More to the point, though, ACH payments have a rather limited adoption curve (remember e-checks?), and the NACHA rulemaking process poses huge obstacles to reversing that trend.

It's been five years since Internet storefronts began converting in-store shoppers to online buyers, and credit cards have made significant inroads during those years despite some security and privacy compromises. For NACHA to come along now with a new option seems an unnecessary duplication of industry resources.

Folks I've talked with who have looked at the Project ACTION business case estimate it will take at least five years before anyone sees a dime of revenues from the project, and that's under the best of circumstances. In

## Advanced Payment Services

We guarantee this is  
the best ISO/MSP Program

**1.49% Buy Rate 100% above  
9 1/2c + Interchange 100% above  
\$4.50 Statement fee 100% above  
Faxed Applications Accepted**

**Same day live merchant numbers**

**No Application Fee**

**No minimum monthly fees**

**No liability**

**Diners Club commissions \$25**

**Amex commissions \$25**

**Lease rates as low as 0.029**

- .Lifetime vested residuals*
- .Liberal underwriting*
- .Over 100 types of businesses  
automatic approval*
- .Guaranteed residuals*
- .One application for all*
- .Daily detailed status reports*
- .24/7 Live Customer Service*
- .Free start up kits*
- .No annual fees*
- .No batch fees*
- .Support 98% of terminals*
- .Loyalty card program*
- .Residual Buyout Program*

THIS PROGRAM IS FOR ALL ISO/MSP REGARDLESS OF SIZE.

CALL 1-800-414-4286 X102 OR EMAIL AGENTINFO@ADVANCEDPAYMENTS.NET



## Success could be just a phone call away

If you're ready to take control of your future, start thinking about CrossCheck. It's an easy call. The advantages to selling our check services are many:

- **Life-time residuals**
- **Private-label opportunities**
- **Equity-sharing partnership programs**
- **Internet, phone/fax and conversion programs with guarantee**
- **Free training, leads and supplies**

We offer it all and we don't compete with you by selling equipment or card services. Never have, never will. So make the call, check us out and take a step towards success. It could be that simple.



**CrossCheck**  
800-654-2365  
partners@cross-check.com  
www.cross-check.com



today's market, with companies under pressure to produce nearly instantaneous revenue streams, five years is simply too long to wait for a new trickle of fee income, especially if there's an upfront investment required.

According to published reports, the cost of rolling out Project ACTION could total \$8 million. That, of course, doesn't include costs associated with reengineering, product development, training, etc. that would be necessary on the individual participating-bank level.

Don't get me wrong; it's not that I don't think there's a place for ACH payments on the Internet. I just don't think banks should squander capital on yet another Internet payment system that competes with payment systems they already operate, such as the debit and credit card systems.

I also find it curious that the Federal Reserve is not involved in Project ACTION. While NACHA has done much to promote and expand the ACH, the fact is that the ACH would not be what it is today – a payment system handling billions of consumer and business transactions a year – had the Fed not spent decades subsidizing it with low-cost processing services.

Bankers like to make a lot of noise about getting the Fed

out of the business of competing for payments, but the plain fact is that had the Fed not subsidized it for all those years, the ACH might never have evolved to the point it's at now – a payment system that handles in excess of 6 billion electronic transactions a year.

If it's more privacy and security that banks (and their customers) are looking for in Internet payments, they should take a look at what SVPCo is doing through its Electronic Payments Network (EPN) operation. SVPCo is a bank-owned company with ties to the New York Clearing House. EPN processes ACH transactions in competition with the Fed and handles roughly one out of every three ACH transactions in the country.

Earlier this year, EPN rolled out a program called UPIC (for universal payment identification code). UPICs, assigned to e-commerce participants by their banks, function like a check-routing and transit number (masking confidential account numbers) and accompany payment instructions as they are routed over the Internet.

This is certainly much more logical than creating a new payment product from scratch. 

---

*Patti Murphy is Contributing Editor of The Green Sheet and President of The Takoma Group. She can be reached at [patti@greensheet.com](mailto:patti@greensheet.com)*

**Easy Guarantees.  
Easy Conversions.  
Easy Approvals.  
Easy Residuals.  
Easy Decision.**



EZCheck makes everything about Check Conversion and Check Guarantee services easy. In fact with all we have to offer, even the decision to join is easy. Partner with us now and you'll enjoy some of the best advantages in the industry.

- **Lifetime residual income**
- **\$50 bonus per sale**
- **Faxed applications accepted**
- **Merchant approvals and downloads within 24 hours**
- **Compatible with most equipment and platforms**
- **No hidden fees**
- **No surprises (no kidding)**

We've even made getting started easy. Just call **1-800-797-5302 ext. 303 or 313**. Or email [michaels@EZChk.com](mailto:michaels@EZChk.com).

# Align your future with the leader in payment processing



LEADERSHIP



PROFITABILITY



CHOICE



PARTNERSHIP



SATISFACTION



## Merchant Services

First Data provides ISOs with state-of-the-art tools to help attract and retain profitable merchant accounts. We have the world-class products and services, competitive pricing and superior customer support that you need to help maximize your profitability and satisfy your customers.

- ▶ State-of-the-art technologies that let you offer unique and branded payment products
- ▶ Turn-key account set-up, underwriting, risk management and customer service that let you streamline back-office operations
- ▶ Wide range of choice for your customers, including an extensive selection of terminals, front-end solutions and payment methods
- ▶ Expert support and service that lets you build your business hassle-free
- ▶ Comprehensive merchant services that exceed your customers' expectations

For more information about the First Data ISO Program, contact us today at 866-FDMS-ISO or visit us on the web at [www.fdms.com/ISO/program](http://www.fdms.com/ISO/program).

***Building business, every hour, every day.***



# WHITE PAPER

## Wireless and Mobile Sales Force Solutions

**Author:** Aether Systems, Inc.  
**Date:** January 2002  
**Size:** 8 pages  
**Relevance Rating:** Medium-high  
**Web Address:** [www.aethersystems.com/webfiles/aboutaether/whitepapers](http://www.aethersystems.com/webfiles/aboutaether/whitepapers)

By Eric Thomson

### Executive Summary

Sales Force Automation (SFA) is the process of increasing the effectiveness of one's sales force through technology. This is a topic to which more and more ISO organizations are going to be giving serious consideration as they face automated competitors better able to explain the more complex payment and non-payment services, deliver personalized quotes and instantaneously close sales.

This white paper describes how mobile and wireless solutions developed by firms like Aether serve to create sustainable competitive advantages – advantages created for sales associates who are better prepared to educate merchants and answer questions, verify inventory, commit to delivery and close business on the spot.

This document details how direct-sales companies are justifying Sales Force Automation from a combination of sources:

- **Quicker sales cycles by:**
  - > Referring phone-in prospect leads directly to local field-sales associates.
  - > Demonstrating real-time services such as Electronic Receipt Capture.
  - > Delivering customer credit information to the fingertips of a salesperson.
  - > Showing consistency in promotion and merchandising campaigns.
- **Reducing the cost of the sale by:**
  - > Eliminating unnecessary paperwork via electronic forms.
  - > Lowering inventory costs.
  - > Making fewer calls to close a sale based upon access to information needed to overcome objections.
  - > Using electronic order entry and fulfillment track-

ing to reduce back-end costs.

- **Higher customer loyalty driven by:**
  - > Enhanced product knowledge.
  - > Improved response time.
  - > Faster delivery and installation times.
  - > Improved cash flow and reduced credit risks by supplying current billing data.
- **Productivity gains:** more sales from a smaller sales force.

We all are reminded daily of examples of how companies are using wireless technology to deliver their products and services. FedEx and UPS rely on wireless for shipment tracking and delivery confirmation. A growing number of small businesses rely on eBay to find buyers and provide access to bidding, searching and auction updates using cell phones and wireless devices.

In our digital economy, it has become table stakes for successful sales organizations to use information intelligently and manage sales-force communications effectively. Aether starts this document by citing a Gartner Study that lists the technologies typically making up an SFA solution: laptop computers, personal digital assistants (PDAs), ease-of-use access to contact databases, interactive-selling software applications and secure wireless hosting services.

While there is a clear upside to the use of wireless, there also are widespread barriers to its adoption. Cell phones and handheld PDAs are very different devices than laptop computers, both in terms of functionality and cost. Handheld devices have small monochrome displays, tiny keyboards and very limited capacity for software or multimedia.

A sales force requires constant communications with the home office for sales leads, contact information, invoicing, inventory tracking and order fulfillment. Typically, this is accomplished by cell phone or through a connected laptop, and both methods have their disadvantages. Cell phones have been practical for only voice communications, and laptops must physically be connected to the Internet through corporate dialup.

During the past few years, experimentation has been going on to create devices tailored to different applica-

**Sign On. Cash In. Make More.**

A bonus of  
**\$2,500**  
makes us a smart call!

With a...

- \$2,500 Sign-On Bonus
- 9.5¢ Transaction Fee 100% above
- 1.519% Discount Rate 100% above
- 3 Hour Live Merchant Numbers (MSI's Insta-App)
- .0295 Leasing Factor (No first & Last Available)

... MSI has your numbers!

Once again, MSI tilts the scale in your favor with an unprecedented new offer. Join our new PowerAgent Program and earn more than ever before – starting with a \$2,500 sign on bonus.

MSI's PowerAgent Program is packed with powerful agent incentives. MSI provides a caliber of service and support, which is second to none!

So, partner with MSI today, the team that always excels in producing... bigger profits for you.



Merchant Services, Inc.

**Become an MSI PowerAgent Today!**

Call 1-800-CARDSWIPE ext. 7936 or visit [www.gotomsi.com](http://www.gotomsi.com)



tions, and SFA has gotten a large portion of those R&D dollars. Revenue-driven events take precedence over any other processes, and the ability to make the right sales decisions quickly can determine the success or failure of a business. Integrated solutions are now coming to serve this market in the form of user-friendly Internet-capable offerings on smart phones and Palm computers.

The Aether white paper provides a high-level overview of the various software packages being deployed as SFA becomes a mainstream application: contact management for targeted prospects, account management for protecting client relationships, forecasting and pipeline management, sales-campaign management, product-information databases, service-request history and integration tools to legacy accounting/inventory systems.

The remainder of this report contains sections on how wireless solutions can be exploited for sales force process improvement.

**Customer Communications:** Wireless Web access to central client contact information can offer salespeople advantages such as:

- Arriving at a sales call on time by accessing address and direction information.
- Personalizing interaction through detailed historical contact history.

- Up-selling and cross-selling through business needs real-time analysis.
- Understanding current developments through installation and service status alerts.

**Product Information:** The complexity and expanded range of ISO products continues to increase. The training and access to product handouts is reaching overload conditions that realistically can be addressed only by real-time access to electronic product information. Beyond this fact of life, the white paper also describes how product information can serve to facilitate:

- Referencing customer-specific price and order lists.
- Accessing configuration systems to assemble components, pricing and finance options.
- Retrieving up-to-date promotional and discount information.

**Product Availability/Order Fulfillment:** Understanding which services are appropriate or available to individual retailers based upon their transaction volume, credit rating or operational characteristics can be more than a competitive advantage. Having point-of-need access to information for screening retailer criteria during a sales meeting will translate directly into improved credibility and customer loyalty.

In addition to ensuring that the service/lease contract is



# Mobility

## The PP-50MS Portable Thermal Printer

Use the PP-50MS to turn your PDA into a complete portable POS terminal solution offering the following features:

- Magnetic Card Reader (MCR)
- Internal rechargeable battery
- Compatible with popular PDA's
- Easy paper loading
- Uses standard width paper (58mm)
- Integration software support available

The PP-50MS is an economical & flexible alternative to traditional POS terminals.

*\*PDAnot included*



**INFINITE PERIPHERALS**  
PROVIDER OF CUSTOM RECEIPT PRINTING SOLUTIONS

888.624.9574    www.ipcprint.com    sales@ipcprint.com  
ATLANTA • CHICAGO • DALLAS • LOS ANGELES • NEW YORK

GOOD THINGS COME IN THREES.

TRIAD<sup>SM</sup>

**INTRODUCING TRIAD<sup>SM</sup>  
THE NEW 3-TIERED PROCESS THAT  
CAN HANDLE ANY SIZE ACCOUNT.**

Pyramids have always been a symbol of power and wealth. That continues today with Triad, the new three-tiered approval process from MCCS<sup>SM</sup>

With Triad, MCCS can handle any size of account with ease—whether you call on small, medium or even large, big-ticket accounts. Which means you now have one, convenient source for all your sales. So you can take on more business than ever before.

The Triad process uses customized, customer-specific data to provide a highly effective new system for merchant approvals. Combine that with guaranteed residual income and the unsurpassed service that MCCS is known for, and you have a powerful combination for growing a strong portfolio of profitable customers.

For years, MCCS has been a recognized industry leader, with over \$2.4 billion in annual transactions. And now, with our new Triad system, we can offer you even more ways to grow your business.

To discover the power and wealth of the pyramid, you don't have to go to Egypt. Just call 1-866-826-MCCS (1-866-826-6227) or email [info@mccs-corp.com](mailto:info@mccs-corp.com) and ask about the new Triad.

Then watch good things begin to happen.

Wholly-Owned Subsidiary of Woodforest Bancshares, Inc. © 2002 Merchants' Choice Card Services, Inc. All Rights Reserved.

**MCCS**<sup>SM</sup>  
MERCHANTS' CHOICE CARD SERVICES



right for the customer, wireless tools enable the sales associate to place the order immediately and start the build, ship and billing processes.

The white paper closes with a brief overview of the technologies and services companies needed to define a wireless SFA solution appropriate to them. Aether puts forth the following questions for company officials to ask themselves as they seek a solution:

- Which device do I use and what should the interface look like?
- What is the best way for mapping the device database to my enterprise applications?
- What are the database-synchronization options, and how do I make the optimal choice?
- How do I implement the wireless component of the solution?
- What are the criteria for selecting a wireless carrier?
- How do I ensure security of my data?
- How do I use data compression as a means for reducing operating costs?
- How do I manage mobile and wireless devices and application upgrades? ■

### Web Sites for More Information

[www.blackberry.net/select/roi/ROI\\_report\\_BlackBerry.pdf](http://www.blackberry.net/select/roi/ROI_report_BlackBerry.pdf)

Blackberry is a powerful PDA solution provider, and this document

focuses upon ROI justification for wireless deployments.

[www.palm.com/enterprise/deploymobileforce.html](http://www.palm.com/enterprise/deploymobileforce.html)

Palm has a site dedicated to sales-force automation, including a few excellent white papers.

[www.sprint.com/whitepapers/index.html?refurl=cio\\_txtlink](http://www.sprint.com/whitepapers/index.html?refurl=cio_txtlink)

Sprint is another national wireless processor that has recognized the importance of SFA.

[www.participate.com/research/whitepapers.asp](http://www.participate.com/research/whitepapers.asp)

This is an SFA research and solution provider with an excellent set of white papers on the power of integrating the correct information to the sales process. Definitely a high-end offering.

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

An example of how quickly and low cost the deployment of SFA can be for those of you who want to get started and then refine later.

[www.infoworld.com/articles/se/xml/02/02/04/020204sesalesnet.xml](http://www.infoworld.com/articles/se/xml/02/02/04/020204sesalesnet.xml)

An interesting article on a successful SFA case study.

*Eric Thomson is Executive Vice President of Profit Source Advisors. He can be reached at [etprosc@attbi.com](mailto:etprosc@attbi.com).*

# THE PCCHARGE ALLIANCE!

## VERSATILE! POWERFUL! SECURE!

Form a partnership with GO Software and forge a new value proposition for your merchants. GO Software has software solutions that will process credit, debit, check, loyalty, and gift card transactions for both Card Present and Card Absent environments. Our products will help you deliver speed and efficiency, and will also help to keep your merchants ahead of the ever-rising technology curve. Our software won't become obsolete like credit card terminals! Call GO Software to become a Reseller Partner today 1-800-725-9264.

**Made in the USA!**

**GO software**  
an ROI company

PCCharge Express  
PCCharge Pro  
PCCharge Debit

# YOU WANT TO BELIEVE.

**WARNING**  
Top Secret Contract Area  
Use of deceptive pricing authorized.

**AREA 51**

**Restricted Terms**  
It is unlawful to look at the fine print or any contract terms if not on the Planet Mars.  
(California, Malibu-Kennedy Act of 1987, 49 U.S.C. 5102)

While on this installation all personnel and the property under their control are subject to preverification and theft.

**Photography Prohibited**  
It is unlawful to make any photograph, film, sketch, drawing, graphic representation of any paperwork, price or equipment at or flying over this installation as they are out of this world.  
(See Title 18, Chapter 1, Kennedy Act of 1987, 49 U.S.C. 7102)

Use of deceptive pricing authorized.

The lure of a low price is powerful. Painful, if it turns out to be a hoax. Don't be fooled by UFO's, (Unidentified Fees & Offers!) Our successful 12 year track record of providing quality solutions and predictable results for our merchants, agents and ISO's will work for you as well.

The truth IS out there. You just have to know where to find it! Call today and allow us to give you all the Earthly details.

**FREE CREDIT CARD PROCESSING\***  
Area 51 • 1987 Subcontractor Act  
Kutaly, Please stay!  
A. Lee 20th  
Attention To The Court (Planet)



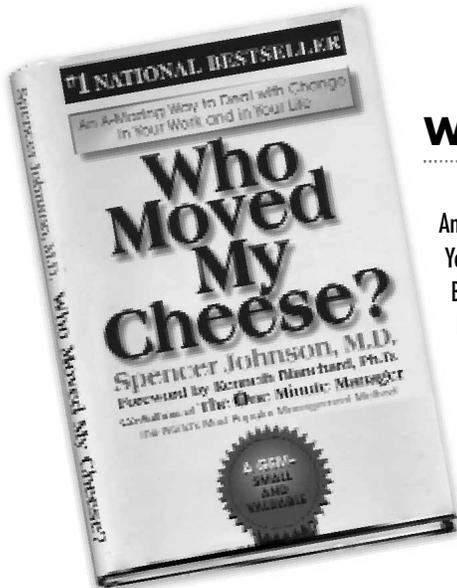
**1-866-GO4-FAPS**  
(1-866-464-3277)

\*Free processing only available on the Planet Mars. (Where Martians live.)



## ▶▶ BOOK REVIEW

# Embracing Change in Your Work and in Your Life



### Who Moved My Cheese?

An A-Mazing Way to Deal with Change in  
Your Work and in Your Life  
By Spencer Johnson, M.D.  
Putnam Publishing Group, New York, 1998  
ISBN: 0399144463  
94 pages  
Price: \$11.97

you look for what you want – a business or organization, your family or community.

"Who Moved My Cheese?" presents different ways in which the characters handle the dilemma of finding new cheese. The mice are simple and efficient; they don't overanalyze the situation. They simply head off into the maze to find new cheese. The littlepeople are not so quick to respond. Haw takes many, many days to work up the courage to head out into the maze, and Hem chooses to stay behind, hoping the cheese reappears.

While hunting for new cheese in the maze, Haw has several moments of insight, such as "the more important your cheese is to you, the more you want to hold onto it," and "movement in a new direction helps you find new cheese." Haw also learns that "the quicker you let go of the old cheese, the sooner you find the new cheese" and "when you move beyond your fear, you feel free."

Along the way, Haw pauses to record his knowledge on the walls of the maze, which becomes literally *The Handwriting on the Wall*. Haw hopes Hem and others will benefit from what he has learned. He believes that once Hem realizes the old cheese isn't coming back, he will venture into the maze and use Haw's words to lead him to the new cheese.

As a reader in search of cheese, you also might benefit from Haw's *Handwriting on the Wall*, by applying it to either your work or personal life.

For example, if you are an ISO, you know that change is a given in the payment industry. With mergers and acquisitions and the frequent introduction of new products and services and new competitors, you must be always on alert. If someone takes your cheese away, it's up to you whether you are willing and able to move with the cheese and enjoy it!

For more information about "Who Moved My Cheese?" and Dr. Spencer Johnson, visit the Web site, [www.whomovedmycheese.com](http://www.whomovedmycheese.com), or phone 1-800-851-9311.

**W**e've all heard the saying, "the only thing constant is change." Change may be persistent, but it isn't always welcome. When we're content with various aspects of our work and our lives and change occurs unexpectedly in one of these areas, we may find ourselves unprepared, even thwarted.

Dr. Spencer Johnson, in his best-selling book, "Who Moved My Cheese?", uses a simple allegory to present an effective solution for embracing, adapting to and even enjoying change.

The story of "Who Moved My Cheese?" is set in a maze and depicts the lives of four small beings dealing with unexpected change: Sniff and Scurry, two mice, and Hem and Haw, two "littlepeople." The group shares a great supply of delicious cheese located in a special place in the maze. But then one day the cheese disappears, and the characters are left to find new cheese or starve.

The cheese in the story is a metaphor for what you want in life – perhaps a good job or successful business, money, a loving relationship, a certain possession, health, or spiritual peace of mind. The maze represents the place where



# We have a mountain of Benjamin's waiting for you!

How many programs have you tried without making money?

Isn't it time to switch to the only "true cost" program and start building your future and residuals?

PartnerAmerica offers a variety of payment solutions for all merchants.

Let us make dollars and sense out of your ISO program.

Partnership has its advantages, profit from the experience.



**Interchange + 9 Cents per Transaction**

**\$2.00 Statement Fees**

**100% Vested Lifetime Residuals**

24/7 Customer and Technical Support

No Risk, No Restrictions, No Minimums

Internet Gateways & Wireless Solutions

Online Instant Merchant Approvals

Debit, EBT, Check Processing

Gift and Loyalty Cards

Direct Leasing Agent

No Upfront Fees

**Start your partnership today.**



1-800-366-1388 Ext. 0

[www.Partner-America.com](http://www.Partner-America.com)



innovation. results. leadership.

# T7Plus

Simple, convenient, reliable.

Get the next generation of a Hypercom classic.

- ☑ Better Design
  - Small footprint
  - Easy-to-read, LCD backlit display
  - Improved keyboard layout
- ☑ Improved Printer
  - No paper jams, easy to load
  - Thermal printer, no ribbons required
  - Large, easy-to-load paper rolls



Available through:



1.800.827.8297



1.800.686.1999



get there: [www.hypercom.com](http://www.hypercom.com)



# COMPANY PROFILE ◀ ◀ ◀



## Yaga, Inc.

---

**ISO contact:**

Walter Nirenberg  
Phone: 415-901-7305  
E-mail: walter@yaga.com

**Company address:**

114 Sansome Street, 6th Floor  
San Francisco, CA 94104  
Phone: 415-901-7300  
Fax: 415-901-1586  
Web site: www.yaga.com

**ISO benefits:**

- Comprehensive suite of e-commerce payment solutions.
- Enables merchants to accept small payments that previously haven't been available and works within system to aggregate those payments.
- Inexpensive, with fast turnaround time.
- Yaga Access is ideal for ISO channel because it is designed for small merchants.
- Offers high level of content security.

## Making e-Content and e-Commerce Pay

**I**n the Hindu language, "yaga" means moving from the physical to the spiritual. In the payment-processing language, Yaga means a new opportunity for advanced payment services. Formed in 2000 by two established entrepreneurs, Chris Kitze and Vijay Vaidyanathan, Yaga, Inc. was created as a digital marketplace, sort of an eBay for digital content.

They started out in a small office with personal funding and focused on mainstream industries such as publishing, music, video and software. They quickly discovered that the potential for success was in payments and brought in outside investors and major talent – the talent being veteran payment-processing leader Steve Elefant.

"When I came in as an advisor in January 2002, the philosophy of Yaga changed," says Elefant, now President of Yaga. "They had put together a tool for digital, but it was not being used to its best application. The marketplace has changed, and Yaga needed to become a payments company. I started full time in April, and the company has been reinvented since then. I've taken it in a different direction."

That direction is a comprehensive suite of payment solutions, including content access control, digital rights management, payment and accounting services, billing services and selling plans, account management and reporting, and file delivery and hosting.

Recognizing the emerging need for cost-effective and flexible management of online business transactions, Yaga offers advanced ASP and enterprise payment platforms to businesses eager to cash in on e-commerce revenue. To date, Yaga's technology has processed more than 50 million transactions across 11 million accounts.

"In reality, there are no other companies who provide ASP solutions for managing and delivering content for transactions at an affordable price," says Elefant. "Their seven-figure solutions take months to put together. Our solution is much less expensive and takes a lot less time. The economy is tight and expenditures are being cut back. We are finding we are in the right place at the right time with the right solution."

Customers are finding Yaga as well. In a recent bake-off with 12 other providers, including VeriSign and PayPal, Yaga was selected to provide Time.com with payment services. Elefant attributes that coup to the quality and uniqueness of Yaga's offerings.

Yaga Access and Yaga Access Plus are the flagship products. Yaga Access is designed for smaller merchants. A self-service product, Yaga Access supports basic Web subscriptions with solid security. Yaga Plus goes to the next level for larger merchants who require digital rights management, royalty accounting, tracking and related wireless solutions. It also provides for micropay-



ments, an area to which Yaga pays particular attention.

"The market is changing from formerly free models to small fees," says Elefant. "Yahoo is now charging, and advertising alone is not enough to support online digital merchants who want to expand revenue and offer premium content. Micropayments come into play. Merchants can now accept small payments that haven't been available before us. Companies have tried before by creating their own currency and going around credit card systems. We are not upsetting that system. We are working within it."

Yaga works within the system by offering aggregation of micropayments. Small transactions are stored in the Yaga system, and when the total gets to a certain dollar amount the system will initiate authorization, thus saving fees. Yaga believes this is a much more economical way to do business. That same system also supports stored value.

According to Elefant, several dozen merchants already are taking advantage of this economic opportunity, with 150 in the pipeline ready to save fees and increase revenue. Yaga boasts that the transition is relatively painless. There are no special hardware requirements or additional equipment needs on the part of the merchant. Yaga's software purports to easily integrate with all existing platforms.

The cost and turnaround time for Yaga's product is equally appealing. "Access is meant to be inexpensive," says Elefant. "The cost ranges from \$19.90 to \$199.95 based on transaction volume. Plus is still relatively inexpensive with a \$5,000 setup fee and percentage of transactions, which is considerably less than enterprise solutions. Depending on the sophistication of larger merchants, it could take a few days to a few weeks, and we assist in the deployment. Access can be deployed in minutes."

Elefant says there is as much appeal for the ISO community as there is for the merchant marketplace.

"The ISO community is very important to us. We created the Access product for the ISO channel since they tend to deal with smaller merchants. We sell the service to the ISO at a discount, so it makes money like on a terminal. They have additional revenue coming in from merchants using Yaga solutions. We give the ISOs another arrow for their quiver."

According to Elefant, a couple dozen leading ISOs are in the process of ramping up and expanding their arsenal with Yaga. "We are the leading edge, but it takes education and training on our part to show them it can be valuable," says Elefant. "They've not been in this marketplace before, but the reaction has been very positive. We're looking for companies that can be open to new products, new ideas and have an effective sales force. The only prerequisite is that they need to be working with merchants with digital content."

Under Elefant's guidance, when it comes to optimizing its sales, it would appear Yaga's strategy is working. "Qpass was in this space but did not work with the ISO community at all in setting up merchant accounts," says Elefant. "We felt very strongly that was one of the mistakes made. Our key focus from the beginning is to work with ISOs, not against them."

Yaga already has partnered with Payment Processing, TransPay Processing and Electronic Merchant Services, to name three independent sales organizations. They share a commonality in their opinion of this unique solutions provider.

A self-proclaimed "larger but under the radar ISO" based in Fremont, Calif., Payment Processing selected Yaga because it is "the only micropayment product we looked at that works and works well," says Chuck Smith, President of Payment Processing. "It's a good product. Their leadership with Steve is also good, and CEO Chris Kitze knows what he's doing as well. We don't just look at the product. We look at leadership and financial stability. We want to make sure our partners are going to be there."

Smith adds, "It's working great. We have a unique business model and approach. We see application for Yaga in a number of those approaches. It's not for everything we

**Improve Your Quality of Sales  
Eliminate Bad Sales  
Increase Charge Volumes  
Maximize Profitability**

**TELEVERIFY, L.L.C.**

**Sales Finalization Process Includes:**

- ✓ **Promote Usage**
- ✓ **Conduct Risk Management Checks**
- ✓ **Cross-Sell Other Products and Services**
- ✓ **100% Digital Voice Recording**
- ✓ **Identify and Eliminate Bad Sales**

**We Also Do Lead Generation Calls**

**Call Us Toll Free:  
1.888.698.6835 Option 1**

# Feel the Need for Speed



It's no longer the Big that Eat the Small...  
***It's the Quick that Eat the Slow***

***Instant Online App™***

***Instant Activation***

## ***Fast BluePay™ Gateway***

Our aggressive ISO Programs will knock your socks off. Our Instant Online App™ technology combined with BluePay™, the fastest gateway on the planet, will make your Merchant service package unbeatable.

Don't get caught in the slow lane. Be on the winning team. Let Online Data's service drive your sales to success.

- Instant Online App™
- Fast BluePay™ Gateway
- Concierge Service



**Online Data Corp**  
**877.785.8832**  
[www.onlinedatacorp.com](http://www.onlinedatacorp.com)



do, but certain clients can put the Yaga products to good use."

TransPay Processing, a Paymentech ISO based out of Indian Wells, Calif., chose Yaga after discussions with Elefant.

"Steve is well known in our industry as a good guy," says Emil Billman, CEO of TransPay Processing. "We realized they have something very unique to offer merchants. Their technology is cutting edge. There is a definite market for large-volume merchants doing small-ticket transactions cost effectively. Yaga has come up with the only solution in the industry. There is no other, and they do it in a fast and efficient way."

Billman is especially pleased with the sharing of information as a result of TransPay's alliance with Yaga.

"They have used us in all facets of our processing knowledge and discussions with clients," says Billman. "Giving us access to discussion with clients makes it all run smoothly. It has been a great experience so far. They are a great company to work with. They have really intelligent people working there, which is strange to have in this industry. It's a pleasure to work with something different."

*Setting the Standard for Quality and Integrity*

## BUDGET TERMINALS & Repair

### HOLIDAY SPECIALS

**P250 T330 Combo \$189**

Tranz 330	\$99.00 (5+units)
T7P Friction 256K	\$195
<b>OMNI 3200 for \$229</b>	
T77 F or T 512K	\$269
Talent 1-1	\$239

BUY ALL YOU WANT!  
WE'LL GET MORE!

Completely Refurbished  
ONE YEAR WARRANTY

**985-649-2910**

**Free Ground Shipping** w/orders over \$119.00

We accept Cashiers Check, Visa and Master card

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

User name: save / Password: money

Independence, Ohio-based Electronic Merchant Systems is another ISO that has welcomed the opportunity to finally answer the needs of its micropayment merchants.

"Yaga brings a needed solution for merchants who process lots of small transactions and find that the traditional solutions are cost-prohibitive to them," says Merrell Sheehan, Director of e-Business Development for EMS. "They are the first I am aware of to do this. There have been other solutions before that attacked the problem, but they have come and gone."

Sheehan cites Yaga's management as another key component to the mix. "We are glad to be working with Yaga because Steve Elefant has always been a leader in the payment industry and has brought technology solutions that maximize the efficiency of processing," says Sheehan. "We're pleased to be partnering with Yaga. There is a market segment we weren't able to go after. With a solution like Yaga, we can now attack that market."

Yaga is just as excited about these alliances. "We are very happy to be working with these companies," says Elefant. "They have stepped up to the table and made significant commitments by buying licenses up front and fully supporting and implementing our solutions. Yaga provides a way for ISOs to reach the untapped market of merchants with digital content and making micropayments economical. They will make money, and that's their bottom line."

In addition to adding ISOs to its roster, Yaga is also on the lookout for acquisitions to enhance its offerings. It already has acquired three companies, including Air-Tunnel, a wireless company that gave Yaga access to more than 300 wireless devices.

"We can automatically discriminate between cell phones, pagers or Blackberry and deliver content through these devices to the Yaga system," says Elefant. "We are actively looking for others that are within our realm that can enhance Yaga products."

What also has enhanced Yaga products is its recent Visa CISP certification. This program provides for ASPs to be certified to handle all credit card and security information.

"Surprisingly, we received this certification through audit by a third-party company," says Elefant. "They spent a week going through our firewalls, our security, our badges, etc. It is a quite costly undertaking. We recently completed it and passed with flying colors. They told us we were the most secure they have ever seen. In fact, Visa is working on a case study about us and how we implemented all this."

Does this certification have any bearing on the ISO market? You bet it does. "This is important to ISOs because banks require they deal with vendors with this certifica-



**THIS IS YOU:**

*Working Hard In The Field Getting Business.*



**YOUR BOSS:**

*Watching You Work Hard In The Field Getting Business.*



**THIS IS YOU:**

*Looking At How Much Of Your Hard Earned Money Goes To Your Boss.*

**ANY QUESTIONS?**

## **Keep What You Make. Become Your Own Boss!**

**Make 100% of:**

Residuals - MC / Visa / Amex / Discover  
Commissions - Amex / Discover / Diners  
Equipment Sales / Leasing Revenue  
Retriever Check (ECC) Residuals

**Retriever Will Help You  
Become Your Own Independent Sales Office!**

**One Team, One Goal, One Choice  
Call Today**

**(800) 376-3399**





tion," says Elefant. "Somebody has to store all this data, all that credit card info. It requires redundant systems, multiple locations for Internet services. That is the infrastructure that we spent lots of time and money creating and maintaining."

Another area Yaga spent time and money on is in digital-rights management – the ability to offer merchants the protection of their content.

"If you have content that you want to specify whether it can be copied or written to disk, our digital-rights management solution allows merchants to do that," Elefant says. "As more content gets published, the merchants need that content protected."

Elefant sees this evolving market as one of the biggest challenges facing the industry.

"The payment industry is just starting to realize that digital-content merchants are a very good source of additional but as yet untapped revenue," he says. "For us, the challenge is getting the word out that our type of service exists. The challenge is educating the ISO channel that we are a value add to offer their customer base."

He adds, "We are finding that there are so many opportu-

nities, particularly with high-profile merchants jumping on board. The small to midsize merchants are now learning there is a way to commoditize their content. There are many Web sites that have lots of traffic but were formerly on advertising models. Now we are showing them they can take premium content and market that for traffic, creating a significant source of revenue."

Where is all this leading Yaga? "We are heading straight down the path to modernize digital content, micropayments and regular payments," says Elefant. "We are expanding internally as well. We are adding more people as we grow. We are one of the few tech companies that is growing rather than shrinking." ■

## Yaga Board Adds Marketing Leader

**Y**aga, Inc. announced it has appointed Michael A. Beindorff to its Board of Directors. Beindorff has several decades of experience in consumer payments, marketing and e-commerce with lengthy stints promoting some of the most well-known brands in the world – Visa and Coca-Cola.

Beindorff spent five years at Visa, serving as CEO of eVisa, the Internet and e-commerce arm of Visa, and also serving more than four years as Executive Vice President of Marketing and Product Management. He helped lead the development and rollout of the Visa Platinum card, Visa Signature card and the Visa Check card.

Before joining Visa, Beindorff spent 15 years with The Coca-Cola Company, where he held a variety of marketing and management roles, including Vice President, Director of Marketing, Coca-Cola USA, and Vice President of Advertising. While under his direction from a national rollout in 1984 to 1991, Diet Coke was named "Brand of the Decade" for the 1980s by Advertising Age.

Beindorff was named U.S. Advertising Executive of the Year in 1989, and Advertising Age named Beindorff one of the Power 50 Marketers in America every year from 1996-99.

Beindorff is a principal of San Francisco-based GreenTree Marketing Group, a marketing and branding consultancy. Before founding GreenTree, he served three years as President and later CEO and Chairman at PlanetRx.com, formerly an online drug-store. ■

# TEERTRONICS

800-856-2030

**Try the rest & buy from the BEST!**

**We are your one stop source for ;**

**New Equipment  
Refurbished Equipment  
Paper & Ribbon  
Accessories  
Repair**

**"Our customer service sets us apart  
from the rest since 1991!"**

**For our new price list visit us at  
[www.teertronics.com](http://www.teertronics.com) or call for faxed copy.**

Orders accepted and shipped on in stock equipment until 5PM CST M-F

\*All specials are while supplies last.

We accept COD, Cashiers Check, Visa,  
Master Card, American Express, and Discover.

user name: zonzjr  
password: 166831

# The Sure Thing

*Put your money on an  
established winner!  
Bet on the leader: Concord.*

Make your move to  
Concord and become a  
winner with our proven  
ISO/MSP program.

**Brand New Lease Factors  
.0299 - NO GRADING**

**Partner with Concord  
to get all this and more:**

- Interchange + 9¢
- Liberal underwriting
- Same day approval
- Guaranteed lease program
- American Express® sign-up bonuses
- Guaranteed residual portfolio buy-outs
- National, integrated Debit Card & EBT processing
- Electronic check conversion & guarantee
- Signature capture available on Hypercom ICE® 5500
- Web processing services
- Daily detailed status reports available 24/7  
on the Internet
- 100% vested lifetime residuals
- ATM processing for retail ATMs



**Place your bet by placing a call to  
Concord right now:**

**East Coast**

Harvey Stone 800-211-6855, ext. 269

**Northeast**

Brian Jones 800-211-6855, ext. 270

**Southeast**

Debbie Hoch 800-778-4804, ext. 67146

**West Coast**

Alice Kong 800-778-4804, ext. 67133

**Southwest**

Rob Francis 480-699-7739

**Retail ATM Program**

Todd Clark 806-457-2712

**Or visit us on the Web at:  
[www.concordefs.com](http://www.concordefs.com)**



500 7th Avenue, 18th Floor, NY, NY 10018

**WE don't compromise our PIN pad design, so you won't be compromised with your customer.**



**e<sup>N</sup>-Crypt 100**  
PIN PAD

**SPECIAL  
PROMOTION PRICE  
THROUGH TASQ**

**\$69**

**It's by DESIGN**

**Ingenico has an enviable record of outstanding PIN Pad performance. In the last 11 years there is not one documented case of Ingenico PIN Pad compromise.**

**Can you say that about the PIN Pad you are using?**

Check out the outstanding features and reliability of Ingenico's e<sup>N</sup>-Crypt 100 PIN Pad and then call Tasq to find out how easy it is to eliminate the risk and embarrassment of PIN Pad compromise.

- Elevated display allows easier viewing by customers
- Easy-to-read, "non-scrolling" 2 line, 16 character display
- Rubberized keys improve tactile and product performance
- Supports multiple key management schemes including DUKPT and Master/Session
- Utilize your existing VeriFone MKIXOR key injection device to load the e<sup>N</sup>-Crypt 100
- Proprietary security chip prevents physical attack and reverse engineering
- The e<sup>N</sup>-Crypt 100 cannot be manually modified
- Meantime to failure – minimum 5 years
- First pass test rates in excess of 99%
- Actual equipment failure rates are .005%
- PIN encryption failure rates lower than .003%
- Color match option available for the Omni 3200

**Call Your Tasq Rep Today!**



**www.tasq.com 1-800-827-8297**



**www.ingenico-us.com**



# COMPANY PROFILE ◀ ◀ ◀



## TrueAdvantage, Inc.

### Company address:

30 Lyman Street  
Westboro, MA 01581  
Phone: 508-389-9400  
Fax: 508-389-1706  
Web site: [www.trueadvantage.com](http://www.trueadvantage.com)

### ISO benefits:

- A one-stop source of research on millions of companies throughout the U.S. for smarter sales prospecting.
- Patented Web crawler gathers information on events and activities such as company acquisitions or changes of address to help you generate ideas for new business.
- Registered subscribers get access to the patented database and receive daily e-mails with updated lead information.
- Aggregated information can be tailored to your specific focus.

## Dig into a Mine Full of Leads

**F**inding quality leads for new customers is both a necessity and a challenge for any salesperson. How do you know if you're finding the right people? How do you know if you're finding the best leads? How do you know if you're being creative enough in your search? Do you have enough time to keep up with all of that?

TrueAdvantage, Inc. is an answer to each of those questions. Its sales intelligence and lead-generation services help all sorts of companies identify and close new business. It specializes in gathering information and then tailoring it for each of its clients, based on industry focus as well as products and services.

In short, TrueAdvantage helps companies transform information into intelligence, which allows salespeople to target prospects who are more likely to buy. Its lead-generation services are customizable to meet the needs of any business, from small ones to Fortune 500 companies.

These days, sales organizations across the board need to focus their prospecting efforts on companies that "are more likely to buy" products and services. How a company identifies these prospects gives it a strategic advantage over the competition. Companies are realizing their biggest opportunity for success lies in how they sell.

Salespeople have had to adapt, too, using new ways to find prospects, qualify them, develop the opportu-

nities and manage the ensuing relationships. The Internet and other electronic resources, for example, provide a wealth of background information for researching potential customers.

In the past, people have bought prospect lists based on a potential customer's profile, which, in turn, is based on revenue, industry or number of employees. Using these lists, salespeople needed to make hundreds of phone calls to unqualified prospects.

TrueAdvantage's Sales Intelligence Data Base and Customized Lead Generation Programs take a lot of that guesswork out of the process and provide some creative ways to generate business for yourself or your organization. By aggregating data into one database to give a "one-stop shop" approach to prospecting leads, TrueAdvantage puts salespeople in the right place at the right time.

"About four years ago, Jaret Christopher, TrueAdvantage's CEO and founder, was researching projects for his clients by calling on companies and going onto the Internet. He was searching out the information on his own and forwarding the information and leads to people," said Andrew Connelly, who oversees business development for TrueAdvantage. "He started a bigger business, got people to invest and developed a technology that turned into the information-mining systems that TrueAdvantage uses today."

Christopher's company patented a Web crawler and proprietary data-



base to locate and package the information.

"Millions of companies have been researched," Connelly said. "We started at the top, with Fortune 500 companies. We then looked into all publicly traded companies. We have now researched millions of businesses, including even the smallest businesses across the the entire United States."

The true advantage in using TrueAdvantage to search out sales lead information is not just the sheer volume of data the company is able to gather. It really comes from the variety of ways that information can be interpreted and ultimately used for generating solid leads.

"For each of the companies we've researched, an intelligence report will provide overview information, like who the principal clients, investors and partners are," Connelly said. Those intelligence reports are "sliced up" or tailored and grouped to each TrueAdvantage subscriber's particular business focus. "The first step in mining information is our patented Web crawler. The crawler and our research staff look for certain business events or trigger events."

Seven categories of trigger events then are recorded in the proprietary Sales Intelligence database and can help salespeople determine the health of a company and spot

areas of industry growth or new trends.

"Every time an emerging company or any other company receives venture funding, we know," Connelly said. "We track new business deals, so when a company lands a contract or a business is seeking contracting help, we know that. We know about any in-person or online filings for new incorporations. Any time a business relocates, signs a new lease or files for building permits, we know that, too."

"Our 'hiring hound,' or hiring intelligence, tells us which companies in the U.S. are hiring in a variety of positions. Any management changes – who has been appointed to which position at which company – are also tracked. Any mergers and acquisitions that happen in the U.S. are noted also."

Before the information is posted to the database, it goes through a quality-control approval process, Connelly said. Each event has a date as well as up-to-the-second time listed so that subscribers know how current the information is.

"We aggregate information from many sources," Connelly said, "prospecting databases across various industries. For example, we can capture information on company relocations based on orders placed for furniture or telecommunications services. Then we go and research that company."

Along with the Web crawler and database, TrueAdvantage also utilizes old-fashioned man/woman power. It has a staff of almost 100 that spends time on the Internet mining information on companies. TrueAdvantage also partners with third-party vendors.

"We have a lot of different relationships. We have 150 different content partners who may be able to find information we haven't come across, that we may be able to license, purchase or promote," Connelly said.

On the TrueAdvantage Web site, subscribers can do broad searches or pinpoint certain industries and companies for narrowing prospects. Different sections of the site store archived information for tracking buying trends; a prospect manager for tracking contacts helps follow up with prospects and accounts. Connelly said the database gets updated with improvements for better mining about every two weeks.

Subscribers also receive daily e-mails with updated leads and information on any industry, company or trigger event. Connelly said there is a training department to show new subscribers all of the features of the service.

For salespeople who would like to branch out and broaden their business horizons, subscribing to TrueAdvantage makes sense. As Connelly said, "We're not just loading up information. We're making prospecting smarter."

## Don't walk away from PROFIT!

**Here's how the program works:**

- Sign up to become a Reseller at [www.posbuy.com](http://www.posbuy.com).
- Set the prices your merchants pay.
- Distribute POSBuy terminal stickers to every merchant you meet.
- Review orders and residuals in real-time.
- Collect monthly residual checks from POS Portal.

**Deal of the Month:**

**Talento** (Refurbished)  
Credit Only: **\$205**  
Credit/Debit: **\$225**



posbuy

COM

Toll Free: 866-276-7289

www.posbuy.com

FAX 916.563.0112

POWERED BY

POS

PORTAL

ORDER ONLINE: [www.posbuy.com](http://www.posbuy.com) • Reseller log-in: greensheet



**CARDSERVICE  
IS THE  
DIFFERENCE  
BETWEEN  
GOING TO  
PARIS...**



**AND  
GETTING A  
SOUVENIR.**

**Don't let your current career keep you from where you want to go.  
Cardservice has the advantages you need.**

- High approval rates
- Competitive residuals
- Sales support
- Regional management support to help train and grow your business
- Fraud and loss prevention
- Trade show co-op services
- Myagentoffice.com™ to track all your leads, sales and income
- Winning merchant benefits such as Mymerchantoffice.com™

**Call today! (877) 203-6823**

EVER WISH YOU COULD OFFER  
THE BEST TERMINALS AND THE BEST SERVICE?



WISH GRANTED.



**THALES**

We just made your job a whole lot easier.

That's because GCF is now an authorized reseller of Talento terminals. In fact, we're authorized to work on any warranty repairs for these terminals — at no cost to you or your customer.

So now, when you want to offer your customers the best terminals, supplies *and* service, you only have to call one place — GCF.

It doesn't get any easier than that.

The Independent Source For All Your Merchant Needs.



General Credit Forms

WHERE FORMS FOLLOW FUNCTION

For more information, call Teresa or Sandy at 1(888)GCF-NEWS or visit [www.gcfinc.com](http://www.gcfinc.com)



## Check Imaging da Italia

### SB 1500 and SB 1600

Seac Banche

Italians are known for producing quality goods such as leather products, wool and even race cars, but have you considered check-processing products? Seac Banche S.p.A. is a Florence, Italy-based company that provides data- and image-capture solutions to banking and financial institutions around the world. More than 400,000 of its units are installed on five continents. The company has an R&D department and manufacturing facility in Italy where it designs and manufactures image-capture products.

Seac Banche recently introduced the SB 1500 and SB 1600, personal document processing systems designed for front-office counter use at teller windows and point-of-sale locations.

Both devices offer code-line reading and gray-scale imaging, voiding and endorsing options, and an output stacker with a holding capacity of 25 documents. The SB 1600 has the same specs as the SB 1500 except that it also offers color imaging.

Users process checks manually, feeding each document through the scanner one-by-one, while a photo sensor detects the check's presence and continues with the document processing. Check images are captured clearly and with a sharp definition in Bitmap (.bmp), Jpeg (.jpg), or Tiff (.tif) formats.

The devices' MICR functionality reads magnetic fonts CMC7, CMC0 and E13B code lines. The SB 1500 has a built-in system for reading machine-printed text, allowing it to decode a variety of fonts with accuracy and reliability.

## NEW PRODUCTS ◀ ◀ ◀

Optional features are available for both the SB 1500 and SB 1600, such as an inkjet printer for printing data on the rear side of the document, a customizable self-inking front stamp for voiding documents and a magnetic card/badge manual-swipe reader.

The SB 1500 and SB 1600 are available in the United States.

### Seac Banche USA

Summit Perimeter  
3003 Summit Blvd., Suite 1500  
Atlanta, GA 30319  
404-460-5544  
[www.seacbanche.com](http://www.seacbanche.com)

**UNITED Merchant Services**  
Bankcard Processing Company

## WATCH YOUR PORTFOLIO GROW!

- Low Buy Rate - 100% Above
- Quick Turn Arounds - Same day MID & TID  
\* In by 10:00 am / out by 5:00 pm
- Own Underwriting
- Multi-lingual Customer Service & Tech Support  
\* English, Spanish & Korean
- Flexible - We will cater to your needs
- 98% Daily Approval
- No Monthly application quotas
- Internet Access to your merchant portfolio
- Equipment Rental Program, and more.....

*We are actively seeking sales partners.*

Contact us at **800-260-3388**

X 202 : Susan Njiri      English  
X 203 : Antonio Rubio      Spanish/English



## Gift Cards for Merchants on a Budget

### Gift Card Applet

*Smart Transaction Systems, Inc.*

**D**o you know of a merchant using the VeriFone Tranz 330, Tranz 380 or Tranz 460 credit card terminals or any Thales Talento terminal? And do any of those merchants want to implement a gift card program, but they have not done so because of the cost?

If so, Smart Transaction Systems, Inc. has a solution. The company has developed a gift card applet, a software application that adds gift card capabilities to certain VeriFone and Thales terminals, allowing merchants to process gift card transac-

tions using their existing equipment.

Smart Transaction Systems' software loads onto a terminal function key similar to the way check service software loads onto a terminal function key.

The gift card software runs on the same terminal as the credit card software, so there is no need to buy a separate point-of-sale terminal for gift card transaction processing. Suddenly, a gift card program becomes more affordable.

The system allows merchants to track transaction activity on individual terminals or across the entire company.

Smart Transaction Systems' e-gift program provides merchants with all of the products and services they'll need to get their gift card programs up and running quickly.

The company even offers a way for merchants to select a gift card design "on the spot."

Check out the gift card gallery of designs on their Web site. Or, if merchants prefer to create their own gift card designs, Smart Transaction Systems will provide the information to get started.

Some of the companies using Smart Transaction Systems' software include Houston-based Mancuso Harley-Davidson, Grinders Above and Beyond restaurants, and Christopher Michael Salon & Spa in the San Francisco Bay Area. 

### **Smart Transaction Systems, Inc.**

1803 S. Foothills Hwy.  
Suite 205  
Boulder, CO 80303  
888-494-9760  
[www.smart-transactions.com](http://www.smart-transactions.com)



# Join the leader!

Attract the highest quality merchants when you represent your sales organization along with NOVA Information Systems – **powered by the NOVA Network, rated #1 by MasterCard as the most reliable payment processing network in the industry!** NOVA's state-of-the-art resources and generous revenue opportunities make it easy for you to build an unlimited income stream. Take a look at the benefits that we can offer you.

- › Aggressive Buy Rates
- › Transaction Fee Income
- › No Monthly Minimum
- › Mid/Non-Qualified Surcharge Income
- › Statement Fee Income
- › No Liability/Risk
- › Unlimited Income Potential
- › Extensive Real-time Online Reporting
- › Gift Card Program – buy rates on set-up fee, card fee, monthly fee, and transaction fee
- › Equipment Purchase Program...and much more!



Power your sales organization with the NOVA Network. Call 800-226-9332, ext. 1153 or 1158.

 NEWS

## MasterCard Growth Strong

MasterCard International continues to take on cash and checks with its payment programs. The company reported growth across all regions for the nine months ending Sept. 30, 2002.

MasterCard showed a 15.6% increase over the same period in 2001 in the number of cards issued. The company's 25,000 member financial institutions issued nearly 578.8 million MasterCard-branded cards.

Cardholders around the world made more than 9.84 billion transactions using their MasterCard cards, generating a gross dollar volume of \$831.7 billion, a 16.1% increase over the same period last year.

Purchase volume rose 14.4% to \$580.3 billion. MasterCard said its strong growth in the first nine months of 2002 was fueled by growth in both credit and debit programs. Gross dollar volume for MasterCard offline debit programs rose 21.6% to \$141.1 billion.

## Concord Repurchase Plan at \$500 Million

Concord EFS, Inc.'s Board of Directors announced another stock-repurchase plan of Concord's common stock beyond the \$400 million previously approved – this time for an additional \$100 million. The Board's approval brings the total potential repurchase amount to \$500 million. In August 2002, Concord's Board approved the repurchase of \$250 million, and in November it approved another \$150 million.

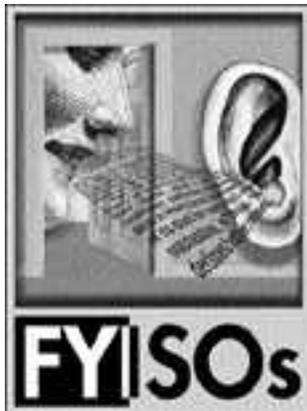
## Chapter 11 for NextCard

NextCard Inc. has filed for Chapter 11 bankruptcy protection with the U.S. Bankruptcy Court in Wilmington, Del. In its filings, the company cited total assets of \$18 million and total debts of \$5 million as of Sept. 30, 2002, excluding a \$140 million disputed claim of the Federal Deposit Insurance Corp. FDIC is the receiver for NextCard's Nextbank N.A. unit, which was closed in February by the U.S. Department of Treasury's Office of the Comptroller of the Currency (OCC).

NextCard also recently filed a collections suit against its former CEO John Hashman regarding a loan to Hashman that was to be repaid on Sept. 3 and is worth \$132,500, including interest.

## Q3 E-Commerce Sales Grew

Online retail sales continue to grow, according to the U.S.



Department of Commerce's latest U.S. Census Bureau quarterly report on e-commerce statistics. The report shows online retail sales totaled \$11.1 billion in the third quarter 2002, a 7.8% increase in spending from the second quarter 2002 and a 34.3% increase over the same period last year. Q3 2002 e-commerce sales accounted for 1.3 percent of total retail sales in that quarter, which were \$827.5 billion, up from Q2 2002 overall retail sales of \$825 billion.

## CIBC Closing U.S. E-banking

Canadian Imperial Bank of Commerce (CIBC) announced it is pulling the plug on

its U.S. electronic banking operations. The move affects CIBC National Bank and Amicus FSB, neither of which was meeting financial expectations, CIBC said in a statement.

CIBC National Bank provides financial services under the Marketplace Bank brand, and Amicus FSB provides financial services under the Safeway SELECT Bank brand. CIBC said customer deposits with a balance of \$1,000 or more on the date of closing will be transferred to E-TRADE Bank, subject to regulatory approval.

## NCR Announces Layoffs

NCR Corp. announced it will eliminate 1,500 jobs globally – nearly 5% of its work force – over the next six months beginning Nov. 19, 2002 in an effort to streamline operations. NCR has 30,500 employees worldwide.

## B of A Employees Test New Card Program

Bank of America Corp. is testing a new program with 10,000 of its employees at 24 restaurants and shops located near its headquarters in Charlotte, N.C. The program, called QuickWave, uses equipment installed by B of A and allows B of A employees to pay for their purchases by waving a small card on their key chain over a blue-sensor pad.

QuickWave is neither a traditional debit nor credit card, so no swiping, signing or PIN-punching occurs; however, the card is linked to the employee's bank account, so charges are deducted moments after an employee waves it over the pad. The pilot program will run through Dec. 31, 2002. If B of A decides the program is a success, it will expand it nationally to B of A credit and debit cardholders ("New Look for Credit Cards," The Green Sheet, Oct. 28, 2002, issue 02:10:02).

## Is 7-Eleven in the ATM Business?

7-Eleven, Inc. announced it is rolling out 49 Vcom machines in Orlando, Fla., as part of an initial 1,000-store rollout taking place through the second quarter of 2003. Vcom is 7-11's own self-service machine offering ATM



capabilities such as the ability to conduct American Express ATM transactions, purchase Western Union money orders and money transfers, pay bills through Western Union's Quick Collect payment service and cash checks through Certegy Check Services, a division of Certegy, Inc. Customers can pay for services with cash by inserting as many as 30 bills at a time into a bunch-note acceptor on the Vcom machine.

## ANNOUNCEMENTS

### CrossCheck Certified by RDM

**CrossCheck, Inc.** announced its check authorization system has been certified on **RDM Corp.**'s EC5000 line of imagers. Thus, merchants using CrossCheck's services may use the EC5000 for check imaging.

The company also announced **MerchantWarehouse.com** has added CrossCheck, Inc.'s check guarantee services to its merchant offerings. MerchantWarehouse.com provides payment-processing services to retail, Internet and phone-order merchants nationwide. The company will market CrossCheck's services through its nationwide sales force.

### Wanted: Card Processors

The **National Association of Bankcard Corporations (NABCO)**, an association of bankcard processors, was formed recently. The association's intent is to "enhance the value of its member portfolios with competitive pricing and industry-leading products and services." NABCO says it is positioned to assist small- to medium-size card-processing organizations in their expansion plans while also increasing their income and market value. NABCO is seeking partners interested in a long-term relationship versus a quick portfolio sale.

## PARTNERSHIPS

### Livin' Lavinna L100

**Ingenico** will supply **Concord EFS, Inc.** with 25,000 Lavinna L100 terminals over the next year to be used with Concord's IDLogix identification and age-verification service. Restaurants and other merchants use the Lavinna L100 terminal to verify age by swiping a customer's driver's license or other ID through the hand-held unit.

### Vital Extends Network

**Vital Processing Services** has signed a multiyear agreement with **Transaction Network Services, Inc. (TNS)**, adding a new data communications service provider to its existing network in order to deliver POS transaction network services. Vital says having service-provider

alternatives allows it to ensure seamless processing.

### SPS Wins Chittenden's Business

**Chittenden Bank** will offer **Secure Payment Systems, Inc.**'s check conversion and gift card services to merchants via its branch banking locations and direct sales force. Chittenden, a subsidiary of Chittenden Corp., is a full-service bank with more than 60 offices throughout Vermont. Chittenden has been a credit card processor for more than 30 years.

### DAS Announces New Partners

**Diversified Acquiring Solutions (DAS)** and **Province Bank**, a \$26 million institution owned by **Donegal Mutual Group**, have formed a merchant transaction processing partnership. Through an Agent Bank Program, Province Bank will identify merchant processing opportunities and assist merchants with the application process and pricing. DAS will handle the credit underwriting.

DAS also announced a partnership with Metropolitan Bank whereby Metropolitan Bank will refer new merchant business and non-traditional merchant business to DAS, which will oversee the sale, setup and servicing of the processing relationships. Metropolitan Bank will receive a referral fee and residual income for each approved merchant account.

### NPC Processing for Sodexho

**National Processing Co. (NPC)** signed a multiyear credit card processing agreement with **Sodexho**, a food and facilities management services company in North America. Sodexho provides outsourcing solutions in food service, housekeeping, groundskeeping, plant operations and maintenance, asset and material management, and laundry services to corporations, health care and long-term care facilities, retirement centers, schools, college campuses and military and remote sites.

NPC will provide authorization and settlement services for MasterCard and Visa transactions. NPC previously had a long-term processing relationship with Marriott Management Services, which was acquired by Sodexho two years ago.

### Triton and CashWorks Make ATM Waves

**CashWorks Inc.** and **Triton** have partnered to provide automated cashing of government and payroll checks as well as money-transfer services and wireless phone minutes as part of a new package of ATM services called Triton Waves. The check-cashing services will allow merchants to create additional revenue sources from Triton ATMs.

### LML Check Services at the Grocer

Vancouver, B.C.-based **LML Payment Systems Corp.**, a

financial payment processor that is a subsidiary of LML Payment Systems Inc., announced it has implemented electronic check and traditional recovery services to **Grocers Supply Co. Inc.**'s stores in the Houston area. LML will provide the stores with electronic check verification, electronic check recovery, payroll check cashing and traditional check recovery services.

## ACQUISITION

### Fiserv Acquiring CNS

**EDS Corp.**, an information technology services company, and **Fiserv, Inc.** announced a definitive agreement whereby Fiserv will acquire EDS' Consumer Network Services (CNS) unit for approximately \$320 million in cash. Fiserv is a full-service provider of data processing and information management systems to the financial industry. CNS is an electronic funds transfer transaction processor and ATM operator that processes more than 2.4 billion EFT transactions annually and operates 13,170 ATMs. When the deal closes, Fiserv will then process approximately 4 billion electronic, ATM and POS transactions annually.

EDS has been cutting costs since it announced its September 2002 third-quarter earnings would be 80%

lower than expected. The company also recently announced plans to move 700 call-center jobs to India.

## APPOINTMENTS

### NPC Adds Sales Exec

**National Processing Co. (NPC)** has named **Catherine A. Nelson** Vice President of Business Development. Before joining NPC, Nelson held sales-leadership roles at MedUnite, Inc., Pointshare Corp. and ENVOY Corp. Nelson brings more than 15 years of experience, specializing in clearinghouse work and sales, to national payers and vendors within the health care industry. NPC attributes Nelson's arrival to the company's "increase in momentum and marketplace traction."

### Datawire Appoints CFO

**Datawire Communication Networks Inc.**, a provider of Internet-based transaction delivery, has appointed **John "Jack" H. Nichols III** to the positions of Vice President, Finance and Chief Financial Officer, based out of Datawire's U.S. headquarters in Atlanta. Most recently, Nichols served as Senior Vice President and Chief Financial Officer for Incanta, Inc. 

**Earn \$75 a month!**  
for every terminal  
you sell!



**Sales Manager**  
Powered by CashWorks

Call us to find out how...

**800-523-2104** ext. 2176

**FTI**  
**FINANCIAL**  
**TECHNOLOGIES**

www.fti.to



**Global eTelecom, Inc.**

Electronic Payment Processing

**Providing  
Total  
Check  
Solutions...**

*Check This Out!*

*You Can NOW Offer...*

**Merchants the Ability to  
Accept & Process Checks  
Just Like Their Credit Cards!**

*With ...  
GETI's Check Conversion  
& Guarantee Service!*

1. Swipe Check through reader/imager.
2. Give the check back to the consumer.
3. Merchant gets funds electronically within 48-hours-Guaranteed!

**Join the TEAM That is Willing to  
Work For You!**

*Providing You With...*

- \* Support for a variety of check readers/imagers that connect with Nurit, Verifone, Talento, and now Hypercoms.
- \* Free on-line reporting for you and your merchants.
- \* Branding of our check programs with your company name & logo.
- \* Recurring ACH/Debit Programs.

Licensed Under U.S. Patent 5,484,988; 6,164,528; 6,283,366; and 6,354,491, to ensure uninterrupted service for your merchants!

**Connect with Global eTelecom...**

PH: 877.454.3835 or 850.650.8506

FAX: 850.654.9311

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

## The Art of Organization



**I**t used to be easy to spot the disorganized salesperson. The cluttered car. The desk hidden under huge stacks of papers and files. Post-it-notes covering every inch of the computer screen and calendar. But today, with virtual offices and electronic files replacing paper and post-it notes, it's much harder to uncover disorganization. Does that mean it's no longer a problem? Not hardly! Maintaining control over reams of data and computer files can be just as challenging if an effective management system isn't in place.

If you feel the need to improve your organization and information-management skills, the following tips can not only give you the appearance of success, they'll help you succeed:

- **Take Hold of the "One-touch" Concept.** The smart paper-pusher handles each piece of paper only once. Don't toss it aside with the intention of following up at a later date. Make the decision right there and then to act on that document or phone message or note.
- **Trash It.** Keep a wastepaper basket by your side every time you open your mail. Lose the junk mail. Toss the torn envelopes.
- **Take a Note.** Rather than scraps of paper, use a bona fide notepad to take down important data. You'll lessen the risk of losing a valuable phone number or name by

recording it in a secure and easily accessible place. And when you've finished filling each page with information, it easily can be filed.

- **Stick to One A Day.** Use only one calendar for all of your appointments. Choose what works best – either a Palm Pilot, Day Runner or computer calendar program ... and stick to it.
- **Avoid a Vacuum.** Don't fall into the trap of labeling files "Miscellaneous" or "Pending." These become black holes of paperwork.
- **Schedule Study Time.** The surefire way to get out from under those mounds of trade magazines, periodicals and newspapers is to set aside at least 20 minutes each day to read. You'll not only stay on top of what's happening in your market, but you'll be making a positive contribution to your recycling center.
- **Keep coordinated.** Do your paper files match your computer files? Your file drawers should mirror your PC file directory.

Attention

# ISOs & MSPs

## Instant Decisioning for New Merchant Accounts

Increase Revenue • Reduce Costs • Save Time

**ISOexpress** provides:

- Web-based Merchant Applications
- Instant Decisions - Your Underwriting Criteria
- Identity Authentication - Eliminate Fraud
- Automated Equipment Selection and Fee Schedules
- Automated Case Creation, Fee Schedules and Approvals
- Electronic Document Processing
- Legally Binding Electronic Signatures
- And Much, Much More
- Custom Solutions Also Available

For details or to discuss your unique needs, call us at:

From the US (877) 789-4976 x 8006  
 From Canada: (888) 883-4960 x 8006  
[ISOInfo@credisccovery.com](mailto:ISOInfo@credisccovery.com)

**ISOexpress**

High Confidence of Commerce Begins Here.

Credit  
discovery



## ETA University Interactive Audio Conferences

**Highlights:** Since knowledge gives you a definite competitive edge, the Electronic Transactions Association University (ETAU) is structured and designed for your professional growth and success. These dial-in, interactive audio conferences will help you expand your industry awareness without travel or spending time in a classroom setting. Whether you work for an ISO, financial institution, processor or service provider, ETAU curriculum will cover the latest developments, issues and regulations relating to the industry. ETAU faculty are ETA members; they will share the skills and expertise they gain in their day-to-day industry involvement.

**When:** Starting a Successful e-Commerce Solution – Part 1, Wednesday, January 15, 2003, 2:30 p.m. CST; Starting a Successful e-Commerce Solution – Part 2, Wednesday, February 12, 2003, 2:30 p.m. CST.

**Registration Fees:** Per call-in site and per conference date, members: \$99; non-members: \$199

**How to Sign Up:** Visit [www.electran.org](http://www.electran.org) and click on the highlighted links for each conference, or phone 800-695-5509.

**Where you the customer  
always comes first**

- *Competitive Rates*
- *Fast and friendly service*
- *POS terminals*
- *Virtual terminals*
- *Software*
- *On-line applications*
- *Fast turn-around on approvals*

Please visit our website:

**A-1Leasing.com**

Or call us toll-free:

**888-222-0348**



## While You Were Out ...

**I**t never fails. You've worked diligently on the perfect presentation for that all-important prospect. You've made the proper introduction at your first meeting. You leave the merchant with a positive impression and have a handshake agreement for a call-back. It comes ... and are you in your office to get it? Of course not! The prospect calls at the exact moment you've dashed out for a late lunch.

Don't lament. Even though the prospect may call a competitor who might be in, you'll win points by returning that call ASAP. In addition to wasting no time in returning merchant calls, here are some additional tips to keep in mind the next time a prospect or even a customer calls you when you're out:

- **Never let your receptionist or even your answering service ask the person to call back.** They've used their dime to make contact. Show them the same courtesy by taking responsibility for returning the call.
- **Train your staff to ask the appropriate questions.** And those questions are: name, company, phone and the most convenient time for them to receive your return call. If you have voicemail, specify the same request on the recording.
- **Keep your system simple.** If a prospect has to maneuver through your company's automated voicemail service with the same agility as if they'd entered an obstacle course, they'll hang up and call a competitor for sure.
- **Even if you have the most extraordinary answering system,** it won't replace inaccessibility. In today's world of pagers and cell phones, you should be able to be reached at all times. If the caller doesn't want to place a second call to your cell phone or pager, make sure your staff or your system does.
- **Whether it be a live person or a recording,** make sure your prospect hears delight on the other end of the line when they call. Indifference or – even worse – impoliteness will quickly translate to a potential sale gone sour. The prospect just as easily could have chosen to call another provider ... and still can.

Good Selling!

Paul H. Green

**MERCHANT OWNERSHIP  
AVAILABLE!**

**WE DO OUR OWN:**

- Risk
- Underwriting
- Technical Support
- Customer Service
- Programming
- MID / TID #'s

**WE WANT  
YOU!**



- ★ **RESIDUALS PAID ON:**
  - 100% Over 1.43% Retail
  - 100% Over 2.29% Moto
  - Statement Fee Income
  - Minimum Fee Income
  - Bundled Rates
  - Debit Income
  - Transaction Fee Income
  - Equipment Warranty Income
  - Check Guarantee Plans
  - Check Conversion Income

- ★ **CUSTOM PROGRAMS:**
  - We can customize your income streams to suit your needs!

- Tell us what you are looking for and we can make it happen!

- No one in the industry offers this!

- ★ **NO APPLICATION FEES**
- ★ **3 HOUR APPROVALS**
- ★ **FAXED APPLICATIONS OKAY**
- ★ **E-COMMERCE SOLUTIONS**
- ★ **WIRELESS SOLUTIONS**
- ★ **"NO" TURNDOWN LEASING**
- ★ **GREAT LEASING RATES**
- ★ **PAID IMMEDIATELY**

  
ELECTRONIC PAYMENT SYSTEMS

**800-863-5995**

[www.eps-na.com](http://www.eps-na.com)



# RESOURCE GUIDE

*The Resource Guide has grown to accommodate increased interest! To add your company to our expanding listing, call 800-757-4441 today.*

## ATM/SCRIP ISOs LOOKING FOR AGENTS

**Access ATM**  
(866) 874-0384

**Amicus/XtraCash ATM**  
(888) 712-1600

**ATM Merchant Systems**  
(888) 878-8166

**Cash Resources, Inc.**  
(800) 214-1840

Data Capture Systems, Inc.  
(800) 888-1431

Financial Technologies, Inc.  
(800) 523-2104

**NationalLink**  
(800) 363-9835

## BANKS LOOKING FOR ISOs/MSPs

Bridgeview Payment Solutions  
*A Wholly Owned Subsidiary of  
Bridgeview Bank and Trust*  
(888) DO APPLY

**Chase Merchant Services**  
(800) 622-2626 x86016

**Comerica Merchant Services**  
(800) 790-2670

**First American Pymt Sys**  
(866) G04 FAPS

Humboldt Bank Merchant Services  
(877) 635-3570

**National Processing Co.**  
(800) 672-1964 x 7655

Professional Payment Consultants  
(402) 496-6381

**Redwood Merchant Services**  
(800) 939-9942

**Retriever Payment Systems**  
(800) 376-3399

## CHECK DRAFTING SERVICES

CFIgroup  
(888) FON-CHEX

**Checks by Phone/By Web**  
(561) 998-9020

## CHECK GUARANTEE/ VERIFICATION

**Abanco Intl., LLC**  
(866) 231-2030 x2347

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

EZCheck  
(800) 797-5302 x303

**Global eTelecom, Inc. (GETI)**  
(877) 454-3835

**Global Payments**  
(800) 638-4600 x888

Secur-Chex  
(888) 603-0978

## COMPLIANCE/PIN ENCRYPTION

INFORMATION EXCHANGE, INC.  
(973) 734-0822

## CONSULTING AND ADVISORY SERVICES

First Annapolis Consulting, Inc.  
(410) 855-8500

Integrity Bankcard Consultants, Inc.  
(800) 816-4224

Novida Consulting  
(402) 895-5142

## DEBIT TRANSACTION PROCESSING

**CashLane**  
(800) 325-2862

Global Payments, Inc.  
(800) 801-9552

## EFT-ACH SETTLEMENT SERVICES

Checkgateway.com  
(480) 785-2262

Intercept Corporation  
(800) 378-3328

## EQUIPMENT

**Abanco Intl., LLC**  
(866) 231-2030 x2347

**Assoc. Terminal Mgmt (ATM) Grp**  
(877) 286-4768

**Automated Transaction Tech.**  
(888) 454-1210

**BANCNET**  
(713) 629-0906

**BUDGET Terminals & Repair**  
(985) 649-2910

CardWare International  
(740) 522-2150

CDEservices  
(800) 858-5016

**General Credit Forms, Inc.**  
(800) 325-1158

**Global Payments**  
(800) 229-3698

**The Horizon Group**  
(888) 265-2220

**Ingenico**  
(800) 252-1140

**Lipman USA, Inc.**  
(516) 484-9898

MLT & Assoc., Inc. Plastic Refurb  
(775) 358-2922

**National Processing Company**  
(800) 672-1964 x 4383

**POSPortal, Inc.**  
(866) 276-7289

**Schlumberger Sema**  
(800) 732-6868 x202

Teertronics, Inc.  
(800) 856-2030

TASQ Technology  
(800) 827-8297

**Thales e-Transactions, Inc.**  
(888) 726-3900

**Vital Merchant Services**  
(800) 348-1700

## FREE ELECTRONIC CHECK RECOVERY

Gulf Management Systems, Inc.  
(800) 947-3156

## FUNDING SOURCES

Resource Finance Company, LLC  
(866) 211-0114

## GIFT/LOYALTY CARD PROGRAMS

**CHIPLOGICS**  
(866) 462-4477

POS Payment Systems  
(718) 548-4630 x18

SwipeCard, Inc  
(702) 307-3700

## INSTANT MERCHANT APPROVALS

Creditdiscovery, LLC  
(877) 789-4976 x8006

## ISO RELATIONSHIPS AVAILABLE

**Abanco Intl., LLC**  
(866) 231-2030 x2347

**AmericaOne Payment Sys**  
(888) 502-6374

**BioPay Biometric Pymt Svcs**  
(866) 324-6729

Brennes-Jones Group  
(800) 970-2592 x1003

**CoCard Marketing Group, LLC**  
(800) 882-1352

**Express Merchant Proc. Sol.**  
(800) 999-5189 x 7966

First American Payment Systems  
(866) G04 FAPS

**First Data Merchant Services**  
(866) FDMS-ISO

**Global eTelecom, Inc. (GETI)**  
(877) 454-3835

**Global Payments**  
(800) 801-9552

Merchant Data Systems, Inc.  
(800) 249-6377

**MSI-MerchantServices, Inc.**  
(800) 351-2591 x9-23

**Partner-America.com**  
(800) 366-1388

**Total Merchant Services**  
(888) 84-TOTAL x314

# Attention Certified Bankcard Reps

MST MERCHANT SERVICES, INC.  
Merchant Application

Application Number: [ ] Previous: [ ] Cancel: [ ]  
Merchant Name: [ ]  
Address: [ ]  
City: [ ] State: [ ] Zip: [ ]  
Phone: [ ]  
Fax: [ ]  
E-Mail: [ ]  
Website: [ ]  
Business Type: [ ]  
Business Hours: [ ]  
Business Description: [ ]  
Merchant Agreement: [ ]  
Merchant Signature: [ ]  
Merchant Title: [ ]  
Merchant Address: [ ]  
Merchant City: [ ] State: [ ] Zip: [ ]  
Merchant Phone: [ ]  
Merchant Fax: [ ]  
Merchant E-Mail: [ ]



**SAME DAY  
APPROVALS**

**.0288**  
No 1st and Last  
Guaranteed Leasing

## MSI is proud to unveil its Newest Programs Announcing the "ISO Choice Program" & "E App"

*Some things are believable. Others aren't.  
Know which is which.*

### All "ISO Choice Programs" Feature:

- Choice of 3 BLOCKBUSTER Bankcard Programs
- MSI's Online E-App - Same Day Merchant Numbers
- "No Liability" to ISO on ALL Programs
- Check Truncation on All Terminal Types
- Online Status
- Non-Bankcard Bonus AMEX, DISC. & Diners
- FREE Equipment Deployment
- FREE Shipping

10 Applications = \$1,000.00 Signing Bonus  
20 Applications = \$20,000.00 Signing Bonus  
30 Applications = \$3,000.00 Signing Bonus

You talk, we listen and what we're hearing is that ISO's want a business partner who takes every merchant seriously. WE DO...we don't do business any other way.

**WE ARE BELIEVABLE....WE ARE A DIFFERENT**

# **MSI**<sup>®</sup>

Call 1.800.288.8472 and ask for Richard(9) ext.12 or George(9) ext.23 or visit our Web site: [www.msimg.com](http://www.msimg.com)

MSI is a valued partner offering **HYPERION** products and services. Direct leasing services provided by Lease Finance Group (LFG)



**United Bank Card (UBC)**  
(800) 201-0461

**ISOS/BANKS  
PURCHASING ATM  
PORTFOLIOS**

**Midwest Bancard Corporation**  
(888) 272-4325  
**Momentum Cash Systems**  
(800) 939-0914

**ISOs/BANKS PURCHASING  
MERCHANT PORTFOLIOS**

**AmericaOne Payment Sys**  
(888) 502-6374  
**CardPoint, Inc.**  
(410) 592-7485  
Chase Merchant Services  
(800) 622-2626 x84134  
**Concord EFS, Inc.**  
(800) 778-4804 x66382  
**Merchant Data Systems, Inc.**  
(800) 249-6377  
Merchant Services Incorporated  
(800) CARDSWIPE x7934  
Southwest Financial Services, Inc.  
(800) 841-0090  
**Transfirst Holdings, Inc.**  
(972) 249-0037

**ISOs LOOKING  
FOR AGENTS**

**Abanco Intl., LLC**  
(866) 231-2030 x2347  
Advanced Merchant Services (AMS)  
(888) 355-VISA (8472)  
**AmericaOne Payment Sys**  
(888) 502-6374  
American Credit Card Proc. Corp.  
(800) 310-3812  
Approval Payment Solutions, Inc.  
(888) 311-7248  
**BankCard USA**  
(800) 589-8200 x101  
Brennes-Jones Group  
(800) 970-2592 x1003  
**CardPoint, Inc.**  
(410) 592-8998  
**CardReady International, Inc.**  
(877) PAY READY

**Comerica Merchant Services**  
(800) 790-2670

**Concord EFS, Inc.**  
(800) 778-4804 x 66382

Cornerstone Payment Systems  
(866) 277-7589

**CPS Group, inc.**  
(800) 933-0064

**Cynergy Data**  
(800) 933-0064 x 5710

**E-Commerce Exchange**  
(800) 748-6318

**Electronic Merchant Systems**  
(800) 726-2117

**EXS Electronic Exchange Sys.**  
(888) 949-2021

**Fifth Third Merchant Services**  
(800) 669-7228

First American Payment Systems  
(866) G04 FAPS

Frontline Processing  
(866) 651-3068 x133

Imperial Processing Group  
(800) 790-2670

**Innovative Merchant  
Solutions**  
(800) 397-0707

**IRN PAYMENT SYSTEMS**  
(800) 366-1388

**Lynk Systems, Inc.**  
(866) 828-5965

Merchant Data Systems, Inc.  
(800) 249-6377

**Merchant Services, Inc.**  
(800) CARDSWIPE

**Momentum Cash Systems**  
(800) 939-0914

**Money Tree Services**  
(800) 582-2502 x100

**MSI-MerchantServices, Inc.**  
(800) 537-8741 x9-12

**MSPDirect, LLC**  
(888) 490-5600 x112

National Processing Co.  
(800) 672-1964 x7655

**Nationwide Creditcard Center**  
(800) 910-2265

Netcom Data Southern Corp.  
(800) 875-6680

**Online Data Corporation**  
(866) 222-2112

Orion Payment Systems  
(877) 941-6500

**Retriever Payment Systems**  
(800) 376-3399

**Signature Card Services**  
(888) 334-2284

**Total Merchant Services**  
(888)-84-TOTAL x314

**United Merchant Services**  
(800) 260-3388 x202

**Worldwide Merchant Services**  
(800) 847-2662

**Xenex Merchant Services**  
(888) 918-4409

**LEADS GENERATORS**

Hot Leads Xpress  
(866) 244-2593

**LEASING**

**A-1 Leasing**  
(888) 222-0348

**Abanco Intl., LLC**  
(866) 231-2030 x2347

**Allied Leasing Corp.**  
(877) 71-LEASE

American P.O.S. Leasing Corp.  
(800) 349-6516

BARCLAY SQUARE LEASING, INC  
(866) 396-2754

First Leasing Corp.  
(888) 748-7100

**GlobalTech**  
(800) 414-7654 x 3002

**Golden Eagle Leasing, Inc.**  
(800) WE LEASE

**Integrated Leasing Corp.**  
(800) 398-9701

**LADCO Leasing**  
(800) 678-8666

**Lease Finance Group**  
A Division of CIT  
(888) 588-6213

**Leasecomm Corp.**  
(800) 515-5327

Merchants Leasing Systems  
(877) 642-7649

Merimac Capital  
(888) 603-0978

Northern Leasing Systems, Inc.  
(800) 683-5433 x 8500

TASQ Technology  
(800) 827-8297

**U.S. MERCHANT  
ACCOUNTS FOR  
CANADIANS**

PayNet Merchant Services, Inc.  
(888) 855-8644

**NON-U.S. MERCHANT  
ACCOUNTS**

PSiGate Payment Services  
(877) 374-9444

**POS CHECK CONVERSION**

**Abanco Intl., LLC**  
(866) 231-2030 x2347

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

E-Chex  
(877) 474-8924

EZCheck  
(800) 797-5302 x303

**ElectroCheck**  
(877) 509-9399

**Global eTelecom, Inc. (GETI)**  
(877) 454-3835

**Nationwide Check Services**  
(800) 910-2265

**POS SUPPLIES**

CardWare International  
(740) 522-2150

**General Credit Forms, Inc.**  
(800) 325-1158

TASQ Technology  
(800) 827-8297

**The Horizon Group**  
(888) 265-2220

**Valdez Paper Products**  
(970) 689-1655

**Vital Merchant Services**  
(800) 348-1700

# Q

Q: Whose sales program emphasizes FULL fee disclosure?

Q: Who offers a competitive buy rate program?

Q: Who provides same-day merchant numbers?

A: CMS

A: CMS

Q: Whose merchant application and underwriting processes protect both the merchant and the agent?

A: CMS

Q: Who offers one of the lowest lease rate programs available?

A: CMS

Q: Who offers prompt and responsive customer service?

A: CMS

A: CMS

Q: What company has all this to offer?

A: CMS

# A

- ONLINE/REAL-TIME STATUS REPORTS
- UNIVERSAL, "ALL-IN-ONE" APPLICATION
- DEDICATED AGENT SUPPORT TEAM
- NO LIABILITY/NO RISK
- FAXED APPLICATIONS
- BUY RATE & INTERCHANGE PLUS PROGRAMS
- EXCELLENT LEASE FACTORS
- CHECK CONVERSION & GIFT CARD PROGRAMS
- SAME DAY APPROVALS

For more information, call today!

(877) 309-1099



Certified Merchant Services

*The Innovators of Electronic Transaction Processing*



**PROCESSORS LOOKING FOR ISOs**

**First Data Merchant Services**

(866) FDMS-ISO

**Global Payments**

(800) 801-9552

**Lynk Systems, Inc.**

(866) 828-5965

**National Processing Company**

(800) 672-1964 x7655

**POS Payment Systems**

(708) 548-4630

**REAL-TIME CHECK / CREDIT CARD PROCESSING**

**Checkgateway.com**

(480) 785-2262

**E-Commerce Exchange**

(800) 748-6318

**eProcessingNetwork.Com**

(800) 971-0997

**Online Data Corporation**

(866) 222-2112

**ProPay USA-FaxPay**

(888) 486-4701

**SITE SURVEYS**

**Property Resource Network Inc.**

(800) 676-1422

**SOFTWARE ALTERNATIVE**

**GOSoftware, Inc.**

(800) 725-9264

**SUPPORT DESK FOR POS TERMINALS & PC SOFTWARE**

**CardWare International**

(740) 522-2150

**TASQ Technology**

(800) 827-8297

**The Horizon Group**

(888) 265-2220

**Vital Merchant Services**

(800) 348-1700

**VIDEO PRODUCTION**

**Roaring Mouse Productions**

(707) 794-9699

**WHOLESALE DISTRIBUTORS**

**Level2 Distribution**

(866) 4LEVEL2



**• Have You Moved?  
• Do You Have a Correction to our Database?**

Simply Complete this Form to Update Your Information. Changes **MUST** be Submitted in Writing

NAME CHANGE     ADDRESS CHANGE

**[ OLD INFORMATION ]**

TYPE OR PRINT LEGIBLY

COMPANY NAME

RECIPIENT'S NAME

MAILING ADDRESS (INCLUDE SUITE OR #)

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE (    )

FAX (    )

EMAIL



FOR SUBSCRIPTION UPDATES PLEASE ATTACH YOUR EXISTING ENVELOPE ADDRESS INFORMATION **HERE**

**[ NEW INFORMATION ]**

TYPE OR PRINT LEGIBLY

COMPANY NAME

RECIPIENT'S NAME

MAILING ADDRESS (INCLUDE SUITE OR #)

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE (    )

FAX (    )

EMAIL

Please Fax this Form to: **707-586-4747**  
Subscriptions: [www.greensheet.com/publications](http://www.greensheet.com/publications)  
Questions: 800-757-4441

THE LEADING OUTSOURCE PROVIDER FOR THE PAYMENT PROCESSING INDUSTRY



POS equipment

Supplies and accessories

TASQ-NET<sup>®</sup> management software

JIT deployment

Retrieval management

Training & conversions

Leasing, rental, ACH

Professional services

Refurbishment

Supply order desk & fulfillment

PC products and configuration

Service & help desk

VeriFone

Mag-Tek

MIST

PeriPheron Tech

Hypercom

RDM

Dassault/Thales

Addressograph Bartizan

Lipman

SchlumbergerSema

GO Software, Inc.

Ingenico

IC Verify

For personal service, please call our Sales Representatives at 1-800-827-8297  
For more information about TASQ Technology, visit us at [www.tasq.com](http://www.tasq.com)

**Isabel Bishop**  
Extension: 3038  
Florida, Iowa, Kansas  
Nebraska,  
Oklahoma, Texas

**Kristin Harvey**  
Extension: 3063  
Southern California,  
Nevada

**MaryAnn Baldez**  
Extension: 3002  
Alabama, Arkansas,  
Georgia, Illinois, Indiana,  
Kentucky, Louisiana,  
Michigan, Minnesota,  
Mississippi, Tennessee,  
Wisconsin

**Schuyler Kennedy**  
Extension: 3084  
Northern California,  
Oregon

**Mike Aberle**  
Extension: 3077  
Alaska, Arizona,  
Colorado, Missouri,  
Idaho, Hawaii,  
Montana, New Mexico,  
North Carolina, North  
Dakota, Ohio, Utah,  
South Carolina, South  
Dakota, Washington,  
Wyoming

**Robert Heinrich**  
Extension: 3016  
Connecticut, Maine,  
Delaware, Maryland,  
Massachusetts, New  
Hampshire, New York,  
New Jersey, Pennsylvania,  
Rhode Island, Vermont,  
Virginia, West Virginia,  
Washington D.C.

# Log on. Sign up. Cash in.



## Prizes & Rewards.

➤ **Simple, easy and free.** *Hy-Inside* is the industry's leading loyalty program that rewards you for doing what you do best - selling terminals and services. Here you can earn free gear and cool prizes. And it's just for ISOs, ISAs and independent contractors.

Get an additional **150-point bonus** when you sign up by December 25. All you do is log on, sign up and cash in.

Keeping score in the game of sales has never been easier. Or more rewarding. Do it today.

➤ [www.hypercomusa.com](http://www.hypercomusa.com)



focused on excellence.



innovation results. leadership.