



The Green Sheet

DEDICATED TO THE EDUCATION AND SUCCESS OF THE ISO AND MLS

February 13, 2006 • Issue 06:02:01

Inside this issue:

News

Industry Update	14
Sage Group acquires Verus Financial Management.....	36
First Data to spin off Western Union, tighten focus on card and merchant services	58
Card Associations lower fees for more secure online transactions.....	100
FDIC to hold hearing on Wal-Mart's bank bid.....	102

Features

AgentTalkSM: Chris Perrine

An entrepreneur with a personal touch..	22
A renewed interest in alarms that protect hardware, users By Tracy Kitten, ATMmarketplace.com.....	30
Letter from NAOPP's new President	48

Views

Acquirers: Ask MasterCard to abolish annual fee By Ken Musante	38
PIN debit: Facing up to consumer needs By Paul Rasori	54
Wanted: A solution for all-in-one merchants By Ben Goretsky.....	98

Education

Street SmartsSM:

Primary goal: Keep customers satisfied By Steve Schwimmer	76
Time to use Verified by Visa and MasterCard SecureCode? By David H. Press.....	82
Five questions to ask when converting merchants By Kimberley Marvin	86
IP connectivity: Where is it headed? By Ken Boekhaus.....	90
A closer look at Firefox By Joel Rydbeck	94

Departments

QSGS: Quick Summary Green Sheet	8
Company Profile.....	43
New Products.....	105
Inspiration.....	111

A primer on wireless POS

Wireless technology costs are plummeting; reliability and coverage are making huge leaps forward. The surge in popularity of wireless home electronic devices has made the idea of wireless POS systems more palatable for even the least tech-savvy and nonmobile merchants. This is creating a perfect storm of opportunity for those who can keep their sea legs under them.

TowerGroup, a MasterCard International-owned research and consulting firm, predicts that handheld and countertop wireless devices will account for nearly one in four new POS terminals delivered in the United States by 2009. Wireless has gone mainstream; a bewildering array of technologies and POS systems are out there.

In many industries, when a new generation of technology is born, it quickly kills off the previous generations. But merchants don't necessarily love technology for technology's sake, and the initial investment in a POS system can be substantial, both financially and in employee training. So there are probably more flavors and generations of wireless technology existent in POS systems than in any other area of wireless.

Compounding the complexity, differences between wireless POS systems lie deep in the technologies, not the logistics. Wireless payments are processed the same, no matter how they get there; the difference is only in the transmission. And, just as some of the best automobile owners can't tell the difference between a spark plug and a distributor cap, most merchants couldn't care less how the technology works as long as it keeps running.

But ISOs and merchant level salespeople (MLSs) need to have enough understanding of the underlying technologies to answer their merchant's questions, determine what is necessary to implement a wireless system, and screen through myriad of options to find the best solution for that merchant's particular needs. It's a tall order.

What's under the hood?

Most current wireless POS solutions use a wireless wide area network and technologies such as general packet radio service (GPRS), DataTAC or Mobitex to transmit transaction data from the terminal device to the mobile station. From there the data are sent through landline connections to gateways, and then to a processing center. But connectivity technologies such as code division multiple access (CDMA), wireless local area network (commonly referred to as WiFi) or Internet protocol (IP) are rapidly making huge strides in the POS arena, sometimes supplanting earlier efforts.

"Wireless network technologies have been evolving continuously since, well ... forever," said Paul D. Copping, Vice President of Business Development for Apriva, a wireless solution provider. "Each quantum leap in wireless technology creates a new generation."

What's better than
a "Free Terminal?"

How about a terminal
that's actually FREE!

Seems like everyone is offering Free terminals these days, but most of these offers aren't really Free. At North American Bancard we pride ourselves on being the best. After all that's what our agent partners deserve and have come to expect from NAB.

That's why we've worked hard to come out with the best Free Terminal Program in the business. The best equipment. An industry leading residual program with a \$500 conversion bonus plus a \$100 activation bonus. No Hassles. No fine print. Just the very best program out there. What else would you expect from North American Bancard?



FREE!

Premium Solution
OMNI 3750
Dual comm & Smart Card
ready terminal

Plus FREE
PIN PAD!



FREE!

Check Solution
OMNI 3750 w/cr1000i
Includes stacker and cables
Dual comm & Smart Card ready

Plus FREE
PIN PAD!



FREE!

Wireless Solution
Way System
Hand Held, Wireless, Smart
Card enabled terminal

NorthAmerican[™]
BANCARD

To find out more visit www.GONAB.com or call: 1-888-229-5229



The Green Sheet

Advisory Board

- » Tony Abruzzio—Global Payments Inc.
- » Adam Atlas—Attorney at Law
- » Clinton Baller—PayNet Merchant Services Inc.
- » Audrey Blackmon—POS Portal
- » Sam Chanin—Business Payment Systems
- » Steve Christianson—AAmonte Bankcard
- » Steve Eazell—Secure Payment Systems Inc.
- » Mike English—Ingenico Corp.
- » W. Ross Federgreen—CSRSI
- » Jim Fink—EVO Merchant Services
- » Ed Freedman—Total Merchant Services
- » Marc Gardner—North American Bancard
- » Alan Gitles—Landmark Merchant Solutions
- » Russ Goebel—Pay By Touch
- » Alex Goretsky—USAePay
- » Jared Isaacman—United Bank Card Inc.
- » Jerry Julien—Equity Commerce LP
- » Lazaros Kalemis—Alpha Card Services Inc.
- » Mitch Lau—Money Tree Merchant Services
- » Mitchell Levy—Cynergy Data
- » Douglas Mack—Card Payment Systems
- » Paul Martaus—Martaus & Assoc.
- » David McMackin—AmericaOne Payment Systems Inc.
- » Doug McNary—First Data Merchant Services
- » Patti Murphy—The Takoma Group
- » Steve Norell—US Merchant Services
- » Garry O'Neil—Electronic Exchange Systems
- » Paul Oswald—TransFirst
- » Bill Pittman—TPI Software LLC
- » David Press—Integrity Bankcard Consultants Inc.
- » Paul Rasori—VeriFone
- » Charles Salyer—GlobalTech Leasing Inc.
- » Lisa Shipley—Hypercom Corp.
- » Dave Siembieda—CrossCheck Inc.
- » Scott Wagner—Humboldt Merchant Services LP
- » Dan D. Wolfe—Barons Financial Group



**Green Sheet, Inc. — Winner
APEX Awards for Publication Excellence
in print and online—4 consecutive years.
Plus, Grand Award in 2004**

Affiliations:



Produced and Printed in the U.S.

Notable Quote

"While we have no illusions about our place in the industry, we do hope to accomplish our goal [of becoming] the preeminent organization for the MLS. You have a dedicated board of directors who are ready to take the organization to another level."

See story on page 48



Inside this issue: *CONTINUED*

New Products

Conduct business meetings anywhere.....	105
Check scanning versatility for low-volume locations.....	106
A nearly virtual terminal	108

Company Profile

Acies Inc.	
Striving for blue chip status	43

Inspiration

Making the most of performance reviews.....	111
---	-----

Departments

Forum.....	5
Datebook.....	114
Resource Guide	118
Advertiser Index	126

Miscellaneous

Sarcasm Sells - Editorial Cartoon	5
QSGS: Quick Summary Green Sheet	8
Bottom Lines	14
Water Cooler Wisdom	111
10 Years Ago in The Green Sheet.....	113
Word Search.....	116

GS The Green Sheet

President and CEO

Paul H. Green paul@greensheet.com

CFO/Vice President Human Resources & Accounting:

Brandee Cummins brandee@greensheet.com

General Manager and Chief Operating Officer:

Kate Gillespie kate@greensheet.com

Asst. VP of Editorial and Managing Editor:

Karen Converse karen@greensheet.com

Senior Editor:

Patti Murphy patti@greensheet.com

Associate Editor:

Laura McHale Holland laura@greensheet.com

Staff Writers:

Sue Luse sue@greensheet.com

Lisa Mann lisa@greensheet.com

Jr. Staff Writer:

Josh Sisco josh@greensheet.com

Art Director:

Troy Vera troy@greensheet.com

Advertising Sales:

Danielle Thorpe, Advertising Sales Director danielle@greensheet.com

Rita Francis, Account Executive rita@greensheet.com

Vicki Keith, Sales Assistant vicki@greensheet.com

Production:

Lewis Kimble, Production Specialist lewisk@greensheet.com

Circulation:

Kat Doherty, Circulation Assistant katd@greensheet.com

Correspondence:

The Green Sheet, Inc.
 800-757-4441 • Fax: 707-586-4747
 6145 State Farm Drive, Rohnert Park, CA 94928
 Send your Questions,
 Comments and Feedback to greensheet@greensheet.com
 Send Press Releases to press@greensheet.com
 *NOTE - Please do not send PDF versions of press releases.

Print Production:

Hudson Printing Company

Contributing Writers

Ken Boekhaus kenb@exsprocessing.com
 Ben Goretsky ben@usaepay.com
 Kimberley Marvin nancyd@cynergydata.com
 Ken Musante kmusante@hbms.com
 David H. Press dhpress@ibc411.com
 Paul Rasori paul_rasori@verifone.com
 Joel Rydbeck joel@nubrek.com
 Steve Schwimmer thevisaguy@516phoneme.com

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

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



THERE IS A BETTER WAY!

Green Sheet Resource Guide

Pay just one time for 24 issues!

Low-cost advertising in every issue, all year long!



Call Rita Francis Today Toll Free 866-429-8080

Forum

Proudly sponsored by:



Sarcasm Sells



Lending versus factoring

[A] credit card lending program is a good product that will fit certain merchants' needs, with the added benefit that it is less expensive than a credit card factoring product.

However, it is important for ISOs considering a financing offering for their customers to understand the difference between credit card lending and factoring. Credit card factoring by its nature is designed to be accessible financing to the largest possible merchant base. More flexible approval standards, which are at the core of the credit card factoring product, mean higher risk to the financing company and thus a higher cost to the merchant.

For the ISO, a factoring product should provide a higher penetration to their merchant base compared to a lending product. A higher penetration rate will mean that the ISO meets a larger percentage of their merchants' needs, creating more customer satisfaction for the ISO and more commissionable revenue to the ISO compared to a lending product.

– Jeremy Brown, President
RapidAdvance LLC

Looking for an interchange chart

Is there any place that I may find an interchange chart along with a real world explanation of the categories? For example, on things like Debit Tier I, II, etc. I'd like to see a chart that explains what each of those categories are and when they would apply.

– jtmrchr (GS Online MLS Forum member)

Jtmrchr:

On GS Online we provide a list of the most recent interchange rates, as well as access to the "Interchange Untangled" article series, a response to numerous reader requests for definitions of the various interchange levels. You will find these at:

www.greensheet.com/mlsportal/industryfaq.html

Also, Robert Carr contributed an excellent article on interchange as part of his "Knowledge Is Power" series: "Unqualified, Mid-Qualified and Non-Qualified Interchange Levels," By Robert Carr, The Green Sheet, April 20, 1998, issue 98:04:02. You will find this article at:

www.greensheet.com/Secured-/KnowledgeSeries/10.html .

Editor

What's better than a "Free Terminal?"

How about a terminal that's actually FREE!

Seems like everyone is offering Free terminals these days, but most of these offers aren't really Free. At North American Bancard we pride ourselves on being the best. After all that's what our agent partners deserve and have come to expect from NAB.

That's why we've worked hard to come out with the best Free Terminal Program in the business. The best equipment. An industry leading residual program with a \$500 conversion bonus plus a \$100 activation bonus. No Hassles. No fine print. Just the very best program out there. What else would you expect from North American Bancard?

North American Bancard is a registered ISO/MSP of HSBC Bank USA, National Association, Buffalo, NY



To find out more visit www.GONAB.com or call: 1-888-229-5229

FREE!

**Premium Solution
OMNI 3750**

Dual comm & Smart Card
ready terminal

Plus FREE PIN PAD!



FREE!

**Check Solution
OMNI 3750 w/cr1000i**

Includes stacker and cables
Dual comm & Smart Card ready

Plus FREE PIN PAD!



FREE!

**Wireless Solution
Way System**

Hand Held, Wireless, Smart
Card enabled terminal





Short on time? This section of The Green Sheet provides a quick summary of nearly all the articles in this issue to help keep you up to date on the latest news and hot topics in the payments industry.

Cover Story

A primer on wireless POS

Wireless technology costs are plummeting; reliability and coverage are making huge leaps forward. The surge in popularity of wireless home electronic devices has made the idea of wireless POS systems more palatable for even the least tech-savvy and nonmobile merchants. This is creating a perfect storm of opportunity.

Page 1

Feature

AgentTalkSM: An entrepreneur with a personal touch

Chris Perrine, an MLS with Total Merchant Services, has learned that providing superb customer service is the fastest way to success. In an interview with The Green Sheet he offers his insight on MLS certification, the free terminal programs' effect on the industry, and how to compete with banks and the Costco's of the world.

Page 22

News

Sage Group acquires Verus Financial Management

On Jan. 9, 2006, United Kingdom-based Sage Group plc, an accounting and business management software provider, announced plans to acquire Verus Financial Management Inc., a Nashville, Tenn.-based ISO and provider of credit card and check processing services.

Page 36

Feature

Letter from NAOPP's new President

Ken Hancock, NAOPP's new President, recently posted a letter on GS Online's MLS Forum in response to a number of questions posed concerning NAOPP's direction as an organization and status on various initiatives for its members, including health insurance.

Page 48

View

PIN debit: Facing up to consumer needs

Consumers are increasingly turning to debit cards over cash, checks and, in many instances, even credit cards, and more prefer PIN debit over signature debit. So why do so many merchant locations fail to provide a PIN entry device for their customers?

Page 54

ABC LEASING, INC.

"POS Leasing Solutions for the 21st Century"

**Quick Approvals
Outstanding Customer Service
One of the Best Rates in the Industry
Same Rates for Terminals / Software**

**"A" Lease as low as .0279
"B" Lease as low as .0285
"C" Lease .0329**

**Home for Small,
Medium & Large size ISOs**

Toll Free: 1-877-222-9929

**WE DO SOFTWARE LEASES NOW!
We Accept: 12, 24 & 36 Months Leases,
with Credit Grade of: A, B & C**

Our Proven Merchant Lead Generation Program Will Leave Your Competitors in the Dust.

**Our ISO's receive qualified, pre-set appointments.
All you have to do is close the deal!**

AmericaOne Delivers:

- Upfront Cash - Hundreds to Thousands of Dollars Per Merchant Application
- Additional Upfront Bonus- \$100-\$500 Per Approved Account
- Faxed Merchant Applications - No Photos / No Originals / Same Day Approval
- Merchants Reimbursed for Current Providers Cancellation Fees
- Free Merchant Equipment Program
- Expert Customer Service On All Platforms 24 / 7 / 365
- Free Merchant Equipment Swap-Out Program
- 2-Hour Lease Approval / Split Funding / Rebates
- MLS Reporting @ www.aoreports.com
- Application Status & Knowledge Base @ www.aoagent.com
- Merchant Reporting @ www.merchantreports.com
- Professional Marketing Materials
- Business Development Consulting
- Free Merchant Statement Analyses & Merchant Proposals
- Check Services / ACH Services / Gift & Loyalty Card Programs

AmericaOne's Overall Commitment to You and Your Customer's Satisfaction is Second to None.

**If you are serious
about selling,
call us TODAY...
888-502-6374**



email: iso@americaoneps.com • www.americaoneps.com

Copyright 2005 AmericaOne Payment Systems, Inc. • 930 Hamlin Court • Sunnyvale, CA 94089 • KeyBank National Association, Cleveland, OH, Member FDIC

See AmericaOne Payment Systems, Inc. (APS) Independent Sales Organization Agreement and other APS associated program's documentation for the specific terms and condition on each program, some limitations apply. Please contact APS for more details.

QSGS

News

First Data to spin off Western Union

On Jan. 26, 2006, First Data Corp. announced plans to spin off Western Union, the world's largest money transfer business, and to realign and reorganize many of the remaining divisions within the company.

Page 58

Education

Time to use Verified by Visa and MasterCard SecureCode?

ISOs and MLSs who get online merchants to use the Verified by Visa and MasterCard SecureCode programs may benefit from additional income earned from merchants and decreased exposure to fines from the card Associations' chargeback monitoring programs, among other things.

Page 82

Education

Street SmartsSM: Primary goal: Keep customers satisfied

If customers are the main reason for being in business, then a business should focus on satisfying customers. As busy MLSs, it is no surprise that this vital component of running a business sometimes takes a backseat; however, there are things that we can do to provide our merchants with the best possible service.

Page 76

Education

Five questions to ask when converting merchants

Many sales agents see the risk department as the bad guy. The truth is that the department exists to *help* agents and their merchants. This article includes five questions that agents should ask merchants when converting them. This will help agents and the risk department avoid frustration down the road.

Page 86

Exceeding Expectations

- Competitive buy-rate programs
- Revenue Share Programs
- Same Day Approvals
- Liberal Underwriting
- Fully bilingual back-office support
- Free terminal deployment
- Ongoing conversion bonuses and reward programs
- Dedicated relationship managers and sales support staff
- Portfolio purchases

Verifying the World, one transaction at a time.

SafeGuardTM Gateway Enhancements

Advertise your business with every transaction
Ideal for QSR, restaurants, retail

BENEFITS:

- Additional Fee Categories to earn revenues
- Recurring billing and bill-pay features
- Receive referrals with daily notifications
- Enhanced merchant reporting

Ask about private-labeling SafeGuard today.



GLOBAL

ELECTRONIC TECHNOLOGY

©2005 GET all rights reserved.

www.gettrx.com

877-GET-4ISO

8 7 7 - 4 3 8 - 4 4 7 6



A Better Fit

Portfolio Loans

You need cash to grow your business

Portfolio Buy-Outs

Up to 24 times

Medical Benefits Funding

Offset the cost of your current plan with our Flex-Med Program

Faxable Program

No application or lease originals needed!

Service & Support

ISO Support 9:00AM to 6:00 PM-Coast to Coast
7 Front-Ends to support ALL industry types

Best ACH Product Available

Check by Net, Check by Phone and Credit Cards integrated into one gateway.

On-line Application

Easy to implement. Easy to use.

Free Agent Web Store

We provide every office with their own website which includes the online application

The only way to earn your loyalty is to make reasonable commitments and keep them. We pride ourselves on conducting business with the highest degree of professionalism. Our relationships are built on integrity, trust and a dedication to excellence.

Your Satisfaction is our Success

Call today for all the details.

Interchange + \$.06 Revenue Share

1.60% Buy Rate

Vest immediately in YOUR Portfolio!

Great Deals on Equipment

2085

\$219 New or \$179 Refurb

Omni 3750

\$ 299 New

Nurit 8320

\$299 New

T7Plus

\$179 New or \$149 Refurb

3020

\$299 New or \$199 Refurb

Omni 3200 se

\$239 New or \$179 Refurb

BONUS

\$100 Bonus for every new merchant!

Conversion Bonus with NO CAP - and keep your residual!

PAYMERIC

Paymerica, LLC is a registered ISO/MSP of J.P. Morgan Chase Bank, Hicksville, NY

1/877-PAYMERIC
(729 - 6374)
Ext. 301

QSGS

Education

**IP connectivity:
Where is it headed?**

A new year offers a chance to think about the future. Let's break out the crystal ball to see what the future holds for one emerging technology solution in the payment processing industry: using the Internet rather than a dial or leased line as a transmission medium for transactions.

Page 90

Education

A closer look at Firefox

We've mentioned the Web browser Mozilla Firefox before. The product can be a viable solution for many of your Web browsing needs and offers several important features for ISOs and MLSs, including the ability to remove sensitive data from the browser's memory.

Page 94

View

Wanted: A solution for all-in-one merchants

A new year has begun and already my team is talking with reps from different merchant banks to request the latest and greatest for their merchant customers. An issue concerning all-in-one merchants continues to arise because a real solution for them has yet to be found: an all-in-one merchant account.

Page 98

News

Card Associations lower fees for more secure online transactions

In a move to entice online merchants to implement MasterCard SecureCode and Verified by Visa, both card Associations have now reduced their interchange rates for transactions made using these security programs.

Page 100

News

FDIC to hold hearing on Wal-Mart's bank bid

Wal-Mart Stores Inc.'s bid for a limited-reach bank, known as an industrial loan corporation, has not only irked the banking community, but it also has drawn scrutiny from U.S. legislators and regulators. As a result, the Federal Deposit Insurance Corp.'s board will hold a hearing on the matter.

Page 102

Inspiration

Making the most of performance reviews

Annual reviews, or any performance appraisal, can be painful and nerve wracking for both the supervisor and employee. But, they don't have to be. When conducted correctly, they can create a more efficient business and make for happier and more productive workers.

Page 111

New VISA Logo Materials Available Now!

We have a complete line of identity materials in stock for immediate delivery.

- Visa/Mastercard Decals
- Push/Pull Decals
- Tent Signs
- Multi-Logo Decals
- Banners
- Metal Pole Signs
- Check Presenters



Need Custom Decals or Overlays?
GB Frank custom prints decals, credit card terminal overlays, check presenters and more.



GB Frank
International

For information or ordering:
888-332-2577

101 Tower Drive
Burr Ridge, IL 60527

www.gbfrank.com

DOES YOUR BUSINESS NEED A LIFT?

There's no faster way to raise your bottom line than partnering with Innovative Merchant Solutions (IMS), a wholly-owned subsidiary of Intuit. With 2.6 million small businesses running their offices on QuickBooks, your financial growth will soon reach new heights.

Here are more reasons to partner with IMS:

- **OFFER FREE QUICKBOOKS PRO 2005 TO ALL NEW MERCHANTS:** a \$300 value!
- **NEW PRODUCTS:** Sell the only Terminal, Internet and PC processing solutions that integrate with QuickBooks.
- **COMPENSATION:** Participate in IMS' True Partnership Program.
- **SERVICE:** Benefit from IMS' LIVE 24-hour customer service. Experience low attrition rates and high customer satisfaction.
- **APPROVALS:** Receive same-day approvals for virtually all types of businesses.
- **SUPPORT:** Expand your business with the backing of Intuit, a publicly traded Fortune 500 company.

JOIN THE IMS TEAM:

- Independent agents
- Regional sales managers (send resumé)

Call (800) 383-8306, or e-mail us at agentservices@innovativemerchant.com.



IndustryUpdate

Proudly sponsored by:



NEWS

Aite Group studies fraud management, banking trends and biometrics

In a new report, research and advisory firm **Aite Group** presents 13 competitive trends reshaping the fraud management industry. The report makes recommendations to financial institutions to take advantage of vendors' emerging value propositions and mentions 24 firms, including CheckFree Corp., eFunds Corp., Harland, ID Analytics Inc., Pay By Touch, PaymentOne Corp., Primary Payment Systems Inc., and Retail Decisions.

In a separate report, Aite highlights the top 10 U.S. banking industry trends that it foresees in 2006. Although risk and compliance issues will remain at the forefront, Aite predicts that banks will better leverage the Internet to attract new customers and cross-sell to existing ones and battle at the POS to deliver more value to merchants and consumers.

Aite also released a report examining the security environment at financial institutions and the factors driving interest in biometric technologies. Only about 5% – 7% of financial institutions have deployed biometric technologies. The study predicts that although that number has remained low, the technology is well positioned to take off over the next few years, especially at the POS and bank teller stations. To purchase any

report call 617-273-5111 or e-mail sales@aitegroup.com.

ChoicePoint to pay \$15 million in penalties

Consumer data broker **ChoicePoint Inc.**, which last year acknowledged that the personal financial records of more than 163,000 consumers had been compromised, will pay \$10 million in civil penalties, the largest civil penalty in Federal Trade Commission (FTC) history, and \$5 million in consumer compensation as part of a stipulated final judgment and order to settle FTC charges that its security and record-handling procedures violated consumers' privacy rights and federal laws. (NOTE: A stipulated final judgment and order is for settlement purposes only and does not constitute an admission by the defendant of a law violation.)

DataTreasury and NCR settle patent-infringement suit

DataTreasury Corp. settled a patent-infringement lawsuit against **NCR Corp.** The agreement follows settlements with Bank One, Groupe Ingenico and RDM Corp. DataTreasury's pending lawsuits include actions against Citibank, Bank of America Corp. and Wells Fargo & Co.

DataTreasury accused these companies of infringing on its patents for image capture, centralized processing, and electronic storage of document and check information. As part of the settlement, DataTreasury has unrestricted use of all NCR patents that pertain to DataTreasury's business model and NCR has the freedom to operate in DataTreasury's field. NCR also agreed to pay DataTreasury an undisclosed sum of money.



- Consumer advocates are criticizing **JPMorgan Chase & Co.**'s "blink" card, saying that transactions are more susceptible to fraud without protections such as signatures, PINs and photo IDs. Chase counters that its security protections are state of the art.
- Identity theft topped the list of consumer complaints to the **Federal Trade Commission** for the sixth year in a row in 2005.
- The "Atlanta Journal Constitution" reported on several Web sites that specialize in the purchase, sale and trade of used and unwanted gift cards. **Swapagift.com** and **Cardavenue.com** are two of these sites. There are, though, instances of fraud in which sellers say that a card's value is more than it really is.
- Sales in the beleaguered grocery store industry improved in 2005. **The Food Institute**, a trade group, reported that through October 2005, sales rose 1.8% compared with 0.6% the previous year. October was the eighth consecutive month of increases.

Get to Know The Lipman Family of Products.

Class A and B certifications
on all the terminals.



NURIT®8000S

- Proven wireless Leadership



NURIT®8320E

- Fully integrated, Ethernet IP/Dial terminal
- Easy to use, easy to set-up



NURIT®8320

- Powerful multi-app dial-up solution



NURIT®2085

- The device that set the standard for reliability

For more information, please contact us at (800) 454-7626 or visit us online at www.lipmanusa.com

Lipman
TransAction Solutions®

IndustryUpdate

Hypercom class action dismissed

The U.S. District Court for the District of Arizona dismissed the class action complaint alleging securities violations by **Hypercom Corp.** and two former executives. The complaint focused on Hypercom's restatement of its financials for the first three quarters of 2004 because terminal leases were accounted for as sales-type leases rather than as operating leases. In other company news, Hypercom's multilane Optimum L4200 and Optimum L4250 have met the requirements of the Payment Card Industry (PCI) PIN Entry Device Security Standard.

Momentum build toward "cashless" society

New research from **TowerGroup** finds that a combination of market-ready and emerging technologies are aligning to drive a majority of consumer payment transactions from cash to other payment methods, including the Internet, mobile and contactless payments. TowerGroup expects the total market for micropayments in the United States to reach \$11.5 billion by 2009, with almost \$5 billion of that amount transacted via mobile phones.

Paper examines smart cards and parking

A new white paper, "Smart Cards and Parking: A Smart Card Alliance Transportation Council White

Paper," illustrates the changes taking place in the parking industry and the emerging role of smart card-based payment strategies. The paper identifies two reasons for the parking industry to change the current payment technology: the desire for a cashless payment and improvement in data collection in on-street parking equipment. The free paper is available at www.smartcardalliance.org.

ANNOUNCEMENTS

COCARD achieves 20,000 merchants

COCARD, the largest independently owned acquirer/ISO, surpassed 20,000 active merchants for which it supplies credit card services.

Financial services industry association debuts

Financial Solutions Providers (FSPi) launched as a new nonprofit trade association for companies that market products and services to the financial services industry. FSPi membership is open to companies that develop, manufacture or service products for the financial marketplace. Membership information is available at www.fspinternational.org or by calling 330-936-3794.



**Grow with Us.
It's Easy!**

- Fast approvals and same day activations
- Online electronic application and faxable application
- Proprietary end-to-end solution with no middle man
- Single source provider for all your payment processing needs
- Dedicated support representatives
- Leading provider of cutting-edge biometric payment technology
- 24x7 customer support



All ISOs want to build income and equity value from their merchant relationships but many lack the infrastructure and bank sponsorships to support portfolio management. Pay By Touch Payment Solutions recognizes these frustrations and has developed innovative Premier ISO programs that are designed to set you up for success:

Premier Associate

- Pay By Touch does the underwriting and holds the liability and passes great buy rates for product solutions on to you.

Premier Partner

- Graduate to a Premier Partner and you have a % ownership in your portfolio.

Once you have grown to achieve the ultimate goal, Pay By Touch still has so much to offer in our Direct Processing programs:

Direct Processing

- Benefit from direct boarding access of your merchant accounts, 24/7 merchant technical support, exceptions management as well as daily, weekly, monthly customized reporting.

Is The Payment Gateway You Resell All It Can Be?

If the payment gateway you resell makes it difficult to earn a living, maybe you're reselling the wrong payment gateway!

Since 1996, Authorize.Net has been resellers' preferred payment gateway for some very simple reasons:

Convenience

Robustness

Security

Reliability

Support



How Does the Payment Gateway You Resell Stack Up?

		Authorize.Net	Other Payment Gateways
Convenience	+ Merchant Billing + Flexible Integration Methods + Online Merchant Provisioning	✓	?
Robustness	+ Automated Recurring Billing + eCheck.Net® + Fraud Detection Suite + Card Present Capabilities	✓	?
Security	+ CISP & SDP Certified + Stable and Solid + Industry Leading Anti-DDoS Solutions	✓	?
Reliability	+ Competitive Buy Rates + Reliable Residual Payments	✓	?
Support	+ Free Merchant and Reseller Support + Extensive Third-Party Support + Dedicated Account Management	✓	?

No other payment gateway supports its resellers like Authorize.Net. To discover everything a payment gateway can be, contact Authorize.Net Channel Sales today!

<http://www.authorize.net>
newresellers@authorize.net
866-437-0491

Authorize.Net

Your Gateway to IP Transactions™

IndustrialUpdate

Global Electronic Technology opens new office; establishes ISO program

Global Electronic Technology Inc. recently opened its newest branch office in the Denver, Colo. area. The new location will serve as the National Sales office. The company also announced a new ISO program featuring the Simple BIN (S-BIN) program. The S-BIN concept will allow well-qualified organizations to enjoy the benefits previously only available to larger national bankcard companies.

Intelli-Check exceeds \$3 million in orders

Intelli-Check Inc. exceeded the previously announced 2005 goal of \$3 million in booked orders. Booked orders in 2005, which include orders shipped and orders received but not yet shipped as of year-end, were approximately \$3.1 million.

iMax launches split rate program

iMax Business Solutions launched its new split rate program allowing businesses to process credit card transactions through any credit card terminal or machine at the lowest rate possible. The technology automatically detects the type of card being presented and processes that card at the lower split rate of 1.29% for merchants who belong to the program.

Lipman receives NOVA certification

Lipman Electronic Engineering Ltd.'s NURIT 8000S, 8230 and 2085 POS terminals received Class-A certification and the NURIT 8100 Class-B certification from NOVA Information Systems.

Pay By Touch raises \$60 million

Pay By Touch closed more than \$60 million in new financing. Following the company's September round of financing, which raised a cumulative total of \$130 million, Pay By Touch completed the acquisitions of CardSystems Solutions Inc.; BioPay LLC; Capture Resource; 7th Street Software; and Convena LLC.

Shift4 doubles merchant base

Shift4's Web-based payment gateway solution, \$\$\$ ON THE NET, processed nearly \$15 billion in payments, representing over 92 million transactions for more than 11,000 merchants in 2005. The number of merchants handled in 2005 is more than double than that of 2004.

VeriFone achieves security approval

VeriFone announced that its Vx 570 payment solution and the MX870 multimedia payment system have met the requirements of the PCI PIN Entry Device Security Standard.

Can your current processor say ownership with integrity and without laughing?

Join the COCARD team and the only laughing you'll do is on the way to the bank.

COCARD®

A whole new kind of company

COCARD.NET • 866.230.6300



You Supply the Briefcase.



Build your own ISO plan at MSI.



MSI

**Merchant
Services Inc.**

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

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

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

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

PARTNERSHIPS

AmEx and GE Consumer Finance form alliance

GE Consumer Finance will issue American Express Co. (AmEx)-branded credit cards in the United States. The first product offered under the new agreement will be a Dillard's AmEx card. GE Consumer Finance will be responsible for issuing the cards, managing the customer relationships and providing customer service, billing and credit management.

Lipman USA signs agreement with Conquest Financial

Lipman USA Inc. signed a distribution agreement with Conquest Financial LLC. Conquest will sell complete systems consisting of Lipman's NURIT 2159 electronic cash register and the NURIT 222 PIN entry device. In addition, Conquest will purchase licenses for Lipman's NURIT Store. Lipman expects to recognize approximately \$4 million of revenue by the end of 2006.

Heartland invests in Parcxmart

Heartland Payment Systems Inc. (HPS) is making a strategic investment in Parcxmart Technologies Inc. The

investment will further solidify HPS and Parcxmart's existing marketing alliance, which provides Heartland limited exclusivity as Parcxmart's merchant acquirer to offer credit/debit card processing services to merchants who adopt the Parcxmart payment solution.

Ingenico and TPI Software form agreement

Ingenico formed a marketing agreement with TPI Software LLC. Ingenico will work with TPI to address the payment acceptance needs of mid-sized and smaller retailers that need a PC payment processing software solution.

ISD and MagTek team up

ISD Corp. and MagTek announced that H&R Block Inc. integrated the ISD Payment Switch transaction processing software with the MagTek Mini MICR check reader. H&R Block is using this solution to process and manage credit, debit and check transactions

NPS and Precidia partner

Nationwide Payment Solutions (NPS) is offering Precidia Technologies' POSLynx 400/220 devices in a "no upfront cost" rental program. The devices are designed to convert merchant's existing equipment from dial-up to Internet.

ACQUISITIONS

CheckFree purchases PhoneCharge

CheckFree Corp. acquired PhoneCharge Inc., a provider of telephone and Internet-based bill payment services, for approximately \$100 million in cash. The company expects the acquisition to be neutral to earnings per share for fiscal 2006 and accretive thereafter.

Payment Processing acquires Paradata Systems' assets

Payment Processing Inc. (PPI) acquired substantially all the assets of Paradata Systems. The transaction added 15 employees. The Paradata payment system will be used to enhance the PPI PayMover payment gateway and to provide Canadian processing support.

Fifth Third Processing acquires CMC

Fifth Third Processing Solutions announced the acquisition of Card Management Corp. (CMC), which provides services to financial institutions and retailers for credit and debit card, merchant and private label programs.

The company operates a multilingual contact center in Tucson, Ariz. CMC will continue to operate under its name and operations will be maintained in existing CMC facilities.

ACCESS ONE'S COMMITMENT TO YOU IN 2006

- 100% on Equipment Sales + Leasing, Great Pricing on Tranax ATMs and Triple DES Upgrades
- More ATM Financing Deals Approved Through Traditional Leasing or Our New Funding Program
- Earn Surcharge + Interchange Income - Never Missed a Residual Payment
- Scrip Programs Fully Compliant
- Willing to Work With + Provide Training for Experienced Offices/ISOs to Agents Starting Out
- 24//365 Internet Real Time Reporting

Call Access One for all your
ATM & Scrip Needs

718-492-1671 ext. 207
www.AccessOneUSA.com



APPOINTMENTS

Heartland appoints Chief Sales Officer

Sanford Brown was promoted to Chief Sales Officer for **Heartland Payment Systems Inc.** Brown served as Heartland's Senior Vice President of Sales Management since 2003. He began his career with Heartland in 1997.

First Data elects Coulter to board

David A. Coulter was elected to the **First Data Corp.** board of directors. Coulter serves as Managing Director and Senior Advisor at Warburg Pincus. Previously, he was Vice Chairman of JPMorgan Chase & Co. and Vice Chairman of The Chase Manhattan Corp.

RDM appoints CFO

RDM Corp. appointed **James Merwin** as Chief Financial Officer. Merwin has 20 years of experience in financial and operations management. Most recently he was a financial consultant to BTI Canada.

Peterson named NCHA Senior Vice Chairman

Kade Peterson was elected Senior Vice Chairman of the **National Clearing House Association (NCHA)**. Peterson is Senior Vice President and Item Processing Director for Sterling Savings Bank.

ViVOTech hires three executives

ViVOTech announced the addition of three executives: **Peter Slocum** joined the company as Senior Vice President of Engineering. Prior to joining ViVOTech, he was Vice President of Engineering Operations at Brocade Communications.

Todd Ablowitz was appointed Senior Vice President of Sales. Previously he held positions at First Data. **David Fiore** was named CFO. Previously he managed his own consulting practice.

Van Fleet named President of RewardsNOW

Steven Van Fleet was named President and CEO of **RewardsNOW**. He has been a Senior Vice President with RewardsNOW since 2005. Previously he was with First Data as Senior Vice President and spent 10 years with MasterCard International.

Wied joins ECHO as CIO

William Wied joined **Electronic Clearing House Inc. (ECHO)** as its new Chief Information Officer. Before joining ECHO, Wied was the Director of Software Technology for TransCore LP/Roper Industries. 

GlobalTech Leasing, Inc.

The "personal touch" company
Your leasing partner since 1996.

Looking for Experience?
10 yrs in business
with 70 years combined
staff leasing knowledge.

800.414.7654



The GlobalTech advantage:

- Competitive Rate Factors starting at .0275
- Credit Response in minutes
- Next Day Funding-

Guaranteed

- West Coast hours means East Coast convenience

Visit us in Las Vegas at the ETA
April 18-20 Booth #632

www.globaltechleasing.com

AgenTalkSM

An entrepreneur with a personal touch

Chris Perrine, a merchant level salesperson (MLS) with Total Merchant Services, is based in Citrus Heights, Calif. He has sales experience in several different industries, and has learned in all of them that education and superb customer service are the only ways to success. In the following interview, Perrine offers his insight on an MLS certification program, the free terminal programs' effect on the industry, and how to compete with banks and the Costco's of the world.

The Green Sheet: What brought you into the merchant services business?

Chris Perrine: I've been in the industry for almost three years. I've always had entrepreneurial aspirations, but after receiving a business degree I just wasn't sure which industry I wanted to be an entrepreneur in. My brother-in-law Daniel Hughes, who had been in the [merchant services] industry for several years, called and offered me the opportunity to manage his office. I met with him, and it seemed like the perfect match.

[Managing the office] let me see the business from all aspects and not just the bottom of the totem pole. I was able to see it from marketing and deployment [perspectives]. I had to learn customer service really quick. It gave me a better overall view of the industry.

GS: What did you do before?

CP: Before college, I worked for several years as an installation and service technician in the car stereo and mobile communications industries. Soon after receiving two Associate of Science degrees in business from Monterey Peninsula College, I worked as a Financial Consultant in the personal finance and insurance industries. ... I think that is why I love [the merchant services] industry so much. It allows me to have the best of all worlds: high-tech gadgets, financial consulting and outside sales.

GS: What type of training did you receive?

CP: I was fortunate enough to have a good field trainer who gave me the basic tools to close a simple sale, but I did it the hard way: all cold calling with no leads or warm market. I quickly realized in order to close a more sophisticated client, I would need to learn about the industry and how it works. That's when I turned to The Green Sheet along with Marc Beauchamp's book "How to Survive and Thrive in the Merchant Services Industry."

GS: What makes a good training program?

CP: It would definitely be similar to what I had in the insurance business. We would have at least one night set aside on industry training: specific product knowledge, industry updates on regulations and laws. On a different night would be sales training: cold calls, working off a script, different seminars ... to get you motivated and get a plan in place so that you can achieve your goals.

GS: Would organized licensing and training programs for MLSs be beneficial?

CP: I definitely think so. I don't think that they should be regulated by the state or government. I think that the industry can regulate itself. Visa/MasterCard set up regulations all the time. I think that it would be great for MLSs to set up something ... to get continuing education and make sure that they know all the rules and that they're not just left [in the dark].

I'm not saying that there are a ton of ISOs that don't know what they are doing, but at the same time, there



And this is how
we'll help you
save both

- Fast Approvals
- Competitive Rates
- POS Terminals
- Virtual Terminals
- Software
- Same-Day Funding
- Faxed Leases Accepted
- Verification 24-7

Time is Money

For more information
visit our website
A-1LEASING.COM
or call toll-free
888 222 0348 x3012

A-1 LEASING

Where The Customer Always Comes First!

When a secure network
is your business,



performing 1.7 million safeguards against fraud
every day is a smart investment.

When you invest in protecting your customers, you save millions of dollars. That's why the FASTLANE payment initiative is dedicated to the fraud free future of consumer payments, as well as the merchant's need for a dynamic, cost effective alternative to the credit card networks. It was reported in 2005 that up to 40,000,000 card accounts were exposed to potential fraud due to a security breach of a credit card processor. We think that's unacceptable.

aboutfastlane.com

AgenTalk

are companies that will give you a rate sheet and tell you to canvas the block and sign up as many merchants as you can. That's something that gives the industry a bad reputation.

GS: What has changed significantly in the industry since you started?

CP: The free terminal placement program. It is definitely not going away, and I am surprised it didn't happen earlier. When I first started I couldn't believe the mark up on machines.

I was in the cell phone industry when the same thing happened, and nobody believed it would last ... well, it did. I talk to my merchants in the cell phone industry today, and they tell me that their mark up on phones, that aren't free, is next to nothing. Luckily, the new merchant cash advance programs will fill that lost revenue stream for salespeople just entering the industry.

I don't think I could have survived my first year in the industry if I had to live off of residuals alone. I was lucky and entered the industry a couple years before these programs started, so I was able to establish myself. I really couldn't see MLSs coming in full time and making it

unless they have a good savings to fall back [on]. Most people that start out in insurance and real estate start out part time. I think that will happen here.

GS: Do you offer a cash advance program to merchants?

CP: I have my first one in the works right now, and it's been a fairly easy process. The merchant doesn't really have to worry about a set payment, which is great for them. ... I think that it will really help the industry, but I also think that the merchant is going to have to really trust who they are talking to.

GS: How do you choose a processor?

CP: Customer service and communication. I work way too hard to get a merchant to sign to allow someone else to lose the account. I try to be as hands on as possible with my merchants, but I am only one man. In the event that a merchant can't get a hold of me, I must be confident that my merchant will be in good hands.

At the same time, who likes it when you suddenly get a phone call from an angry merchant who could have easily been taken care of with a follow up phone call? As an MLS you should always be kept informed of issues with merchants, so you're not caught off guard and can follow up to make sure the issue was resolved.

It's amazing what a five-minute follow-up call can do. It's that little extra effort that makes the merchant feel special and sets you apart from the competition.

GS: Does this personal touch give MLSs an advantage over competition from banks and Costco, for example?

CP: I deal with Costco and the banks all the time. I actually like when the merchant is with their bank; those rates are pretty high compared to Costco rates. Most banks refer out to ISOs. But merchants who are with banks get no personal touch. It's the same with Costco. There is just an 800-number for merchants. There is no personal touch. Costco's rates are very competitive; I try to keep my rates pretty competitive.

GS: Does working with a large sales office deter a lot of independent-minded reps?

CP: I don't think that prevents them, because at the same time you still have your own marketing strategies, and you are still set up separate; you're just an independent sales office.

The advantages are there of being an entrepreneur and it's a little bit better because you don't have the risks. I like the fact that I can work with Total Merchant Services



Dedicated to Outstanding Customer Service
MAKE THE RIGHT MOVE!

PERSONALIZED SERVICE
FAST APPROVALS
CUSTOMIZED PROGRAMS
COMPETITIVE RATES FROM .0279
ALL POS EQUIPMENT
INCENTIVES FOR NEW VENDORS

PHONE: 866-396-2754 • FAX: 516-935-1701
E-MAIL: INFO@BARCLAYSQUARELEASING.COM

\$90

commission

Paid on each check service
deal installed.

Buy rates: 1.00% and .20
5.00 monthly fee
10.00 minimum

Other commission residual plans available

GLOBAL CHECK

go to www.globalcheck.com/newiso.html or call
800-988-6221 to get your ISO information today.

CHECK CONVERSION (Imager not required)
ARC (Accounts Receivable Conversion)
CHECK GUARANTEE
CHECK VERIFICATION
INTERNET CHECKS

AgenTalk

without the risk. At the same time I'm building lifetime residuals and a portfolio. It's the same thing with real estate and insurance agents. They usually don't go and start their own insurance or real estate company.

GS: What has kept you in the industry?

CP: The money, freedom and potential. The money is good as long as you're willing to work. The key is retention and referrals. In order to achieve these you must be educated, ethical and customer-service oriented.

I very much enjoy the freedom of making my own schedule. It allows me to be more involved in the community and spend quality time with my family. I help coach my son's basketball, soccer and track teams, and I work with the each organization's fundraising needs. I also help my church and my son's Cub Scout pack. Giving back to the community is important to me, and it can be a great way to network. As a one-man show, I put in a lot of hours, but I know I'm working to build something bigger. The potential to grow and succeed in this industry is impressive and attainable.

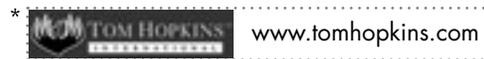
GS: What types of merchants do you prefer to work with?

CP: Working with retail merchants allows me the opportunity to discuss the debit and check card rates. A lot of times I don't lower rates; I just educate them on how to save money by processing transactions differently.

GS: Do you use any special techniques to close a sale?

CP: Tom Hopkins' N.E.A.D.S* analysis:

- Who do they process with **N**ow?
- What do they **E**njoy or like most about their current processor?
- What would they **A**lter or change about their current processor?
- I usually give them two or three alternatives and ask them which one would work best (**D**ecide).
- **S**ign, sign, sign!



GS: What are the basic tenets of your business philosophy?

CP: World class customer service and always do what is right.

BE PREPARED FOR THE UNEXPECTED



Electronic Systems Backup

Chargeback Protection



**Addressograph
Bartizan**
www.imprinters.com

For imprinters and POS related supplies,
contact us today:
1-800-431-2682
info@imprinters.com



Reasons to order **WAY Systems 10-Pack**

10. You'll have them readily available for customers.
9. They can be remotely activated for immediate deployment as needed.
8. You'll save on shipping costs and make more money.
7. You're customers will get a great deal — and you'll make more money.
6. You'll save time and paperwork for multiple orders — and you'll make more money.
5. Did we mention, you'll make more money?

***...Oh what the Heck,
with a deal like this, you really only need 5 reasons!***

Order the **ISO 10 Pack** today!



Visit www.waysystems.com or call 1-800-280-0579

AgenTalk

Got Gas?



We Do!

And you can get it too. Sign up with Orion Payment Systems and you can be part of an organization that provides seamless and secure EFT processing solutions for fleet fueling programs, the trucking industry, pay-at-the-pump, and in-store transactions.

Benefits you can expect from Orion: high speed modems for multi-lanes, detailed reporting, card level control, and superior customer service 7x24x365.

Orion is your "one stop shop" for Petroleum, Retail, Restaurant, Lodging, Mail Order/Telephone Order, E-Commerce, Agent Banks, Associations, Government/Municipalities, and Pre-Paid & Merchant Loan Programs.

For more information, contact an Orion Sales and Marketing representative @ 877-841-6500 or sales@orionps.com.



Orion is a Registered ISO/MSP of First National Bank of Omaha, Omaha, NE and HSBC Bank USA, National Association, Buffalo, NY

GS: Describe a typical day in your life.

CP: I usually will work on any pending customer service issues and administrative tasks in the early morning. Mid-morning to late afternoon I'm setting appointments and selling. In the evening I work on marketing and business development.

GS: Where do you see this industry in five, 10 and 20 years?

CP: Technology, technology, technology. I [also] believe there will always be a need for MLSs, but I see it evolving into a more service-oriented sales force with consulting and customer service at the forefront instead of rates and products.

GS: What kind of resource has The Green Sheet been for you?

CP: It is a wonderful resource that keeps me informed and educated. Whether it's the most current issue or one from last year, I can pick it up and always learn something new.

I consider it my direct link to the rest of the industry and reading it keeps my finger on the pulse.

GS: How important are the local and national trade-shows to MLSs?

CP: Very important. Not only are you able to network with colleagues from various facets of the industry, but you're able to learn about new technology, products and services. When I attend an event, I come back energized with a renewed determination to sell.

GS: What are your career goals?

CP: To build a professional sales office committed to education, efficiency, ethics and experience.

GS: Would you have done anything differently?

CP: Begun my career in the industry sooner.

GS: Any advice for someone just starting out?

CP: Educate yourself.

GS: Final thoughts?

CP: There is a lot of opportunity in this world, and if you set goals, hold yourself accountable, and always remember what is most important in this life, you'll have already succeeded. 



A Solid ATM Solution from a Company You Trust

United Bank Card has taken the knowledge and resources from its years of experience in payment processing and applied them to the ATM Industry. With United Cash Solutions, a wholly owned subsidiary of United Bank Card, you can rest assured that we adhere to the highest standards of quality and customer service. Operated by industry experts who understand the ATM needs of merchants and ISOs, United Cash Solutions delivers an entirely in-house program with a simple application process, fast turnaround times, nationwide on-site installation and 24-hour support. If you are interested in selling, leasing or placing ATM machines, United Cash Solutions is the solid choice you can depend on.

ATM Sales

- Sell or lease a state-of-the-art Triton, Tranax or Lipman ATM machine and keep the entire equipment commission.
- Receive 100% of the customer surcharge plus up to an additional 30 cents of back-end interchange.

Free ATM Placements

- ATM machines are programmed, delivered and installed at a merchant location for free!
- No expense to the ISO or Merchant – just immediate profit!
- Both ISO and Merchant receive a residual on every ATM transaction.

Additional Services

- ISOs and Merchants receive added residuals on a variety of revenue streams with ATMs that are fully compatible with a variety of value-added services such as: pre-paid phone cards, Western Union money transfer and check cashing capabilities.
- Cash replenishment and armored carrier service available.
- Promotional material, neon signs, banners and decals to promote ATM traffic at the Merchant location.



To sell, lease or place ATM machines,
contact United Cash Solutions:

1-800-698-0026

Alan Forgione, President - ext. 1410
Stephanie DeLeve, VP of Sales - ext. 1430

UNITED
CASH SOLUTIONS
a division of United Bank Card, Inc.

Feature

A renewed interest in alarms that protect hardware, users

By Tracy Kitten, Editor

ATMmarketplace.com

This story was originally published on ATMmarketplace.com, Dec. 27, 2005; reprinted with permission. © 2006 NetWorld Alliance LLC. All rights reserved.

Ram raids, ATM break-ins and attacks at the ATM are nothing new, but they've recently caught a lot of attention. From Australia to the United Kingdom to the United States, ATM deployers, especially independents, are working to address not just the loss of vault cash, but the loss of ATMs.

Barry Schreiber, a criminal justice professor at St. Cloud State University in Minnesota, has studied ATM crime for more than 20 years. Based on his research, an estimated 200 ATMs are stolen annually in the U.S. In the U.K., according to information collected by Alan Townsend of the Metropolitan Police Flying Squad, 126 ATMs were stolen from January to September.

By themselves, those numbers, which account only for the physical removal of ATMs, aren't that alarming. But add those to the overall number of attacks at the ATM, and the equation of loss is more revealing.

In the U.K., the total estimated cash loss in raids, break-ins and attacks in the first nine months of 2005 was about £6 million (U.S. \$11 million). The total number of ATM incidents in the U.K., including break-ins and theft attempts, increased from 472 in 2003 to 657 in 2004. As of September, incidents for 2005 already totaled 648. And those numbers don't reflect losses associated with repairing, and in most cases, replacing stolen or damaged ATMs.

Total losses for the U.S. are difficult to gauge, said Jerry Gregory, Corporate Development officer of Dallas-based Cash Carriers USA, since no government agency really

tracks those numbers. But losses are on the rise, he said.

Mark Coons, President of Charlotte, N.C.-based American Special Risk LLC, a company providing an ATM insurance program through the ATM Industry Association, told ATMmarketplace in 2004 his company pays about \$4.5 million a year for claims related to smash-and-grab attacks. Eighty percent of those claims, an estimated 300 a year, involve the removal of an entire ATM.

'Smash and grab' on the rise?

"The biggest problem I see is smash and grab," Gregory said. "It's the most prevalent thing in our industry." Not surprisingly, retail locations, primarily convenience stores, are the most vulnerable, he added, because most retail ATMs weigh less than 200 pounds.

"We have one store that has had its ATM rammed seven times. Last week, we had the same thing happen at two machines owned by the same customer. There's a lot of it going on."

C-stores also are the most vulnerable in the U.K. Townsend's statistics show that the majority of ATM thefts and attacks, 30%, occur at c-store locations. Companies are now devel-

oping products that deter thieves by preventing easy ATM break-ins or removals.

Cash Carriers, which developed its Phase II Cash System for Diebold's 1074 Island ATM, recently released its newest product, Phase II Cash Sphere. Gregory said his company has sold between 100 and 200 of its Phase II Cash System, which delays entry into Diebold's 1074, 1074i and 1074ix by several minutes to hours.

The new product, which sells for less than \$500, is designed to keep ATMs of any make or model bolted to the floor. It's a simple sphere design that attaches to the bottom of an ATM and is then anchored to the floor. Other companies are marketing alarm products to deter would-be thieves. Six months ago, Dax Bosnich, owner of Cincinnati-based Bull Horn ATM Alarm, released an alarm system with a microprocessor that adheres to the bottom of an ATM's safe.

If the ATM is pulled from its foundation, tilted or moved, the alarm, which produces a sound with the decibel level of a jet engine, goes off. ▼

150

Decibel level of a jet engine, compared to ambulance siren at 120 decibels.

Source: www.lhh.org/noise/decibel.htm

"We're selling 60 to 70 units per month, and it's been growing every month," Bosnich said of the alarm, which sells for less than \$400. His



**ELECTRONIC
PAYMENTS**

Put More Money In Your Pocket. Up to \$1500 Paid Weekly!

The EPI ISO Program offers:

Conversion Bonuses

Free Terminal Bonuses

Amex/Discover Bonuses

Headhunter Bonuses and More!

Call Today! 1-800-966-5520 x 221 or Visit epiprogram.com

Feature

company also is developing a new alarm that uses a microwave sensor to detect when the door of an ATM enclosure is opened. That product is expected to release in early 2006.

An extra layer of protection

Alarms are big business. Bosnich, who also owns Hassle Free ATMs, a Cincinnati-based ISO, developed the Bull Horn ATM Alarm after a couple of his own ATMs were hit. He said he sees potential for the market. And it's not just for retail ATMs. It's a big market for financial institutions, which have a vested interest in protecting cash, cash carriers and consumers.

California-based La Gard, a division of Computerized Security Systems and distributor of electronic safe locks, is expected to release its Navigator lock system, which includes an alarm, in the first quarter of 2006. The alarm works in duress mode and is designed to protect cash carriers and service providers, said Orlando Consalvi, the company's National Product Manager.

If a carrier or service provider is approached while at the ATM, he enters his seven-digit access code plus an additional number. A silent alarm is routed to the alarm company, which then notifies the police.

"Navigator also has a monitoring module, which provides a real-time look at what's going on at the ATM," he said. "As soon as a carrier goes to an ATM and requests to open it on the central server, if he's not supposed to be there, it sends a red flag."

However, Consalvi said there hasn't been a great deal of interest in the duress option, since many ATMs, especially those manufactured by Diebold and NCR, come equipped with similar functions.

But protecting cash carriers and service providers is only part of the problem. Other companies are marketing products that are geared toward consumers. Like the figures for ram raids, Ron Russikof, President of Philadelphia-based ATMOnGuard, said the number of forced withdrawals throughout the world hasn't decreased from year to year. The problem is a growing one. According to ATMOnGuard's research, 82% of ATM cardholder crimes in the U.S. are forced withdrawals.

But attempts to remedy consumer threats, such as panic buttons and reverse PINs, haven't had widespread adoption for a number of reasons, he said. Consumers were intimidated to use panic buttons, since their use wasn't easily concealed from assailants.





Call JR's POS Depot to get special pricing on two of VeriFone's newest terminals – the Omni 3730 for only \$239 and the Omni 3730LE for only \$199!

The partnership between VeriFone and JR's POS Depot stands ready to satisfy all of your Point of Sale needs by providing a wide range of popular terminals and services together with unbeatable experience. JR's also provides complete service and support for VeriFone's entire product line, including the Omni 3740, Omni 3750, Omni 3750 Dual Comm, Omni 3200SE, Omni 7000LE, Omni 7000, EverestPlus, SC 5000 and V 610.

Call JR's POS Depot at 1-877-999-7374.



www.verifone.com



©2005 VeriFone, Inc. All rights reserved. VeriFone, VeriFone logo and Omni are either trademarks or registered trademarks of VeriFone in the United States and/or other countries. All other trademarks, logos and brand names are the properties of their respective owners.



Tired of gambling your residuals on your processor's bluff?

If so, place a bet with us and put your money on a sure thing.
Your sign on bonus of \$3,000 - \$100,000 will be
one heck of an ante!

- A Wholly Owned Subsidiary of Bank of America, N.A.
- Dual Sponsorship with Best and NPC
- 2nd Largest Processor
- Interchange plus pricing
- Liberal Underwriting
- Fast Approvals
- Guaranteed Leasing
- Gift Loyalty Cards
- Petroleum
- Dedicated support staff
- Dedicated training

Call today:

Best Payment Solutions
3450 Buschwood Park Dr.
Suite 230
Tampa, FL 33618
866-289-2265

Contact:
Elbert Enrique
Brian Ciccarelli



Feature

And the reverse PIN, developed by Joe Zingher, has been difficult to sell, since a consumer in duress isn't likely to remember his PIN in reverse order.

Chip Minto of Safealert Systems, a division of Pace, Fla.-based North American Communications Corp., disagrees with Russikof, adding that panic buttons and similar products serve different purposes. His company's ATM911 emergency communications system, a 911 panic button, is installed at more than 2,000 U.S. ATMs.

Minto adds it is the only system of its kind currently in use. "We've been putting these systems on ATMs in high-crime areas since '98 and '99. Our market now is primarily smaller banks and credit unions."

The ATM911 system is individually installed at each ATM and is meant to provide ATM users a means of contacting 911 dispatchers after robberies or attacks. "If someone is sitting there robbing you at the ATM, we don't encourage you to risk your life [by pressing the button]," he said.

"The 911 button is designed to do two things: Number one, it acts as a [crime] deterrent, and number two, it helps speed up the police-response time."

The product is not designed to alert authorities while a crime is being committed.

Russikof, who's been tracking forced ATM withdrawals since 1999, is expected to release a new product next month that is specifically designed to thwart crimes in the making. The solution is simple, and it's similar to what La Gard includes on its Navigator lock for cash carriers and service techs.

When a user enters his PIN, instead of hitting four digits he always hits five. After entering the PIN, the user hits either a "1" for transaction acceptance or a "9" for duress from a password-selection list.

Russikof points out that the deployment of the solution is expected to be seamless, since the software is installed at the host and deployed network-wide.

"To me, it's simpler," he said. "It's just one more button they have to punch. It's a lot easier to remember because you're using it every time; you're always pressing an additional key." 

Original article: www.atmmarketplace.com/research.htm?article_id=24774&pavilion=4&step=story

E X S

Expect More.



More Deals, More Money,
More Sales Support



FREE Customized
Websites for Our ISOs



Turnkey Direct Marketing
to Bring You More Deals

With EXS, you get more. You get easy, practical solutions, personalized to suit your business needs. EXS offers a wide variety of selling tools, including a free website. We design and implement easy, affordable direct marketing campaigns, customized to your specifications. At EXS, we stay focused on one thing - your success. Let us prove it to you. Call now, or visit: exsprocessing.com

West: 1-800-949-2021 Ext. 127

East: 1-888-949-2021 Ext. 210

Electronic Exchange Systems is a registered ISO/MSP for HSBC Bank USA, National Association, Buffalo, NY.

Did you call us yet?

BCD is offering one of the
most incredible pricing and
residual plans in the industry!

888-MERCHANT

612 Wheelers Farms Road
Milford, CT 06460
Tel 888.637.2426 ext. 227
Fax 203.882.8875

 **BCD**
BankCardDepot
www.gotobcd.com

Sage Group acquires Verus Financial Management

On Jan. 9, 2006, United Kingdom-based Sage Group plc, an accounting and business management software provider, announced plans to acquire Verus Financial Management Inc., a Nashville, Tenn.-based ISO and provider of credit card and check processing services. Sage will pay \$325 million in cash to obtain Verus' assets from Financial Technology Ventures, a private equity firm, and its shareholders. The deal was expected to be completed within the month pending regulatory approval.

Both Sage and Verus focus predominately on small and medium-sized businesses (SMBs). Verus' portfolio consists of more than 100,000 merchants. Sage has 4.7 million customers, 2.4 million of which are in the United States, according to Financial Technology (FT) Partners LLC, Verus' adviser in the deal.

Sage's accounting software, Peachtree, which Sage acquired for \$308 million in 1999, competes with Intuit Inc.'s products in the United States. (In 2003 Intuit acquired

Calabasas, Calif.-based Innovative Merchant Solutions, a provider of credit and debit card processing services for small businesses. The acquisition provided Intuit with a processing platform in which to integrate its accounting software.) Through the Verus acquisition, Sage will obtain an electronic transaction processing platform in which to integrate its accounting software.

"Acquiring Verus expands our business management solutions into a growing market, where SMBs are showing clear demand for more automation of their business processes," said Ron Verni, Chief Executive Officer of Sage Software, a division of Sage, in a statement announcing the deal.

Under the terms of the acquisition agreement, Verus did not release a statement on the deal, and company officials would not publicly discuss it. Verus Chief Financial Officer Jim Edwards denied requests for copies of Verus' financial statements. According to FT Partners, Verus is a leading merchant acquiring company with close to \$10 billion in annual transaction volume. Its revenue for the year ended Dec. 31, 2005 was approximately \$64 million, representing growth of 26% on the prior year.

Rich Roberts formed Verus in 2002. Following Verus' acquisition of the ISO Network 1 Financial in July 2002, the company went on to acquire at least five other entities, including the ISO/MSP Cornerstone Payment Systems in January 2003 and the check conversion company Global eTelecom Inc. in December 2003.

Once Verus put itself on the auction block, it received a great deal of interest from many companies, both in and outside the financial services industry.

"Over five strategic buyers, including other processing companies, and over 10 private equity firms were engaged in discussion with Verus at one point or another," said Steve McLaughlin, Managing Partner with FT Partners.

FT Partners has been involved in two other major industry acquisitions: Royal Bank of Scotland's purchase of Lynk Systems and Pay By Touch's acquisition of CardSystems Solutions Inc. 

Deal highlights
M&A trend

Some other major deals that have occurred in the industry in the past year and a half include:

- PayPal's purchase of VeriSign's payment gateway
- The Chase-Paymentech merger (of which First Data is a part)
- Bank of America Corp.'s acquisition of MBNA and National Processing Co.
- First Data's alliance with Citibank
- The combination of Retriever Payment Systems and Iron Triangle Payment Systems, portfolio companies of GTCR Golder Rauner LLC.

"New Interchange +\$0.05 Program"

If you have been driving down that lonely road, have we got **ROOM** for you!

Speak to the Hotel—Motel Guru, the man who will "always leave the light on for you"...

Stan Kropp • 877-839-1905

Retail Buy Rate 1.83% + \$0.15	Moto/Internet Buy Rate 2.00% + \$0.21
-----------------------------------	--

***BI-LINGUAL SERVICE/TECH SUPPORT**

BPS

Business Payment Systems, a division of National Processing Company. We are an Equal Opportunity Employer.

VISIT OUR WEBSITE @ WWW.BUSY-AS-A-BEE.COM



JOIN APS WHERE OPTIONS LEAD TO SOLUTIONS



Need Another Wireless Network & Terminal Options for Customers?



Need new low cost terminals?



Need FREE TERMINALS?

Partner with a company that shares your vision. Endless Possibilities.

ADVANCED PAYMENT SERVICES

Partner For Success and Increase Your Profits

Buyrate Program 100% Over 1.49% +.15¢

Free Business Cards, Free Check Services

Begin 2006 with APS

With Faxed Applications and Same Day Live Merchant Numbers along with instantly updated web based status reports, your business will be a success. We pride ourselves on COMMUNICATION with you, our CLIENT..

APS Gives You the Ability To Manage Your Portfolio

Online Access to view merchant deposits, transaction history, and statements gives you the ability to build your portfolio. With systems setup to keep attrition low, such as our Inactive Merchant List and other reports, your portfolio will grow.

Free Check Collection

Additional Income Streams

Flat Fee Check Services, Amex, Discover, Low Equipment Cost and Excellent Lease Rates.

Professional Service and Experience

Are you tired of being switched from one customer service representative to another? Contacting our knowledgeable Client Service Representatives will give quick responses to any situation that you're dealing with.

Contact us at 800-414-4286 and ask for Myrvin Garnett, VP of Business Development. With our flexible systems, many programs are available to fit your needs.

APS IS A REGISTERED ISO/MSP OF HSBC BANK USA, NATIONAL ASSOCIATION, BUFFALO, NY

View



USAePay
...where business is done in Real-Time!

VERIFIED by VISA MasterCard
PCI Data Security Compliant

Solutions for EVERY Type of Merchant.

eCommerce

- Recurring Billing
- Fraud Prevention
- Custom Reporting
- Batch Uploading
- Check Processing

Wireless

- Supports any Provider
- Supports Most Phones
- Blackberry and Palm Supported

Retail

- Windows, Mac, Unix Supported
- Swipe-Rates
- Online Real-Time Reports
- POS Equipment API's



<http://www.usaepay.com>
866-USA-EPAY (872-3729)

Acquirers: Ask MasterCard to abolish annual fee

By Ken Musante

Humboldt Merchant Services

Rule 10.5.6 of MasterCard International's security manual requires annual registration for merchants. Only level-1, -2 and -3 merchants, however, must register. This effectively waives all retail and Internet merchants processing fewer than 20,000 Visa- and MasterCard-branded e-commerce transactions per year. In the event of a data compromise, MasterCard provides a potential safe haven from fines but only if the hacked entity is registered and compliant with the Payment Card Industry (PCI) Data Security Standard.

By registering merchants, an acquirer certifies that a) merchants have used the services of a data security firm of which MasterCard approves for on-site audit evaluations and security scanning, b) it has determined PCI compliance by review of the audit, self-assessment or network scan reports, and c) it will monitor compliance on an ongoing basis. If found noncompliant, the acquirer must notify MasterCard's Site Data Protection department in writing.

For level-1, -2, and -3 merchants who neither store data nor process it in any form (e.g., merchants who outsource to a Web-hosting company or redirect customers to a third-party service provider for payments), registration is still required; however, registration and annual fees are waived. MasterCard defines "data storage" as any entity that stores data temporarily or permanently or accepts payment information via a Web page.

The idea behind this rule is sound. MasterCard wants to know which entities store data and ensure that they are policed accordingly. Unfortunately, the rule requires that every registered merchant pay a \$200 annual fee. This means that Internet merchants processing more than 20,000 transactions per year must pay MasterCard \$200 annually.

The good news: MasterCard has announced a suspension of the 2006 \$200 annual registration fee for merchants. We at Humboldt Merchant Services will take advantage of this opportunity and register appropriate merchants. We will also continue to work with MasterCard and request a termination of the merchant annual fee. I suggest that all acquirers do the same. ■

Ken Musante is President of Humboldt Merchant Services. E-mail him at kmusante@hbms.com.





**Making More Money
Has Never Been Easier
with United Bank Card**

United Bank Card 

CASH IN ON THE ORIGINAL FREE TERMINAL PROGRAM



FREE

Nurit 8320 State-of-the-Art Terminal
Comstar Charge ANYwhere® Wireless Terminal
eⁿ Check 2500 Check Reader
Signature Capture Pad

No Hidden Fees! No Hidden Rentals! No Change in Residual Plan!

UNBEATABLE BONUS PROGRAMS

Earn up to **\$490** in Bonus Money
Per Deal Per Week!

United Bank Card's Free Equipment Bonus, Discover Bonus and Conversion Bonus programs will give you additional revenue on every account you sign!

MAXIMIZE YOUR PROFIT MARGINS



Hypercom® T7Plus



Nurit 2085

\$99 New Terminals

United Bank Card is now offering the Hypercom® T7Plus and the Nurit 2085 for the unbeatable price of \$99.00. This offer is for brand new equipment (no refurb) and is available exclusively to United Bank Card's ISO and MLS partners.

NEW LEASING STRUCTURE

Take advantage of United Bank Card's new leasing structure with lower rates!

- Tiered leasing rates starting at 0.0279
- Faxed leases with no originals needed
- Flat rate leasing at 0.0305
- Guaranteed approval
- No verbal verification on leases
- \$500 bonus after your 10th lease

- Same-day deployment of free equipment
- Auto approval program for retail, MOTO and e-Commerce
- In-house 24/7 customer service and technical support
- In-house underwriting/risk management
- 6 front-end platforms
- Leads referral program
- Online reporting system
- Instant file builds
- Faxed PDF and online apps with instant approvals
- Faxed lease apps with no originals
- No pictures
- Turnkey ATM Program
- Now offering EWI Prepaid Services

What Does a Partnership with United Bank Card Hold in Store for You?

United Bank Card, a top 40 merchant acquirer, has established an impeccable reputation of excellence in the payment processing industry. United Bank Card currently handles the merchants accounts for over 40,000 locations and processes in excess of 3 billion dollars annually and continues to grow at a rapid pace. We dedicate our resources to helping our ISO and MLS partners succeed and give them the tools they need to maximize their sales. United Bank Card has set the standard for innovation and our programs will continue to provide our agents with a competitive edge. Contact United Bank Card today and find out how our dynamic programs can improve your sales performance and increase your earnings!

To learn more about United Bank Card, contact:

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

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

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

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

2005

**Inc.
500**

16TH FASTEST GROWING
PRIVATE COMPANY
IN THE USA

Can your \$99 TERMINAL do THIS?

- Credit
- Debit with Internal PIN
- Check Imaging
- Gift & Loyalty
- Prepaid
- Bill Pay



***It's not what you save,
it's what you make
that counts.***

NO GIMMICKS
an annual fee or set-up to merchant does apply.

BPS OFFERS:

- Free Downloads done by our staff
- Professional Equipment Deployment from the Phoenix Group
- Friendliest Client Support and Technical Team in the universe
- Value-added programs including Guaranteed Checks & Gift Cards
- No liability programs for Prepaid and Bill Pay Products
- 4% upfront commissions on Merchant Funding Program

Agent / Agent Offices: Call Gary Shull @ 888-871-2230 ext. 124

MEET THE SPECIALISTS:

Prepay/Billpay/Gift Cards Programs: Call Josh Rosen @ 877-700-7947 ext. 299

High Risk/Check Processing/Petroleum: Call Sam Greenwald @ 877-700-7947 ext. 275

Merchant Funding Program: Call Elie Friedman: @ 877-700-7947 ext. 249

Hotels/Motels/Camp Grounds and if you are in the wilderness: Call Stan Kropp

@ 877-839-1905 ext. 313



***Bee in the Money
with VeriFone.***

VeriFone
THE WAY TO PAY™

Company Profile



Acies Inc.

ISO/MLS contact:

Miron Guilliadov Vice President, Sales
 Phone: 800-361-5540, ext 111
 Direct: 212-931-8217
 Fax: 212-208-2563
 E-mail: miron@aciesinc.com

Company address:

14 Wall Street, Suite 1620
 New York, NY 10005
 Phone: 800-361-5540
 Fax: 212-202-6339
 Web site: www.aciesinc.com

ISO/MLS benefits:

- Cutting-edge marketing programs
- Contactless payments
- Interchange pricing
- Buyout opportunities

Striving for blue chip status

In the payment industry's highly competitive practice of ISO and merchant level salesperson (MLS) recruitment, processors will go to great lengths to differentiate themselves. They compete with pricing, creative marketing programs and compensation models. Many salespeople, however, simply want their processing partner to provide quality service and offer accountability. Can they find this with a public company?

Acies Inc. is a third party payment processor that is a wholly owned principal operating subsidiary of publicly held Acies Corp. (OTCBB: ACIE). Its shares are traded on the Over the Counter Bulletin Board, an electronic trading service. Although the OTCBB has no listing requirements (such as NASDAQ or New York Stock Exchange) Acies must fully comply with the regulations of the Securities and Exchange Commission, including filing and publicly disclosing financial statements quarterly.

Acies primarily provides payment processing solutions for credit, debit, electronic benefits transfer, check conversion, and gift and loyalty transactions to U.S. merchants of all sizes. It also offers POS equipment, cash advance products and a contactless card program.

Being a public company certainly has its challenges. One of these, said Oleg Firer, Acies' Chairman, President and Chief Executive Officer, is having the company books open. "Every single potential ISO that wants to join us, or is with us, is able to see how we progress and exactly who we are, while most

of our competition is privately held and often gives out numbers that cannot be substantiated," he said.

Public status offers some advantages, though. "It's a great marketing tool," Firer said. "ISOs or salespeople would rather go with a publicly traded company than a private one.



Blue chip

A nationally recognized, well-established and financially sound company.

Source: www.investopedia.com

"They believe in the future of public companies. They know that there's not just two owners of the company who could cease their relationship at any time. There are shareholders involved, and it's a real corporate structure."

Acies' headquarters are on Wall Street in the heart of New York City's Financial District. "We think it's a great thing," said Jeffrey A. Tischler, Acies' Chief Financial Officer. "Not only from a business standpoint, as this is still the country's hub for financial services, but we also see it as being symbolic in what

Company Profile

we want to represent to our [merchant] customer base and to our family of ISOs."

"We say, 'Ask your competition what they see outside their window,'" Firer said. "They see horses and farms. We see the New York Stock Exchange."

Humble beginnings with grand goals

More than 10 years ago, Miron Guilliadov (who is now Acies' Vice President, Sales) founded Acies' predecessor, GM Merchant Solutions Inc. At that time the company was what Firer called a small time ISO.

"I took over as President in June 2002, and we decided we needed to go to the next level," he said.

"Things really kicked into high gear in 2004," Tischler said.

In June 2004, GM Merchant was

renamed Acies Inc. and "went public" through a reverse merger with a parent company that shortly thereafter changed its name to Acies Corp. In Latin, the word "acies" means sharpness: the quality of being sharp, clear and focused.

The company is focused on providing quality service to its customers, and in the past year, has achieved significant growth. Firer and Tischler attribute it to Acies' business model, innovative programs and strategic partnerships.

"From day one we have strived for quality in what we do, in how we service merchants and our ISOs," Tischler said.

"As a public company, we're all sharing in serving the customers, merchants and ISOs and growing the business together. With a scalable business model and a strong foun-

ation, we really believe in our goal of becoming *the* blue chip company in the industry."

"We focus on brick-and-mortar merchants," Firer said. "They make up the majority of our merchant portfolio. We are focused on retaining our customers and ensuring that there's quality in our portfolio because it ultimately equates to revenue. We're not going after just anybody, [such as] high-risk accounts; we don't need them. We feel that we could make a mark in more stable industries."

For the full fiscal year 2005 (April 1, 2004 to March 31, 2005), Acies reported \$3.9 million in revenue. Revenues for that year more than tripled versus the prior year. Year-end merchant account portfolio and gross margin and transaction volumes more than doubled, and the company saw continued, steady growth.

*If you believe that,
we have a bridge to sell you!*



The Brooklyn Bridge isn't for sale, and some agent deals out there aren't what they seem either.

- If you're looking for an ISO program that offers:
- ISO support specialists that answer the phone**
- Profit sharing on all income or Buy Rate Programs**
- Same day approvals and online reporting**
- Quality customer service for your quality merchants**
- Vested residuals • Agent Bank Program**
- Free Terminal Program • \$99 Terminal Program**
- Bilingual/Spanish Support**

MERAMAK
THE BANKCARD CENTER

800-505-3010

151 Highway 33, Manalapan, NJ 07726

For the first six months of fiscal year 2006 (April 1 to Sept. 30, 2005), Acies reported more than \$2.1 million in revenue. In January 2006, Acies announced that total merchant accounts grew 130% in the 12-month period ended Dec. 31, 2005. For the first nine months of fiscal 2006, total merchant accounts grew 94%. The company noted that merchant account growth was generated organically, and was effected with no significant additions to its infrastructure or overhead.

A contactless program and other incentives

In 2005, Acies launched a number of new initiatives for its ISO and MLS partners. One of these is a contactless card payment solution; the other is a merchant incentive program called Pay to Upgrade.

Working with several key strategic partners, including MasterCard International, VeriFone and ViVOtech, Acies was one of the first third party payment processors to make contactless payments available in the New York City area. And because more banks are now issuing the cards in more markets, Acies has been able to expand its offering to 30 more major metropolitan areas nationwide.

Contactless technology is ideal for use at merchant locations where checkout speed is essential, such as at quick service restaurants (QSR), gas stations and movie theaters. Consumers are issued credit or debit cards embedded with radio frequency identification chips. Rather than swiping their cards, they simply tap or wave them near terminals specially equipped for contactless transactions.

"We believe contactless is the future, and any merchant in the QSR or small-ticket arena should sign up for contactless because the cards are being dropped rapidly, and it's a great benefit for the merchant," Firer said. "We want to recruit and train ISOs to go out there and install contactless devices. We are subsidizing 100% of the device for the merchant. We're pretty much giving away a [VeriFone Omni 3750] with a contactless reader for the merchant."

Benefits for ISOs and MLSs selling contactless include: placing state of the art equipment with the merchant for no charge, improving merchant retention, expanding into new channels, and differentiating themselves from the competition. "At this point, the competition is still very small," Firer said. "Very few payment processors in the United States are able to accept contactless payments, and we're one of them."

Acies organizes its ISO and MLS offerings into two options. The first includes all of Acies' promotional merchant programs, such as contactless and Pay to Upgrade. The latter allows MLSs to offer merchants up to \$1,000



Introducing...

POS PORTAL EQUIPMENT RENTAL PROGRAM

**Another essential tool
to grow your business
and increase your profits**

- EARN 100% OF MARKUP
- LOW MONTHLY RATES
- NO DOCUMENTATION FEE
- NO FIRST & LAST UPFRONT PAYMENT
- NO TAX LIABILITY TO REFERRAL PARTNER

EARN RENTAL COMMI\$SION!

\$100 PER RENTAL

(\$50 for non-terminals)

PLUS MONTHLY MARK UP RESIDUAL!



CONTACT: BRIAN MIDDLETON
916.563.0111 ext. 253
rentals@posportal.com
www.posportal.com

Company Profile



In **2003**, your **ODDS** of winning a **MINI COOPER** at the **ETA** show were:
1 : 999*



**Same Odds!
New Car!**



BEST odds in VEGAS!



Merchant Services Network
Your **BEST** odds for
\$UCCESS

www.msnp.com
1-888-668-2650

* odds of winning may vary depending on the number of eligible participants.

(or up to 1% of their first month's processing) to work with Acies.

"There are minimums in terms of [merchants'] annual volumes," Tischler said. "If they meet those minimums, we think it is a great item for ISOs to offer right into the merchant's pocket. It's not merely an incentive for ISOs to sell, but it's an incentive for the merchant to buy."

The second option is a revenue sharing model with payouts of up to 85% based on volume. Acies compensates its partners by offering a true interchange split; a commission structure of 100% of all equipment lease income; monthly bonuses and sales contests; and residual income opportunities of 50% – 85%.

To track and manage all these programs, Acies offers its ISOs and MLSs Sales Central, a Web-based single point of contact for all sales support functions (www.mysalescentral.com). Sales Central provides real time access to information. It is intended to help all sized organizations, from large multisite, multidepartment ISOs down to smaller ISOs and MLSs, to better serve their customers by delivering products and services more quickly.

The software enables users to immediately calculate and present cost-savings benefits to potential merchants during sales calls. Salespeople can track their commissions and get marketing support from the company. It also eliminates much of the required administrative paperwork.

"It's a self-service portal where they don't have to call our office constantly to get answers," Firer said. "Everything is at their fingertips. They can manage their day-to-day business and receive real time status progress on their merchant applications from the time they submit them to their deployment. Customer service is critical for ISOs, and Sales Central significantly enhances an ISO's ability to plan and track work as well as provide information to their customers in a timely manner."

To back up all its programs (from contactless, Pay to Upgrade, and even the Sales Central product) and deliver on its goal of providing quality service to ISOs, MLSs and merchant customers, Acies has a toll-free POS help desk available 24 hours a day, every day of the year, and a dedicated client services team.

"We're not looking for the fast buck, we're not looking for short-term relationships, with either our ISOs or merchants," Tischler said. "We're trying to build something for the long-term. Once a merchant signs on with us, we believe that the quality of the service that we provide ... will keep them with us for the long haul." 

WHY ARE WE THE BEST P.O.S. SUPPLIER?

IT'S AS EASY AS...

No hidden agendas.

Being independent means we're not owned by a competing ISO or processor. We're an equipment distributor and service provider, not a competitor looking to sign your merchants.

Largest independent POS supplier.

We're also the only one with direct relationships with every major manufacturer, including VeriFone, Hypercom, Thales, Lipman, Ingenico, Magtek, so we have exactly what you want.

1

INDEPENDENCE

Everything you need.

New and refurbished equipment. Encryption and deployment. Repairs, supplies and same day shipping.

Flexible. Customizable. Personal.

We never force your needs into a strict, "our way or no way" service model. Since we are independently owned, we're free to customize our service to ensure you get exactly what you want.

3

SERVICE

2

PRICING

The lowest prices. Period.

No matter what terminal or printer you need, no distributor in the industry can match our prices. It's what our business is built on; delivering the best products and service at the lowest possible price.

Phones answered by real people.

Your needs are addressed immediately and are never lost in a bottomless voice mail pit.

Call us.

Give us just one call and you'll see for yourself.



THE PHOENIX GROUP

Call 866-559-7627

79 Hubble Drive, Suite 102
St. Charles, MO 63304

Or e-mail us for more information:
scott@phoenixgroup.com or chris@phoenixgroup.com

Feature

Letter from NAOPP's new President

Editor's note: Ken Hancock, the new President of the National Association of Payment Professionals (NAOPP), posted the following letter on GS Online's MLS Forum on Jan. 17, 2006, titled "Open Letter from Incoming NAOPP President to Green Sheet Forums," in response to a number of questions posed concerning NAOPP's direction as an organization and status on various initiatives for its members, including health insurance.

First of all, let me introduce myself. I'm Ken Hancock, the new President of the National Association of Payment Professionals (NAOPP). I've been involved with NAOPP since 2003, holding several offices and chairing several committees. I've been in the bankcard industry since 1991 and have owned my own office since 1993. But ... all of that is history. What you are most concerned about is where NAOPP is going in the future.

"There have been several posts in recent weeks regarding NAOPP. I will attempt to address some of the issues raised. Many excellent ideas have been suggested, most of which we have already discussed

or we have been working toward implementing.

"Insurance for a moderately sized, nationwide organization is a difficult subject. Because of the variety of state laws, it is next to impossible to find an insurance company that can provide everything to all members. Additionally, many insurance companies are cutting back on coverage for associations for just that reason. It is too difficult for them to effectively market, much less manage, such a wide variety of individual wants and needs, yet remain legally compliant.

"We feel confident that the program put together by Chuck Saden is a solid program for the majority of our members. There will always be exceptions, and you may be able to find a better program on your own. It is there as an option for our members, just as the health spending accounts; reduced legal fees for contract review; 401(k) plan; and discounted registration fees for industry events are.

"While we have used [the program] to attract new members, we hope that you, the merchant level salesperson (MLS), join NAOPP for a large number of reasons, not just one. If you ... find a program that you feel would benefit the membership, feel free to forward it to us; we'll be happy to review it.

"There is an obvious Catch-22 to membership fees. The original thought behind having an introductory \$25 membership fee for MLSs was to get membership numbers up and increase NAOPP's constituency. The difficulty that presents itself is when a potential member looks at NAOPP and says, 'What benefits do I get for my membership?'

"We have looked into literally hundreds of potential relationships with companies that could offer benefits to our members. We will be unveiling several of those relationships in the coming months.

"The unfortunate reality is that many of our desired relationships are stymied by the fact that we don't have thousands of members. Thus the quandary: If [we couldn't] get them to join for \$25, how will they join for a higher membership fee? I'm not aware of anyone paying their \$25 for membership more than once. That will be changing this year, as we will be sending out renewals shortly.

"As we are aware that MLSs will ask, 'What have you done for me lately?' here's what we've accomplished in the last year:

1. We have formed a legal Delaware corporation.
2. We have filed for nonprofit status (approval expected any day).

NationalLink in Partnership with Tranax brings you the NEW ALL-IN-ONE Self-Service Check Cashing ATM.

- Over 10 years as an ATM provider & one of the largest Networks in the U.S.
- 2nd Largest, Nationwide Tranax Reseller
- Triton's Admiral Club Award Winner
- Complete In-House ATM Solutions, including Armored Cash Delivery
- ATM Sales/Leasing/Service/Processing
- Guaranteed lifetime residuals
- Free Multiple Residual Payouts
- Sales Training & Support
- Free ATM Placements
- Nationwide Installation, Service & Repair
- Free Real Time On-Line Reporting

866 - 286 - 2466
www.nationallink.com

NationalLink

Feature

3. We have finished a complete audit of our financials.
4. We have found and hired an Executive Director.
5. We have had our by-laws reviewed and revised by a Parliamentarian.
6. We have participated with an educational session or gathering at five regional meetings per year for the past two and a half years.
7. We have gotten our members discounts, greater than their \$25 membership fee, to the regional meetings and to the [Electronic Transactions Association] ETA Annual Meeting & Expo in Las Vegas.
8. We have revised and, more importantly, revitalized the NAOPP Web site (www.naopp.com).
9. We have sent out our first two issues of our monthly e-mail newsletter (next issue early next week).
10. We meet a minimum of 60 – 90 minutes, three Wednesday mornings per month.

"We do all of this in addition to running our own businesses and making a living for ourselves, our spouses and our children. While not all the above accomplishments are necessarily glamorous or exciting to our members, they were necessary steps to [take to] lay a solid foundation for YOUR association.

"For us to continue what we have started, we need more money. Those of you who have intimated that \$25 isn't a high enough membership fee are correct. It served its purpose to get us a base of members. It has become apparent to almost everyone that 'you get what you pay for.' And by paying next to nothing, you personally haven't received what you were looking for.

"Our main goals for the year regarding our members are as follows:

1. Continue to add benefits for our members. Review and revise the benefits that currently exist to see if we can enhance/improve them in any way.
2. Develop a continuing education program and test by year-end. This is an enormous undertaking and will be headed by one of our founders, Bill Paul. This will be done to ensure that our members have current knowledge of all aspects of our chosen profession. Eventually, we hope to have industry vendors give discounts to those who have completed the program (e.g., better lease factors from a leasing company if you have completed the program).

3. Strengthen our committees. An individual from the board of directors will head each of our committees. The committees will need at least three to four NAOPP members to participate on a minimum of one conference call per month to complete the committee's business.

By dividing the work between dozens of people rather than just the board of directors, we hope to accomplish more of our objectives. Additionally, it will identify to us possible future board members. As openings on the committees become available, we will contact our membership via e-mail blasts and solicit volunteers. We will also post them in GS Online's MLS Forum.

4. Continue to strengthen our communication with our members. As you know, we have started our monthly e-mail newsletter. This will continue.

We also hope to bring you other information and educational opportunities to help you become better at your profession. We will also be available to personally answer any questions or concern that you, as a member, have.

*ATTN: Agents
I will give you \$100
for each new merchant
you bring to
Signature.*

CJT

Cliff Teston
President/CEO

A minimum of 5 new merchant activations is required to qualify each month. Merchants must continue to process for 6 months. Activation is achieved with total processing of \$100 in that month. Established merchant qualify for up to \$300 conversion bonus. Offer is good for a limited time and subject to some restrictions. Please call for details.

1-Hour Approval with most Swipe & Keyed Accounts

Signature
<http://www.sigagents.com>

Call For Details
(888) 334-2284

Feature

"There have been several suggestions for NAOPP that are not feasible at this time and a few that we will most likely never adopt:

1. Placing speaker videos online has been looked into. It is not feasible at this time because of the cost of hosting and maintaining such a library. We will continue to monitor this situation as technology develops and our association grows.
2. Not now, or ever, will NAOPP be an arbiter of disputes between MLSs and ISOs. We hope as our numbers continue to grow, we will be a valuable source of information and representation for the MLS in various aspects of the industry.
3. NAOPP is beholden to no sponsor or board member for business. We offer a vehicle for sponsors to disperse their message in return for funds that help us advance the goals of the association. The suggestion that NAOPP has received hundreds of thousands of dollars is absolutely ludicrous.
4. We will always welcome constructive suggestions and/or criticisms, [but] destructive comments, obscene

e-mails to our Executive Director, calls for a new organization (or labor union), or making bold-faced lies about your relationship to the association serve only to distract and divert time that could be better spent working toward association goals.

"There is an obvious advantage to the 'strength in numbers' theory. We are moderately sized, getting bigger and hope to continue our new momentum. Those of you who have been around the industry long enough remember a little group of ISOs that formed an organization called [the Bankcard Services Association] BSA. That group survived its initial start-up bumps and has grown to be a respected association now known as the ETA.

"While we have no illusions about our place in the industry, we do hope to accomplish our goal as being the pre-eminent organization for the MLS. You have a dedicated board of directors who are ready to take the organization to another level. We hope you'll join us in moving the dream forward both with your hard earned funds and valuable time. If any member or prospective member would like to contact me regarding your thoughts or suggestions, please e-mail me at naopp@netdoor.com with your information, and I promise to get back to you promptly." ☺

BANC NET
Pure POS Intelligence

- ◆ New & Refurbished POS Equipment
- ◆ Certified Repair Facility- Fast 2-day Repairs
- ◆ Fast-Trac[®] Deployment - Blind Shipping
- ◆ Terminal Downloads / Pin Pad Injection
- ◆ Same Day Shipping by 6:00 PM CST
- ◆ Extended Hours of Operation: 7 to 7 CST

Some think it's all about **PRICE**
Some think it's about **QUALITY**
We know it's **BOTH**



FREE HYPERCOM S8 PINPAD!
(with T7P/T77 Friction Purchase)
T7P/T77 Friction \$135



FREE VERIFONE PRINTER!
(with T380 or T380x2 Purchase)
T380/T380x2 \$89

Limited Supply - Call Today!

For more information, call 713-629-0906 or visit us at www.banc.net

MAGTEK®
THE TECHNOLOGY BEHIND THE TRANSACTION



A Benchmark of Excellence in Check Scanning Technology

Introducing Excella STX, a single-feed check reader and scanner.

- ▶ Endorses/franks check, reads MICR data and scans front/back check image in a single pass
- ▶ Single-side scanning of standard ID cards
- ▶ Supports USB 2.0 and Ethernet 100Base-T interfaces
- ▶ Optional 3-Track magnetic stripe card reader with MagnePrint®

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

Customers First. Quality Always.

magtek.com



60-40 SPLIT

THE SKY'S
When we say we will

PartnerAmerica

60/40 Split

- ▶ One Month Free Processing...
and you still earn all your residuals
- ▶ Free Hypercom T7 Plus Terminal
- ▶ \$100 to you – Up Front!



OR

PartnerAmerica

70/30 Split

- ▶ One Month Free Processing...
and you still earn all your residuals
- ▶ Prepaid Visa and MasterCard – Gift 2 Go
- ▶ Cash Advance Financing for Merchants
- ▶ Portfolio Loans
- ▶ Additional Incentives for New Offices –
Call for Details

We will beat any deal...
guaranteed!

Dino Sguiglia
President, RN



70-30 SPLIT

THE LIMIT!

beat any deal...we mean it!

● **The sky's the limit with either of PartnerAmerica's exclusive revenue share splits.**

Call Tom Della Badia and register now!
1-800-366-1388 x210

Need more convincing? Our warp speed ISO Tracking System gives you 24/7 customer support on screen, and you get your own Personal Relationship Manager that you can speak with at any time.

Customize every sales call with our full suite of products and services including *Paid On Signing*, our proprietary 9-second real-time check processing product.

100% lifetime residuals from all transactions.
Plus signing bonuses.

Same day approvals. No up front fees, no risk, no restrictions, no minimums.

The sky's the limit with **PartnerAmerica**.
Call Tom Della Badia to register for either exclusive program and start closing more deals now.

1-800-366-1388, x210

www.Partner-America.com

PARTNERAMERICA™



It pays to partner with PartnerAmerica.

Sponsoring Bank, KeyBank National Association, Cleveland, OH

PIN debit: Facing up to consumer needs

By Paul Rasori

VeriFone

Consumers are increasingly turning to debit cards over cash, checks and, in many instances, even credit cards, and more prefer PIN debit over signature debit. So why do so many merchant locations fail to provide a PIN entry device for their customers?

As a merchant level salesperson your merchant customers are more at risk for lost sales if they don't use customer-facing payment solutions that present a PIN debit option to shoppers.

In 2004, the number of transactions made using debit cards exceeded that of credit cards for the first time and by 2009 will account for 57.9% of all card-based purchase transactions.¹

In just a few short years consumers have become accus-

tomed to using debit cards as a replacement for cash, regardless of the transaction amount.

Although credit cards remain the predominant choice for high-ticket items, purchase volume using debit cards is expected to nearly double from \$729 billion in 2004, to more than \$1.4 trillion in 2009.

For the 2005 holiday season, Visa International reported that cardholders made more than half of their transactions (57%) using debit, compared with 54% of transactions in 2004.

According to the annual STAR Consumer Payments Usage Study, conducted by an independent research firm and released in July 2005, consumers who use debit cards for purchases spend 32% more compared with cash and 24% more compared with checks.

For merchants, the benefits of making debit purchases include not only increased customer satisfaction, but also higher per-customer revenue.

Furthermore, according to the STAR research, nearly half of consumers surveyed prefer the PIN-secured method, compared with just under one-third who prefer the signature-based method.

Survey respondents largely cited increased security as the number one reason for choosing to use their PINs to make purchases.

With that strong preference from consumers in mind, educate your merchant customers to adapt to PIN-based debit with PIN-entry solutions.

Shoppers want to be able to pay by cash, check, credit card, debit card or any payment method that may come along in the future. If retailers don't have what consumers want, consumers will take their business to a competitor that offers their favored payment option.

By providing consumers with the PIN debit option, a solution that half of debit card users favor, merchants will ensure maximum consumer satisfaction and revenue.

Driving the growth

Several factors are driving the strong growth of PIN-



MC **MERCHANT COOPERATIVE**
A cooperative partnership

Sales Managers Needed

- Opening New Offices in Ft. Pierce, FL & Columbus, OH
- Income at 100 to 150k per year straight commission & receiving over-rides on leases & residuals
- Must have experience in the Bankcard Business.
- You will be hiring, training & managing sales reps. & telemarketers.
- We are looking for a Sales Manager that has drive & hustle!

FAXED LEASES :: 100% APPROVED :: STRONG ISO PRICING

Call Christian at 888-287-6033 Ext: 310

Credit Card processing services provided by EVO Merchant Services, a registered ISO and MSP of HSBC Bank, National Association Buffalo, N. Y.

Agents and ISO Groups Looking to Make More Money
RAISE YOUR HANDS



It's not about free equipment, electronics, or trips -
It's About Maximizing Your Income!

Charge Card Systems, in affiliation with First Data, NPC, Best, Paymentech and others, has secured very competitive pricing programs. Our goal is to provide our agents with alternatives that will result in comprehensive support & unsurpassed residual income.

Adam Moss (888) 962-4202 - Individual Agents
Jeffrey Shavitz (888) 568-0999 - Agent/ISO Groups
Mace Horowitz (888) 505-2273 x 213 - High Risk Merchants



CHARGE CARD SYSTEMS, INC.

3299 NW Boca Raton Blvd., Boca Raton, Florida 33431
Office (888) 505-2273 • Fax (888) 505-5444 • www.chargecardsystems.com
A registered ISO of BancorpSouth Bank, Tupelo, MS, Bank of America, N.A., and Paymentech

View

based debit. Consumers appreciate the budgeting control that debit gives them, as opposed to credit card purchases, which can be a shock when a statement arrives 30 days later.

Retailers are attracted to PIN-based debit because the cost of transactions is substantially lower than with credit card transactions for purchases of about \$27 or more.

Beyond debit, other PIN-based transactions are also increasing. Most states have mandated that electronic benefits transfer (EBT) payments for programs such as food stamps and Temporary Aid to Needy Families (TANF) become card-based.

Delivering these benefits electronically can be more convenient for program participants and is significantly more cost-effective for government agencies and retailers.

In addition, electronic delivery affords retailers and consumers greater security than paper-based programs.

PIN-entry options

There are many reasons for pushing PIN-based systems. Of course, no one-size-fits-all solution exists. Being able to

offer merchants a variety of PIN-entry options, including the following, will ensure maximum adaptability:

Terminal-driven PIN pad peripherals

Compact PIN pads that attach to existing payment terminals and take up little counter space are a quick and easy way to equip merchants for PIN acceptance.

Customer-activated PIN pads

Once seen only in supermarkets and high-end department stores, consumer-activated facing terminals that integrate with cash register systems are showing up in new locations, such as in McDonald's restaurants.

An attractive benefit for merchants is that consumers initiate their card transactions (both credit and debit) while the clerk rings up the order, thus eliminating counter wait times and the need for consumers to hand over their cards.

PC-integrated PIN pads

PC-based payment processing is attractive to a growing number of storefront merchants; especially appealing is a bundled solution that includes hardware and payment processing software.

Merchant incentives

A number of options exist to equip merchants with customer-facing debit solutions. There are big incentives for them to make the switch. These include:

- Virtually guaranteed funds as debit cards are tied to actual bank accounts
- Reduced chargebacks
- Dramatically lowered interchange fees
- Faster checkout as consumers no longer need to sign a slip and hand over a card
- Replacement of check payments, thus reducing risk.

Not only will merchants reduce costs and experience increased per-customer purchases over cash and checks, but they'll also enhance the consumer experience dramatically. Shoppers will not have to hand over their cards; they'll be able to ask for cash back with their transaction; and they'll walk away with greater loyalty to merchants who provide them with their preferred payment options.

Paul Rasori is VeriFone's Vice President for North America Marketing and plays a key role in helping VeriFone customers integrate current payment and communication technologies. He can be reached at Paul_Rasori@verifone.com .

Take home \$ **3,000** and
between **\$100,000.***



And that's just a sign-on bonus!

Work with NPC® and earn one of the highest paying sign-on bonuses in the industry – up to \$100,000. Portfolio conversions are welcome.

Also enjoy some of the lowest lease rates around.

Check out the Northern Sure Lease Factors NPC negotiated on your behalf.
(All Credit Tiers)

48 month = .0305

24 month = .0527

36 month = .0386

12 month = .0975

Plus earn extra cash bonuses.

Receive a cash incentive of \$250 (in addition to the regular funding paid) for each approved Northern Leasing 24-month term lease sold and implemented until March 31, 2006. Applies only to lease sales that have been funded.

Work with us and it all adds up to the most lucrative package available.

And it's backed by NPC's excellent reputation and sales support:

- Instant credibility and brand recognition
- Member of the Bank of America family of companies
- Free 24/7 award-winning merchant support and free merchant training
- Dedicated relationship managers assigned to each sales office
- Our \$0.05 Interchange Plus pricing option

Start earning more now!

Call us at 800.672.1964, ext. 54883.

www.npc.net

* Full disclosure of details available upon request.
© 2005 National Processing, Inc. All rights reserved.



First Data to spin off Western Union, tighten focus on card and merchant services

On Jan. 26, 2006, First Data Corp. announced plans to spin off Western Union, the world's largest money transfer business, and to realign and reorganize many of the remaining divisions within the company.

Although previous company statements indicated a major shakeup, the news came as a surprise to the industry as many had expected a divestiture of First Data's Card Issuing Services unit (see "First Data CEO Retires While Card-issuing Unit Struggles," The Green Sheet, Dec. 26, 2005, issue 05:12:02).

Western Union, a highly profitable business, will be separated into an independent, publicly traded company in a tax-free deal to shareholders (the spin off is expected to be completed in the second half of 2006).

With its 225,000 agent locations in more than 195 countries

and territories, Western Union reported about \$4 billion in revenue and \$1.3 billion in operating profit in 2005.

First Data said that by divesting the breadwinner, it will more effectively focus on its card-related businesses, some of which ended 2005 in the red.

First Data Chairman and Chief Executive Officer Ric Duques said that there is little synergy between Western Union and the rest of the company. "All of Western Union's clients are consumers, not businesses ... all other First Data clients are businesses," he said.

The new First Data

First Data will be reorganized into three divisions: First Data Financial Institution Services, First Data Commercial Services and First Data International.

Previously, First Data was organized into Card Issuing Services, Merchant Services and Payments Services (primarily Western Union).

Financial Institution Services (formerly Card Issuing Services) includes Card Issuing and Processing, Debit (STAR Network), REMITCO (checks) and Output Services (statements, mailings, card embossing). Card Issuing Services President David Bailis will head this division.

Commercial Services (formerly Merchant Services) will be led by Ed Labry, the former President of Prepaid Services. It will include Merchant Acquiring, Merchant Processing, Debit (acquiring), TeleCheck and Prepaid Services.

First Data International will include all business outside the United States that concerns both financial institutions and merchants. Pam Patsley will continue to lead this unit.

Duques said there is also a fourth group that includes about 10 slower growth businesses. Some of these have potential, but all are what he called "a drag on overall growth." He said the company will take a hard look at them to figure out which ones to keep or divest.

Making a commitment to card issuing

Although Merchant Services was profitable in 2005, neither it nor Card Issuing Services performed at the level of Western Union. Card Issuing Services did so poorly that it soured First Data's overall end-of-year

We Buy Residuals
We buy all kinds of recurring revenue streams

2GS

Private Party Buyer - No red tape
Close transactions in as few as 5 days
We don't switch merchants from existing processors
We purchase small and large portfolios
We purchase Gateway Residuals

Call Darrin Ginsberg
949.200.7474

portfolio@buyresiduals.com
buyresiduals.com



THINKING OF SELLING PART OR YOUR ENTIRE PORTFOLIO?

Selling part or all of your portfolio does not have to disrupt your day-to-day operations. On the contrary, the funds can be used to expand and improve your business, or simply give you access to the necessary resources to complete a project.

BENEFITS OF SELLING A PORTION OR YOUR ENTIRE PORTFOLIO:



- **GROW YOUR BUSINESS & INCREASE YOUR CASH FLOW**
Improve your balance sheet and re-invest in your business.
- **CONSIDER A PARTNER BUY-OUT**
Sell a portion or your entire portfolio to fund a partner buy-out.
- **PAY BACK OUTSTANDING LOANS**
Eliminate or reduce debt and strengthen your financial position.
- **MANAGE YOUR PORTFOLIO RISK**
Balance your portfolio by diversifying your merchant risk.
- **CASH OUT**
Convert your portfolio to cash for any project or retirement.

CONTACT PIVOTAL PAYMENTS FIRST!

Pivotal Payments is actively acquiring agent residual streams and merchant portfolios. We are offering:

- ✓ Aggressive Multiples
- ✓ Closed Transactions in as Few as 5 Days
- ✓ Merchants not Migrated from Current Platform



Call me today for a free confidential evaluation of your portfolio, and to find out how you can benefit from a fast and advantageous transaction.

Todd Whiton
Senior Vice-President & General Manager

Toll-free: 1 866 806-4351
residuals@pivotalpayments.com



www.pivotalpayments.com

IN SEARCH OF...

- HIGHER INCOME POTENTIAL?
- DEDICATED RELATIONSHIP MANAGER FOR EACH SALES OFFICE?
- LUCRATIVE RESIDUAL PLANS?
- UPFRONT CASH BONUSES?
- SALES INCENTIVE CONTESTS?

**WE SHOULD TOTALLY
HOOK UP.**

EVO is a different kind of merchant acquirer that deeply values our relationship with every ISO. EVO will support you all the way with the latest processing technology and world-class customer service, keeping your clients happy so you stay profitable.

EVO PARTNER ADVANTAGES

- ➔ * Earn a \$200 sign-on bonus for every new merchant PLUS up to \$1,000 in additional incentives every month
- ➔ * Free terminal with no strings attached — yours to give away, sell or lease
- * Revenue sharing programs — interchange + 6.5 cents
- * Residual buy-back program
- * Lifetime vested residuals
- * Multiple platforms to meet your needs
- * ISO PowerCenter with free online access
- * E-App Technology — Online Application Processing
- * 98% merchant approval

CALL EVO

Join the EVO team and start a long-lasting and profitable relationship with a proven partner you can depend on. For more information call Jim Fink at

**1-800-CARDSWIPE (227-3794) ext. 7800 or
visit www.goevo.com**



MERCHANT SERVICES

Your Progressive Partner

**Win a cruise for two!
Visit www.goevo.com
for more details.**

News

financial statements. First Data, though, is not about to give up on a once highly lucrative enterprise.

"We have concluded that our shareholders will derive long-term benefit from keeping the U.S. Card Issuing business as part of First Data and taking concerted actions to improve this business," Duques said.

"This has been a tough few months, but we are making a long-term commitment to this business. While we do have revenue challenges, the business is far from weak. It's still number one or a strong number two in each revenue category."

Although the beleaguered Card Issuing Services will remain (though now under the new moniker), it is undergoing some major structural changes.

Among these is a workforce reduc-

tion of roughly 1,000 employees, which includes 293 employees of an Output Services plant in Macon, Ga.

A company spokesman said that First Data will relocate the print/mail facilities in Macon to the card-issuing headquarters in Omaha, Neb. and other First Data locations.

More changes coming

First Data plans to continually evaluate current structures, strategies and new ideas. Big changes especially are in store at Commercial Services (formerly Merchant Services).

Since assuming the Commercial Services helm, Ed Labry has been examining it critically. "We are perceived as being too big and hard to do business with," he said. "So we immediately change to a more sales-oriented and sales supportive organization with a strong client focus. We have to get very nimble at the

street level." Success for this segment has remained constant at the national level with major retail chains. For long-term success, though, it is imperative that the company reach out to all merchant sectors.

"We have to go downhill to the smaller mom-and-pop-oriented [merchants] where we know that the margins are," Labry said.

First Data's goal is to sell, board, activate and begin processing these smaller merchants in a single day.

He is also dissecting merchant retention and ISO relationships, which are not as strong as they should be. "We must build on our retention tools," he said.

"We need to take a look at reasons why merchants leave us. We need to be proactive and call them and get them to stay on our service." ■

How can you get a share of the 20 billion checks being processed for bill payments?



Join forces with EZCheck.® EZCheck, the leader in electronic check conversion services can help you grow your business while helping your customers easily and efficiently process their accounts receivable check payments. With EZPayment™, your customers will benefit from a PC-based solution that will improve efficiency, funds availability and collection rates, while lowering deposit and return check fees.

- Tap into one of the fastest growing segments of electronic payments
- Target new industries not yet saturated with payment services
- Open new doors for additional payment services
- Access sales support and customer service from knowledgeable and committed professionals who care about your success

Don't miss this opportunity to reach new markets and expand your portfolio of diverse customers. Call EZCheck today at 1-800-797-5302, ext. 3313 or email ezsales@ezchk.com.





HIGH RISK = big money

Bank Drafts

ACH

Merchant Accounts

PAYMENT
PROCESSING CENTER

"experience makes the difference"

121 Friends Lane, Suite 200
Newtown, PA 18940

Contact: Michael Weisberg

866-944-1098 ext. 751

info@paymentprocessingcenter.com

www.paymentprocessingcenter.com

CALL YOUR CURRENT PROVIDER TODAY AND ASK IF THEY'LL TAKE MY CHALLENGE – TRULY FREE TERMINAL PLACEMENT WITH A NO-CATCH GUARANTEE, PLUS THE PROMISE OF UNLIMITED UPFRONT BONUSES AND INCREASED RESIDUALS – UP TO 65%!



Verifone Omni 3740
Dual Comm Dial &
IP-Enabled Terminal

FREE!

(\$375 value)



Verifone Omni 3740
Dual Comm Dial & IP-Enabled
Terminal + Check Imager +
Stacker + all cables

FREE!

(\$750 value)

FREE EQUIPMENT • UNLIMITED UPFRONT BONUSES • MAXIMUM RESIDUAL INCOME

Can your current provider match this deal? *Can any?*

Find out what you're really worth!
Take the Ed Freedman Challenge.

I challenge you to find this deal anywhere else:

FREE EQUIPMENT Place next-generation terminal equipment at any merchant for free.

UNLIMITED UPFRONT BONUSES Production Bonus: \$100 per deal every month, no limits! Conversion Bonus: Up to \$250 for accounts over \$10,000/month.

MAXIMUM RESIDUAL INCOME Revenue-Sharing Program: Share on every available revenue stream, now 50% – 65%!

We've checked around. Other programs are just dressed-up terminal rental schemes. Not ours. Our truly free program comes with no catches – **NO REQUIRED ANNUAL FEE. NO REQUIRED BATCH-DEPOSIT FEE.** Plus, we're the only ones who provide **IP-ENABLED EQUIPMENT – FOR FREE.** When we say, "No catches" that's exactly what we mean.

Tell your current provider that Ed Freedman's making you an amazing offer. Ask them, "Can you match it? Yes or No?" When they say, "No, Ed's crazy"— you'll know it's time to visit www.upfrontandresiduals.com and to make one more call – 1.888.84.TOTAL x411.

Ed Freedman, President / CEO



total merchant services
payment solutions for your business

www.upfrontandresiduals.com

Your Merchants Expect the Best...



Start Using Terminal Exchange and Discover the Difference Quality Makes

HERE IS A SAMPLE OF SOME OF OUR PRICES, CALL FOR A COMPLETE PRICE LIST:

VERIFONE		HYPERCOM	
Omni 3200	\$169.95	T7P	\$129.95
Tranz 460	\$129.95	T7P Thermal	\$169.95
Tranz 330	\$59.95	T77	\$149.95
Tranz 380	\$89.95	S8	\$29.95
Tranz 380x2	\$99.95	S9	\$69.95
P250	\$59.95		
P900	\$89.95	Nurit	
PINpad 1000	\$39.95	2085	\$179.95
PINpad 1000se	\$69.95	2085+	\$199.95

ADDITIONAL BENEFITS

TWO (2) year replacement warranty on all Terminals Downloads, Programming and Overlays available Complete line of accessories and supplies Free Private labeling of equipment on large orders

1081 Holland Drive, Boca Raton, FL 33487

800-785-5817

www.terminalexchange.com/greensheet

Call for complete details • While Supplies Last

All of our terminals are refurbished and come with a TWO year replacement warranty



Wireless technologies are often labeled with terms like 2G, 2.5G or 3G. The "G" refers to generation, so in general, the larger the number, the more advanced the technology.

"CDPD [recently shut down and formerly operated by AT&T and Verizon], DataTAC [Motient] and Mobitex [Velocita Wireless] are all 2G technologies," Coppinger said. "This means that they've been in use since the late 1980s. Although that sounds like a long time in 'technology years' these older networks are still reliably handling wireless transactions in much the same way that they have for years."

Most 2G technologies were built using proprietary technology and are therefore incompatible with each other. "Although these networks are still usable for wireless payment transactions, the problem is obsolescence," Coppinger said.

"Increasingly, terminal manufacturers are electing to incorporate the latest technologies into their equipment, leaving these older networks without a clear roadmap for support. Anything after 2G is going to be built using IP-based technologies."

IP technologies, because they're based on the same set of defined protocols, tend to have fewer incompatibility problems. GPRS (Cingular and T-Mobile) is considered a 2.5G network and CDMA (Verizon and Sprint) is considered a 3G network. "You can tell by the carriers associated with these two networks that there is tremendous support and momentum behind these two wireless protocols," Coppinger said. "Moving forward, any modern POS equipment is likely to support either or both of these two network types."

Ted Wallingford, author of "VoIP Hacks: Tips and Tools for Internet Telephony," agreed that much of what is currently available, particu-

larly the 2G or earlier systems, may soon be obsolete.

"CDPD is really more of a clever 1G hack that allows very, very slow data access via cell networks," he said. "GPRS is superior to CDPD for data applications because it offers far greater data throughput, but GPRS doesn't have all the benefits of IP data transmission.

"Development for GPRS has yielded only very primitive mobile data applications, nothing particularly rich in functionality. So GPRS, while superior to packet data predecessors like CDPD, is still really only a stop-gap measure on the road to wireless broadband; a stopgap that will ultimately be obsolete just as CDPD has been. Ultimately, we're headed toward universal IP-based access via

the perfect blend

Award Winning Publications
2,800,000+ hits to our Web site every month
Presence at major expos and seminars
Free Web site building www.retailbusiness.com
Special Interest Publishing

Sign up for your free subscription at www.greensheet.com

CoverStory

WiFi, Wimax, or something similar," Wallingford said.

OK, but what does it look like?

Wireless terminals can be countertop or handheld devices. Countertop terminals look just like wired devices (without the wire), which begs the question: Why would a fixed merchant choose wireless? Technology prophets say you might as well climb on the bandwagon; wireless is inevitable. But in the meantime, lower costs and increased speed are probably the driving factors, when coupled with dissatisfaction with their existing POS system.

"The primary advantage here is transaction speed and reduced communication costs," Coppinger said. "It's mind-blowingly fast compared to the time for a dial transaction. But cost is a real factor, too. The average cost for a data-grade phone line is, depending on where you live, between \$35 and \$70 per month.

"Compare this to a wireless terminal which requires on average \$20 – \$25 per month for a service that outperforms the older dial service by a factor of five to one. In addition, a wireless terminal comes to the merchant already activated, meaning that the merchant doesn't have to go through the expense or hassle of installing a phone line."

Handheld devices can be traditional-looking POS terminals that fit your hand, devices that look and feel very much like a cell phone, or add-on devices (such as card readers) for use with mobile phones, PDAs or handheld PCs. Handheld devices have huge appeal to merchants with limited mobility, such as restaurants (pay at table) or large retailers (line busting). They also appeal to highly mobile merchants (carpet cleaners, in-home services, taxis or limos, plumbers, event concessions, delivery services, trade show sales, lunch trucks ... the list is endless).

"Limited mobility merchants benefit from the flexibility of being able to move the POS to the customer while they are within their establishment," Coppinger said.

"We would typically consider WiFi to be the most appropriate wireless technology for these merchants. High mobility merchants benefit the most from wireless technology since the alternative, to not perform a card-present transaction, is becoming increasingly unacceptable."

Selling wireless

It's newer, faster, cooler, bleeding edge ... and no one cares. Convenience, speed and efficiency are often touted as the reasons to replace a land-line-based POS system

Southeast Acquirers' Association Annual Conference



March 20-22, 2006
Bonaventure Resort & Spa
Fort Lauderdale, Fla.

For hotel reservations and directions, visit www.bonaventureflorida.com

Register to attend, be a part of the vendor floor, or sponsor an event TODAY!


SOUTHEAST ACQUIRERS ASSOCIATION
www.southeastacquirers.com



GOING NOWHERE WITH YOUR ONE WAY ISO PROGRAM?



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

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

1-800

MSI

Merchant Services Inc.

890 Mountain Avenue, Floor 2
New Providence, NJ 07974



JOIN 1-800-BANKCARD TODAY.

**Call 1-800-BankCard
(1-800-226-5227)
today and ask for:
Joyce Seuhbetian
at ext. 5925,
Rich Lopez
at ext. 5912 or
George Mayo
at ext. 5923**

Thank you!!!

We would like to thank every one of our partners for helping make 2005 our best year to date.



AlphaCard

Services™

- Zero Tech & Customer Service Hold Times
- Inhouse Encryption & deployment Facility
- Live MID within an hour
- Registered MSP, profit share or Buyrate
- Co-Op Marketing

If your ISO can't guarantee you these simple things, it's time for you to discover the Alpha Edge!!!

Call Ted Lasch @1-866-253-2227 EXT.13 Today to get the edge your business deserves!!!

www.thealphaedge.com

Registered ISO/MSP Of HSBC Bank, Buffalo, NY

with wireless. But only the most die-hard techno-geek will replace a system simply because something newer exists. The opportunities are there. The number of limited or highly mobile merchants is growing, at the same time that consumers are moving away from cash and check purchases. And consumers are impatient with less-than-instant service.

A show-don't-tell-approach can go a long way toward turning "speed," "convenience," and "efficiency" into benefits rather than buzzwords. For example, restaurants with handheld table service POS systems have dropped from an average table turn of an hour and 20 minutes to just an hour.

In an industry where the slightest increase in table turn can substantially increase profits, those 20 minutes can get a lot more attention than a dissertation on the benefits of GPRS versus CDMA versus Mobitex.

And there are other benefits to wireless POS processing. Mobile merchants may find that they've reduced their transaction fees because they rarely need to pay a "card not present" fee.

There is also the potential for fraud and theft reduction. With wireless POS systems, merchants don't have to relinquish merchandise before the credit card purchase is approved, and they carry less cash with them on the road. Seasonal or highly mobile merchants who previously couldn't take credit cards at all may find that the cost of these systems is more than repaid with the higher lift in average ticket that credit card transactions encourage.

"Wireless is not something that you dabble in, that's for sure," Coppinger said. "If an ISO is interested in obtaining a market advantage, then the best way to do that is to focus on wireless. The market remains virtually untapped. Sales opportunities are everywhere. Just pick a vertical and follow it like a gold miner follows a vein to the 'mother lode.'"

He cautions ISOs and MLSs to make sure that they choose their wireless vendor carefully otherwise they may face some serious challenges. "Until an ISO comes up to speed on wireless, it is best to look for vendors that provide turnkey solutions, which include everything you need to deploy: certified equipment, wireless service, provisioning and logistics, merchant help desk, etc."

Coverage concerns

ISOs and MLSs should look for the following when selecting a wireless system for merchants: "Network coverage, a financially stable network operator, network coverage, a coverage match on the coverage map, net-



The Sky Is The Limit.

100% Health, Vision, and Dental Insurance Coverage

75 cent Network Cost Through 4 Frontends

Free Equipment Programs

Signing and Conversion Bonuses Paid Weekly

ISO/MLS Revenue Share Programs

Sponsored MSP/Registration Programs



Call Today Or Register Online

1-800-966-5520 ext 221

www.epiprogram.com

CoverStory

work coverage, a terminal you are comfortable selling and supporting, and, most of all, network coverage," said Paul Sabella, President and Chief Executive Officer of ChargeAnywhere LLC/Comstar Interactive.

"The three factors that slowed down the adoption of wireless in the past were convenience, cost and coverage," said Marc Shultz, Vice President of Sales for WAY Systems.

"But those concerns are fading quickly. Early devices weighed 10 pounds; they were mobile, but not portable.

"Costs have dropped dramatically, and during the last two years CDMA and GPRS have entered the market, offering a significant improvement over the spotty coverage of the past. These new wireless products basically work anywhere your cell phone works."

Reliability concerns

Because so many things can interfere with wireless signals moving between the terminal and the network, wireless tends to be inherently less reliable than land lines, according to Coppinger.

"Unless a solution is specifically designed to operate in a wireless environment, it may not be reliable enough to use for payment processing," he said. "The network by itself cannot ensure that your POS transactions will be properly handled in a reliable manner. Reliable solutions need to be specifically crafted for wireless; they must detect and correct the problems which result when the underlying communication medium cannot be 100% trusted."

"I believe the most important thing to do is explain to the merchant ahead of time that wireless isn't perfect," said Neil Mink, an agent with

United Bank Card Inc. "The key is telling the merchant the truth and not just what he wants to hear. Anyone considering wireless processing will certainly already have a cell phone. Explain to the merchant that just like with the cell phone there are going to be times they work great and other times you want to drop them in a toilet."

Since WAY Systems' wireless POS terminals are based on cell phones, Schultz also used the cell phone analogy. "I think our customers are more understanding than users of some other wireless terminals, because they recognize how cell phones work," he said.

Security concerns

Are data transmitted in wireless transactions more vulnerable than in other transactions? "If you think about it, every wireless terminal is 'spraying' data all over the place each

A DIRECT BANK Relationship

What This Means To You:

- ▶ Residuals paid by an **FDIC-Insured Bank** with **\$3.4B** in Assets
- ▶ Share In **OVER 30** Revenue Streams
- ▶ Non-Exclusive **Independent Contractor/ISO** Relationships Available
- ▶ Ownership of **YOUR** Residual Income!



We've partnered w/**Merchant Capital Source** to provide a solution for merchants to convert future V/MC sales into **CASH NOW!**

FREE weekly training via teleconference for you and your staff!
FREE Equipment Program Available!

Call us Today!

Member FDIC www.hbms.com | East (866) 279-8553 | West (877) 635-3570





Still working on your MO/TO Placement Strategy?

Join 1000's of your
peers who found the
best strategy with Verus

We understand "card-not-present" better than anybody

What that means to an MLS like you:

- Zero Liability
- Easy to Sell - when you demo it, you sell it
- Increased Merchant Retention
- One Easy System for ACH & Bankcard
- ACH Delivers More Profit (up to 120 basis points) than Bankcard (30 to 60 basis points)
- Online Reporting (MLS & Merchant) - www.veruscs.com/demo/onlinereporting
- Fast Boarding
- Online Application

**Call Us Right Now and Turn
MO/TO Into Money:**

(800) 261-0240 ext. 2985

Now Available:

✓ **Quickbooks Interface**

Test Drive our Virtual Terminal at:

www.veruscs.com/testdrive

Benefits of Our Virtual Terminal:

- Free Virtual Terminal - one time and recurring payments included
- Quickbooks Interface



VERUS
Card Services

Payments Made Easy!

www.veruscs.com

"My Dog Ate Your Residual Check."



Tired of the lame excuses? If you're stuck waiting for your residual check, wait no more. Call us. We've been paying lifetime residuals, on time-every time, since 1983. We think it's pretty simple...you work hard and deserve to get paid.

Time To Call CrossCheck!



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

SAY *Yes* TO CHECKS®

Education

StreetSmartsSM

Proudly presented by:



Primary goal: Keep customers satisfied

By Steve Schwimmer

National Association of Payment Professionals (NAOPP)

If customers are the main reason for being in business, then a business should focus on satisfying customers. As busy merchant level salespeople (MLSs), it is no surprise that this vital component in running a business sometimes takes a backseat; however, there are things that we can do to make sure that we provide merchants with the best possible service.

Often, when customers leave they give little, if any, indication that they were unhappy to begin with. The real work is in the day-to-day relationship-building.

eProcessing Network
Anywhere Merchants Do Business™

**TECHNOID
OR
TECHNOPHOBES?**

**If YOU Are Afraid of Technology
Imagine How Afraid Technology Is Of YOU!**

**WE CAN HELP With One-On-One
Merchant & Reseller Support**

**Internet, Mobile and POS
Transaction Processing**

www.eProcessingNetwork.Com
Support@eProcessingNetwork.Com 800-971-0997

Education Index

David H. Press	82
Kimberley Marvin	86
Ken Boekhaus	90
Joel Rydbeck	94

From the minute the deal is closed the customer service work begins.

To find out what other MLSs think about customer service, I posted the following on GS Online's MLS Forum:

It is a very competitive marketplace out there, and keeping a healthy bottom line depends on repeat customers, not just new ones. The philosophy for good business has always been to listen to what the customer is saying so you'll know how to respond to meet your customers' needs. Does customer care need to go beyond this thinking?

Based on the responses received, it is apparent that many of you truly know the importance of customer care.

"After I sign a merchant, I try to make sure I frequent their establishment as much as possible," wrote MLS Forum member chett2787. "Whether it is eating at their restaurant or getting my car repaired, I always try to make myself noticed with at least a 'hello' and 'how's business?'"

"I have found my attrition rate is low, but I've had to add other services ... and make sure I'm up on all the latest technology. If I don't take care of my merchant, a competitor will!"

By asking customers questions and listening attentively to the answers you will discover ways to meet their needs. Knowing what is on your customer's mind is an intelligent thing to do for your company and your client.



It's your move.

Let Money Tree Merchant Services be a part of your winning strategy. We give you the tools you need to succeed. Money Tree brings you personal and professional support, backed by the stability of an experienced company with a trusted reputation. Our wide range of free services, including deployment, conversion assistance and merchant training, allows you to focus on what's truly important: Growing your business. That's free service. That's worry free.



- Free Omni 3740
- Free 3740/RDM Check Imager Combo
- Free Deployment & Merchant Training
- Free Encryptions
- Monthly Bonuses
- 50%-65% Revenue Sharing
- Flexible Pricing Options
- Fast Approvals

Call Money Tree Merchant Services at 800-582-2502, ext 2, or visit us online at www.moneytreerewards.com to get started building your business today. It's your move.

"How many terminals can you give away in a day?"SM

Call Money Tree Services today.

1-800-582-2502 x2

www.moneytreerewards.com

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

*a Mitch Lau Service Mark



Money Tree
MERCHANT SERVICES

Integrity • Reliability • Stability

StreetSmarts

'Do unto others'

On the Small Business Administration's (SBA) Web site (www.sba.gov) the SBA says that customer service is imperative and encourages businesses to follow The Golden Rule:

Do unto others as you would have them do unto you,' may seem self-evident in the way we try to conduct our personal lives, yet this axiom is assuming new importance as a guiding principle in the world of business.

"Treat your merchants like your family and some of them will treat you as such," wrote MLS Forum member KingJMS. "I think if you have a large MO/TO merchant base then it's tough to keep them 'sticky' with all the other offers being thrown their way.

"But if you work the town [in which]

you live, I don't know how many of your merchants could leave unless you made a glaring mistake which cost them money.

"Just go in from time to time. Ask them about their account, changes to their business or future changes to their business. (They love this. I think every business owner is a kid at heart when discussing what they'd like to do with their business).

"Bottom line: Treat your customers right, and they'll know it. When they have a question, they'll call you. When their business-owner friend has a question, they'll call you."

Bad customer relations can be the root of many problems. Deloitte, a leading financial consulting firm, summed up its problems

"Treat your merchants like your family and some of them will treat you as such."
 - MLS Forum member KingJMS

in retail banking by tracing it right back to service:

A retail bank typically loses half of its customers every two years ... a churn rate that would be unacceptable in most other businesses. One reason is that the level of customer service is often pretty mediocre.

The good news is that customer service is a very achievable goal; however, without it, the results can be devastating.

Look for trends

Part of your business strategy should be to review your current business practices. Look for trends and simi-

**For more information, contact Ted Lasch
 at 1-866-253-2227 ext. 15,
 or on the web at: www.alphacardservices.com**

AlphaCard Services Introduces:

Buy One Get One

HOW DOES IT WORK?

It's Simple!!!! No matter how many terminals you sell in one month we will give you the same amount the following month free of charge. There are no limits. You can sell 1 terminal a month or 1000 we will match it starting the very next month so that you can sell, rent, Lease or give for free of charge to your Alpha Card Services Merchants.

* Alpha card Services will only match terminals accompanied by an Alpha Card Services MDE, downloaded & deployed from Alpha Card Services, and if leased an Alpha Card Services affiliated lease company must be used.



Comstar Payment Gateway
Watch Us Add Pieces to the Puzzle in 2006...



Visit us at the SEAA Meeting, Bonaventure Resort & Spa, Fort Lauderdale, FL (March 20-22) and at The ETA Annual Convention, booth # 725, Mandalay Bay Resort & Casino, Las Vegas (April 18-20) to learn more about our CHARGE ANYwhere® software, Comstar Payment Gateway, Encryption and Security Services, Contactless Payments and much more!

4041B Hadley Road ★ South Plainfield NJ 07080 ★ Tel 800 211 1256 ★ E-Mail sales@comstarmail.com ★ www.comstarinteractive.com

StreetSmarts

larities. Have merchants left for no apparent reason? Do certain types of merchants leave over others?

Once these are identified, you will have a better understanding of the past in order to better care for merchants in the future. Many MLSs often fail to follow up with customers who leave. The question is: Will you do it now?

Make it personal

How important is it to put customers first? I asked MLS Forum members about using a personalized approach, which I believe goes along with putting customers' needs first.

"My merchants know that I will always be there for them," wrote MLS-KING. "I do all my installations and make certain I go through all the training and phone numbers they need in case something goes wrong.

"I also send out birthday, anniversary and special holiday cards. I've been known to grab some medicine or chicken soup for a merchant who is under the weather but stuck at his location.

"It's showing the customer you genuinely care for ... their business. This makes me more valuable to the merchant

because probably none of his vendors do what I do. We become friends."

If you don't regularly recognize a merchant's important milestones or find other ways to show you care, now is the time to do so. Staying close to your customers, according to the SBA, is what smart companies do regularly.

When it comes down to retaining customers, promotions are also an effective way to stay close to them. These can be anything from free giveaways to loyalty programs.

Promotions work to increase or maintain business transactions. From birthday cards to giveaways, these programs cost money. So analyze where to best spend the money, and adjust the return on investment accordingly.

Know your limits

Keep an eye on from whom you receive the greater response to your efforts and from where the higher returns come.

Over the course of a year, if you decide to spend "x" amount, and you see a return of 10% or more in one area, review your spending efforts. Adjust and invest more where the return is higher and decrease it elsewhere.

It is also possible to go too far, so knowing just the right amount of service to give is critical. The economic environment of today is all about offering value-added services to spending-weary customers. It is important to understand where your efforts are best appreciated and held within your financial limits.

Examine your customer care programs and look for hidden costs to make sure going the extra mile won't limit the mileage of the programs and your company.

There are many ways to maintain customers, and some approaches discussed here will go a long way in maintaining your business goals. Another idea: Conduct a survey. Ask your merchants how well they think you provide them with service. Good or bad, you will benefit from the feedback.

As MLSs, we all have bad days; just don't let customers become a part of them. Although there will always be customers who do eventually leave, in spite of your best efforts, remember that they helped make you money. 

Steve Schwimmer is NAOPP Treasurer. He has been serving the payment processing industry since 1991 and works with Renaissance Merchant Services. He is based in New York. Call him at 516-746-6363 or e-mail him at thevisaguy@516phoneme.com .

\$99 VeriFone Omni 3730
Exclusively with BPS...

Consiga mucho Más por mucho Menos!



**Más Memoria
Más Capacidad
Más Vías
Para Hacer Dinero**

- Credit
- Debit
- Bill Payment
- Prepay

NO TRUCOS!
*AN ANNUAL FEE OR SET-UP TO MERCHANT DOES APPLY.

It's all about fitting in while standing out...

Para Más información llamar
Antonio Rubio 877.700.7947 ext.501
Visite nuestra pagina de internet www.busy-as-a-bee.com





TERMINALS DIRECT

The Most AGGRESSIVE Pricing Available!

Your Premier Terminal Distributor Serving ISOs, Banks and Processors

Terminals Direct offers the solution for ISOs and MLS who want to maximize their profit margins from equipment sales: an extensive selection matched with the most aggressive pricing available! Equipment sales are thriving in the payment processing industry and Terminals Direct has the resources to help your office reach its maximum potential.

- Distributor for Lipman, Verifone, Hypercom, Ingenico and Thales
- Full line of POS terminals, software, check readers, imagers, supplies and ribbons
- The lowest online gateway pricing for Authorize.Net, Paradata and CyberSource – you supply the merchant account
- Same day shipping • Custom and private label overlays • Signature capture services • Online tracking and order system

NEW! Customized Printer Paper! Have your name, logo and a specialized message printed on every roll of paper.



Omni 3740

\$302

Dual Comm Port - \$175



Omni 3750

\$332

Dual Comm Port - \$175



Hypercom
T7Plus

\$209



Nurit
8000 GPRS

\$679



Nurit 2085

\$219

Call for the Best Pricing on POS Paper and Ribbons

Call now to receive our latest price list

1-800-440-1952

Robert Heinrich - VP Sales & Operations - Ext. 700

Charles Kopacz - East - Ext. 718

MaryAnn Baldez - West - Ext. 719

or e-mail Sales@terminalsdirect.com



TERMINALS DIRECT

Education (continued)

Time to use Verified by Visa and MasterCard SecureCode?

David H. Press

Integrity Bankcard Consultants Inc.

The Verified by Visa and MasterCard SecureCode programs have not really caught on with cardholders or merchants since their introductions in 2001. The programs were designed to increase both cardholder and merchant confidence in Internet purchasing and reduce disputes and fraudulent activity related to card use.

Since the liability shift from acquirers to issuers for fraudulent card use became effective, however, the programs have provided real value for merchants. For merchants to use Verified by Visa and SecureCode on their e-commerce sites, they must purchase a simple plug-in software module that determines cardholder participation in the service and establishes an Internet connection.

This enables issuers to authenticate cardholders. The implementation process for merchants was at first somewhat complex, but today the various vendor solutions have made it much easier. For ISOs and merchant level salespeople (MLS), program use can mean additional income earned from merchants and decreased exposure to fines from the card Associations' chargeback monitoring programs.

The programs provide ISOs and MLSs with the ability to continue to receive income from merchants who might otherwise have to be terminated because of "excessive chargebacks." They also give them the opportunity to reduce merchants' overall risk exposure because the transactions are considered better quality.

The card Associations have marketed Verified by Visa and SecureCode to increase cardholders' confidence in making more online purchases, but the programs really do nothing for cardholders.

The card Associations have marketed Verified by Visa and SecureCode to increase cardholders' confidence in making more online purchases, but the programs really do nothing for cardholders.

In fact, they may take away some of the cardholders' chargeback rights because the issuers cannot pass on the loss to the acquirers and are less likely to credit cardholders when the funds come from the issuers.

The card Associations' zero liability policies have already virtually eliminated consumer liability in cases of card fraud for all transactions.

More for merchants

The programs do a lot for online merchants, though, especially now with lower interchange rates for Verified by Visa and SecureCode transactions. When properly used, the programs eliminate chargebacks for fraudulent transactions. The risk of loss remains with issuers. This is a huge benefit to acquirers and online merchants who have been plagued with "I didn't do it" chargebacks, such as:

- Visa Reason Code 83: Fraudulent Transaction-Card Absent Environment
- Visa Reason Code 75: Cardholder Does Not Recognize Transaction
- MasterCard Reason Code 37: No Cardholder Authorization.

Interchange rates lowered

Now the card Associations have lowered interchange fees by up to 15 basis points for Visa-branded transactions and up to 59 basis points for MasterCard-branded transactions for using these programs. The savings for using SecureCode is particularly dramatic, although the new rates will apply differently to credit and debit cards. According to MasterCard, effective Oct. 1, 2005:

- The interchange rate for merchants (Merit 1) not participating in SecureCode increased by five basis points, from 1.90% + \$0.10 to 1.95% + \$0.10.
- For fully authenticated SecureCode credit card transactions, however, the interchange rate dropped from 1.95% + \$0.10 to 1.73% + \$0.10, a difference of 22 basis points.
- For MasterCard credit card transactions that are not fully authenticated in SecureCode, the interchange rate for merchants dropped from 1.95% + \$0.10 to 1.63% + \$0.10, a difference of 32 basis points.
- For MasterCard debit cards, the interchange rate for merchants (Merit 1) not participating in SecureCode remained at 1.64% + \$0.16.

RISE ABOVE THE COMPETITION



Offer Your Merchants

**a FREE terminal with NO HIDDEN FEES,
Plus 100 FREE Customized Gift Cards!**



**Secure Your Portfolio & Increase Your Revenue,
with a SIGNING BONUS starting at \$3,000!**

+ \$100 Per Applications, NO LIMITS!

+ Incentive Rewards Program

+ Additional Residual Opportunities

to Offset Equipment Revenue Losses

+ Much More

For more information, contact:

Ivan Gallardo

Northeast Sales and Marketing

Koun Park

Southeast Sales and Marketing

800-260-3388 ext.229

888-701-2288

UNITED

Merchant Services

Bankcard Processing Company

Registered MSP of HSBC Bank USA, National Association Buffalo, NY

Education

- For fully authenticated SecureCode debit card transactions, the interchange rate dropped from 1.64% + \$0.16 to 1.15% + \$0.15, a difference of 49 basis points and \$0.01.
- For MasterCard debit card transactions not fully authenticated in SecureCode, the interchange rate for merchants dropped from 1.64% + \$0.16 to 1.05% + \$0.15, a difference of 59 basis points and \$0.01.

These lower interchange rates for MasterCard SecureCode transactions offer an incentive for both ISOs and MLSs and their merchants to participate in the program.

Free network vulnerability scans

To make it easier for merchants to understand, adopt and comply with the Payment Card Industry (PCI) Data Security Standard, MasterCard recently announced the global availability of free network scans for merchants.

Scanning is one of the steps required for many merchants to achieve compliance with PCI. This offering by select companies will allow merchants to learn more about network vulnerabilities and how they can improve network security and achieve PCI compliance. (Go to www.mastercardsecurity.com to find links to the participating security companies.)

Merchants have been slow to adopt Verified by Visa and SecureCode primarily because of the added cost and because of the fear of lost sales due to consumer abandonment before finalizing the transaction.

The true measure should be the merchants' net income rather than the gross sales. Many abandoned sales are fraudulent transactions anyway. The savings from reduced chargebacks and fees and lost product and the new interchange discounts may offset the merchants' upfront expense and extra cost for the services. Both card Associations have a lot of information available on their Web sites that ISOs and MLSs can review to learn more about the programs and to find information helpful to their merchants. Visit:

- http://usa.visa.com/business/accepting_visa/ops_risk_management/vbv.html
- www.mastercard.com/us/merchant/security/what_can_do/SecureCode/index.html .

David H. Press is Principal and President of Integrity Bankcard Consultants Inc. Call him at 630-637-4010, e-mail dhpress@ibc411.com or visit www.ibc411.com .

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE

LEASING SOLUTIONS

FIRST DATA® GLOBAL LEASING

- ▶ Faxed applications accepted and funded
- ▶ Credit score notification within 2 hours of faxed application
- ▶ Funding of commenced leases within 24 hours
- ▶ Dedicated Relationship Manager



©2005, First Data Corporation. All rights reserved.



Call for Details and Start Saving Today!

800-897-7850

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE



THE LEADER IN CREDIT CARD RECEIVABLE FUNDING

Nobody Comes Close...Nobody

Their Pitch May Sound Good, But This Is What "Best in Class" Looks Like

AdvanceMe, Inc. (AMI) is the nation's leading provider of credit card receivable funding to small and mid-sized businesses. Since 1998, over 13,000 businesses in all 50 states have trusted AMI for fast and easy funding—over \$550 million in capital to date. Plus, state-of-the-art capabilities that support you, and your customers:

- Unsurpassed availability of capital to fund every qualified deal—
*Up to \$1,500,000 funded every day***
- Ability to fund a variety of businesses—
*500+ industry codes, a broad spectrum of FICO scores***
- Highest approval and retention rates in the industry—
*3 out of 4 eligible customers return for additional needs***
- Experienced sales support and customer service—
*So sales people can focus on selling***
- Upfront commission checks paid out weekly—
*Guaranteed***

Want more
information about credit
card receivable funding?
Call 1-888-700-8181
ext. 230 to hear a
recorded seminar.

What does this mean for you? More commissions. No reputation risk. Satisfied customers.

All funding companies are not the same. Compare us to others.
Then contact us at 1-888-700-8181 ext. 143 to find out what *Best in Class* looks like.

www.AdvanceMe.com

Education (continued) Five questions to ask when converting merchants

By Kimberley Marvin
Cynergy Data

Many sales agents see the risk department as the bad guy. They tend to hear from it when something is wrong, and since this something often involves holding large amounts of money, interactions aren't always as pleasant as they could be.

The truth is that the processor's risk department exists to *help* agents and their merchants. It wants to protect them from financial losses and the company from liability against unscrupulous merchants or fraudulent transactions. It's time to open the dialogue between risk and sales. Following are the five questions agents should ask merchants when converting them. Asking these questions and receiving honest answers will help both parties avoid frustration (not to mention angry phone calls) down the road and will provide salespeople with a better sense of how to best work with the risk department.

1. What is a normal ticket?

Most processors require agents to list an "average ticket" when submitting applications for underwriting. Sometimes, though, the word "average" activates an agent's internal calculator, and the math involved (volume divided by transactions equals average ticket) overwhelms the questions' intent.

Also, agents often try to think one step ahead of the risk department and are tempted to inflate or deflate the average ticket amount in order to minimize the department's involvement in future transactions.

That's why it's better to use the word "normal" instead of "average." The risk department isn't looking for an exact amount, rounded to the thousandth; rather, it needs to know what a typical transaction for the merchant looks like. If the figure is distorted, it will end up creating more work for everyone. The risk department will have to flag seemingly unusual transactions that are actually well within the average ticket range, and the merchant will have to risk funds being held on perfectly ordinary business days.

2. What is the frequency of uncommon tickets?

Remember that the risk department focuses on exceptions. If it knows ahead of time the typical flow of business for a merchant, it will know not to overreact when an unusual ticket amount comes through the system.

Not all merchants have what could be termed an "average day." If agents make the risk department aware of merchants' normal ticket size, and how frequently large deviations from that amount occur, it will focus on protecting their investment in merchants by looking for exceptions to the exceptions.

3. Do you have special customers or special items?

Do merchants have customers who always pay for a month's worth of merchandise in bulk over the phone? Do merchants provide special goods or services for a recurring monthly or annual event?

These are exceptions that the risk department also needs to know about. Merchants have certain VIP customers; agents should communicate that to the department so it also gives these customers the VIP treatment, or at least is on the lookout for their larger-than-average purchases.



Close the Gap between Payment,
POS and Accounting









Become an Authorized Agent-Dealer

- Sell your own Merchant Account and other payment solutions.
- Earn over \$1,000 per terminal.
- Full feature integration to **QuickBooks** and **Peachtree**
- More Powerful and efficient, yet less expensive than conventional POS Systems.
- Available exclusively through Merchant Services Professionals.

Call John Hughes 480-545-1817
John@PosMadeSimple.com www.PosMadeSimple.com



Did your wireless terminal become **obsolete overnight** when technology changed?

Locked into having to choose between either **CDMA or GSM?**

Can your current wireless terminal adapt to changing **wireless technology easily?**

Frustrated you can't change **cellular options instantly** as your coverage needs change?

Finally...

Wireless POS on your terms!

XD2000

*The only IP-based terminal available today with **CDMA, GSM, WiFi, Bluetooth** and more in one.*

With its unique modular design, the XD2000 offers interchangeable wireless modems delivering the widest range of mobile communications options on a single terminal. Just like your laptop, our terminal features a PC-based operating system delivering the ability to adapt to new technologies easily and seamlessly ensuring it's not rendered obsolete as technology changes.

Do you want wireless that really works? Contact ExaDigm at 1.866. EXA TEAM or visit us online at www.exadigm.com.



EXADIGM

Education

4. Do you have seasonal items or promotions?

Again, this question is about constructing a full picture of the normal flow of business for merchants. Florists or nurseries could be expected to do more business in warm weather, but perhaps merchants support themselves in the cold months by selling firewood or plowing driveways. The average ticket for those goods and services will likely be very different from the rose bouquets sold in spring and summer.

Also, merchants offering gift certificates or gift cards can be expected to have a sharp increase in activity in November, December and (for the procrastinators out there) early January.

Last minute gift givers making purchases on the phone or online may place many of these orders. The risk department will know to allow these transactions if it's informed of them ahead of time, but otherwise, the sharp increase in phone and Internet orders might set off fraud warnings.

5. Are you opening up different marketing channels?

Cynergy's merchant application asks agents to list the

percentage of card-swiped and MO/TO transactions. If merchants are underwritten for a 100% card-swiped business but then decide to begin selling merchandise through the Web or a catalog, risk flags will be raised.

Agents should get the full picture of merchants' businesses before submitting the information. Merchants who do 90% of their sales in the store, for example, but occasionally exhibit at trade shows (which have limited space for on-hand inventory, leading to a greater reliance on keyed-in transactions and delivery by mail) should not be underwritten as 100% card swiped.

These questions are only a starting point, of course, but if agents ask them and provide honest answers on merchant applications it will save quite a few hassles down the road. ☐

Kimberly Marvin is the Risk Director of Cynergy Data, a merchant acquirer that distinguishes itself by relying on creativity and technology to maximize service. Cynergy offers its ISOs: VIMAS, a cutting edge back-office management software; Vimas Tracking, a ticketing system that makes responses to customers fast, accurate and efficient; Brand Central Station, a Web site of free marketing tools; plus state-of-the-art training, products, services and value-added programs, all designed to take its ISO partners from where they are to where they want to be. For more information on Cynergy e-mail Nancy Drexler at nancyd@cynergydata.com.



Wanna save some cash?
(for life's little necessities)

Jr's POS Depot is offering these **Hypercom terminals
at a price you don't want to miss!**

Plus, for every 10 terminals ordered, shipping charges are free!



T4100 \$345



T7Plus \$205

To take advantage of this special, call 877.999.7374





P.O.S. DEPOT

Take a closer look

*at our Superior Service
at our Powerful Products
at your Excellent Experience*



*on time
monthly residuals*

1-866-Go4-FAPS
(1-866-464-3277)

recruiter@first-american.net

www.first-american.net



**FIRST AMERICAN
PAYMENT SYSTEMS**

Your Source for Quality Payment Solutions

Education (continued)

IP connectivity: Where is it headed?

By Ken Boekhaus

Electronic Exchange Systems

A new year offers a chance to think about the future. Let's break out the crystal ball to see what the future holds for one emerging technology solution in the payment processing industry: using the Internet rather than a dial or leased line as a transmission medium for transactions.

The main enabler behind this new trend is broadband availability for businesses. With a broadband Internet connection already in place, why couldn't businesses use it for processing payments and possibly eliminate the need for one or more expensive phone lines? The bonus is fast transactions, and I'm talking leased-line-fast transactions.

Since terminal manufacturers now support Internet protocol (IP)-based connectivity in their newer models, many readers are probably familiar with the technology. But where is it headed in the long term? I offer the following four probabilities:

1. Merchants will buy IP-enabled POS terminals

IP connectivity will give merchants a reason to toss out that old Tranz terminal and buy a new IP-enabled one. This will likely create a spike in new terminal sales and, in turn, create a glut of older, used dial terminals in the marketplace. Although there are now devices that convert dial terminals to IP, I don't see justification for the added cost and complexity except perhaps for recently purchased, higher-function dial terminals.

2. Merchants will switch their telephone service to VoIP

Voice over IP (VoIP) uses an Internet connection rather than dedicated telephone wires to transmit phone calls. For years the Baby Bells have been socking it to businesses, which pay much higher fees for telephone service usage than residents pay. VoIP can use any broadband Internet connection. This opens up the opportunity for a host of competitors, including telecommunications companies in other regions, EarthLink and start-up companies like Vonage, to offer telephone service now.

Competition means lower prices, and this will be merchants' incentive to switch. How will this affect merchant level salespeople (MLSs)? They can bundle VoIP with IP connectivity and sell it as a package, or even take it a step further: What if the IP-enabled phone had a card swipe attached to it? Could we see merging technologies?

3. Merchants will create corporate networks using a VPN

I predict that smaller merchants with multiple locations will create a "corporate" network using virtual private network (VPN) technology over the Internet. This technology provides networking capability similar to the giant retailer chains' leased line networks, but it uses only an Internet connection. It is like creating a private network within the Internet.

Smaller merchants will be able to pass pricing and sales data from store to store and their headquarters just like the big boys. They will also be able to centralize their payment processing through an in-house mini switch. For MLSs this likely means that it will become increasingly difficult to sell to regional chains as more sophisticated players take over this space.

4. Help desks will use remote diagnostics to fix terminal problems

I believe that help desks will use remote diagnostics to analyze and rectify not only problems with networks but also with POS terminals. This is analogous to using remote PC software to access a PC over the Internet.

IP Solutions are **Not** Created **Equal**

Connect existing dial terminals to broadband

We're the #1 choice of processors and ISOs. Why?

- Easiest to install and manage
- Fully certified
- Secure with SSL and PCI/CISP Compliance
- Reliable, with dial back-up

Check us out at ETA, Booth #815

www.precidia.com/iso
 1-877-998-2747 x.300 iso@precidia.com

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

Introducing a New Concept
in Payment Processing:

Earn Percentage Points Instead of Basis Points

Fast Capital
The New Leader in Merchant Funding

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

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

Call **Fast Capital** today at:

1-800-952-1494

and start earning more money. What a concept!

www.fastcapital.com
sales@fastcapital.com

Education

Remote diagnostics, however, are not so far-fetched. Precidia Technologies Inc., for example, has developed tools to remotely analyze network issues and debug network devices that convert legacy terminal communications to IP.

The crystal ball gets fuzzy if we try to look too far into the future, so the following are possibilities rather than probabilities:

Bypassing the processor

The Internet is nothing more than a huge router of data. You can send a message anywhere in the world by attaching an IP address to it. This makes it possible to split transactions. American Express (AmEx) and/or Discover transactions could bypass the processor and be sent directly to AmEx and Discover for authorization and settlement.

If we take this one step further, why couldn't Visa- and MasterCard-branded transactions bypass the processor and be sent directly to the card Associations? Or, imagine the transactions bypassing the processors and the card Associations and going directly to mega-banks such as Citibank, Bank of America (BoFA) or JPMorgan Chase & Co.

Bypassing the card Associations

We could go full circle with a card issued by BofA and not bearing any card Association logos. Does this seem too far out? I would bet the farm that some of the larger issuing banks have kicked around this idea more than once. Often times the only difference between a bad idea and a good idea is a matter of time.

I could describe many more interesting IP connectivity "what ifs," but those are best discussed over drinks. But, if there is a way for the banks to regain control over the industry, you can predict that it will happen. Whatever happens, rest assured that the Internet will continue to have a major impact on the way payments are processed. Hold on to your hats and enjoy the ride. ☒

Ken Boekhaus is Vice President, Marketing and Business Development for Electronic Exchange Systems (EXS), a national provider of merchant processing solutions. Founded in 1991, EXS offers ISO partner programs, innovative pricing, a complete product line, monthly phone/Web-based training, quarterly seminars and, most of all, credibility. For more information, please visit EXS' Web site at www.exsprocessing.com or e-mail Boekhaus at kenb@exsprocessing.com. EXS is a registered ISO/MSP for HSBC Bank USA, National Association.

Watch your income skyrocket!

Earn up to 80% on our Interchange Pass-thru Program

Join long - time industry leader Electronic Merchant Systems' ISO Program and here's what you'll gain:

- The most aggressive split in the industry
- Residuals vested from Day 1
- Conversion Program- up to \$500 per merchant
- Production Incentives
- Gift Card and Loyalty Card Applications
- Quick application approvals
- Plus, we'll buy your existing residual streams

And its up to you - choose between an interchange or a buy-rate program for any merchant. Take advantage of our No-Decline Lease Program with sensational rates.

Contact Fred Couch 800.726-2117 or e-mail fcouch@emscorporate.com to ask about our **SIGNING BONUS!**



“Don't stop the music.”



Ingenico, North America's fastest growing provider of electronic transaction terminals introduces a new, service inspiring, award-winning Pay@Table solution.

The i7780 compact and portable payment solution utilizes Bluetooth's superior communications, making Pay@Table solutions fast, reliable and secure.



Build Customer Loyalty

Being in the hospitality business, you couldn't ask for more – Your customers have had a wonderful dining experience, exceptional service and attention. Don't spoil their memories with a slow check-out, use Pay@Table and leave a lasting impression of outstanding service.

Pay@Table will improve your efficiencies, lower your costs and keep customers coming back. With a range of over 330 feet, the ability to authorize and approve card payments online at the table and a built-in high-speed thermal printer, checking your customers out in record time has never being easier.

For more information, visit PayatTable.us



Pay@Table™
by Ingenico

Education (continued)

A closer look at Firefox

By Joel Rydbeck

Nubrek Inc.

Before in these pages I've mentioned the Web browser Mozilla Firefox. The product can be a viable solution for many of your Web browsing needs and offers several important features for ISOs and merchant level salespeople, including the ability to remove sensitive data from the browser's memory.

A brief history

Mosaic was one of the first Web browsers. It was developed as a free browser to surf Web pages.

After Mosaic, Marc Andreessen, an undergrad student at the University of Illinois, built the Netscape browser. The first implementation of Netscape was fairly rudimentary and had some issues, but it was better than Mosaic and quickly attracted a massive following (source: <http://en.wikipedia.org/wiki/Netscape>).

Microsoft Corp. was a bit late to the game with Internet Explorer (IE) and released IE 1.0 in 1995. First the browser was for sale, then given away for free.

With Windows 98, Microsoft started bundling IE with the default installation of Windows.

Mozilla first released Firefox in 2002. It boasted fast browsing capability and the ability to block pop-up advertisements. People began switching to it rapidly, and by 2005 Firefox had gained 10% of the Web browser market share. The latest version is Firefox 1.5.

Microsoft has made some aggressive moves to protect its space but it might be too late.

Firefox facilitates a very friendly environment for new users and developers (the product's source code is entire-

ly open) and it offers extensions in the form of themes and plug-ins. Several advantages of Firefox over Microsoft's IE are:

- No pop-ups
- Simple interface for plug-ins
- Open source code
- Difficult for spyware to exploit

In addition, Firefox has the following unique features:

Integrate search with Google

Some of you may have downloaded Google Toolbar to use as a toolbar on IE. Firefox has a Google search bar built in so that right from your desktop you can search on any topic. You can also customize this search to use Google, Yahoo, eBay, Amazon and other popular information sources.

Obliterate private data

With one click, you can wipe passwords, cookies and browsing history out of Firefox. This is important if you access sensitive material such as merchant account information or credit histories over the Web on a shared machine. One click will delete all the information.

Create browser tabs

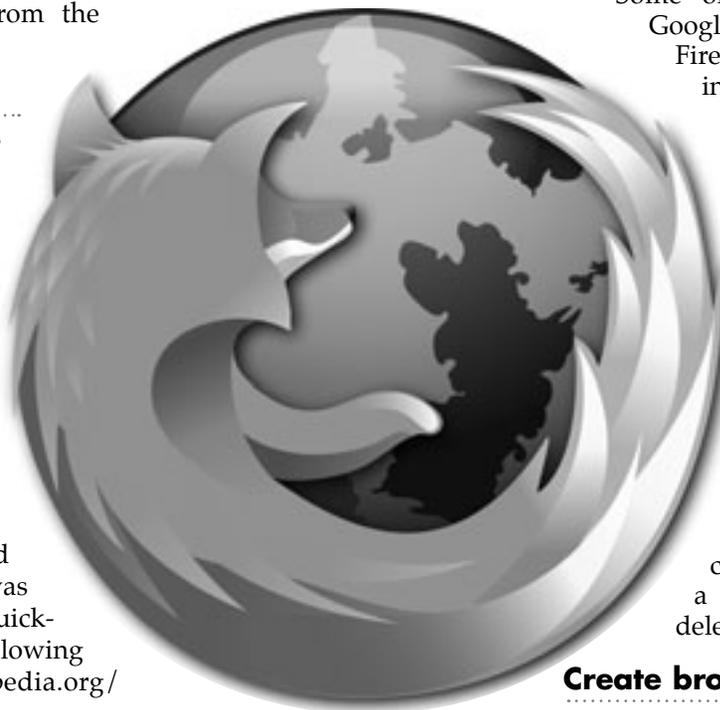
Firefox offers the ability to open multiple Web-page tabs in one browser window. When researching a particular topic, hold down the Control key and select a new link. This creates a new tab inside the same browser window. This feature helps save on desktop clutter.

Block pop-ups

Firefox was one of the first browsers to incorporate pop-up blocking with no additional software required. Annoying pop-up vendors have become more creative with how they produce their ads. The latest variant, the pop-under window, pops up behind the browser window. Firefox effectively blocks this, too.

Choose from many extensions

Firefox developers recognized that everyone would want different things from their Web browser. Some may want it to look like Battlestar Galactica, while others want a clean and simple interface to use on a kiosk or ATM.



WE'LL GIVE YOU CASH FOR YOUR CREDIT CARD RESIDUALS!



The Payment People is a merchant acquiring group that has recently established a fund to purchase credit card residual income streams.

We also provide ISO's and sales offices with unique opportunities for building wealth in the credit card processing industry.

Call **Jeff McKay** now to receive a free quote on the value of your current monthly income stream

NOW IS THE TIME TO CASH IN ON YOUR HARD WORK AND EFFORT WHILE YOU BUILD UP A NEW PORTFOLIO, OR RETIRE AND ENJOY THE REST OF YOUR LIFE!



The Payment People

Toll Free: (866) 571-1129

Direct Line: (209) 985-9900

(All calls are kept strictly confidential)

Education

Firefox offers more than 1,000 extensions. This includes everything from themes (Star Trek for example) to plug-ins that block annoying Internet Flash ads. To search for and install Firefox extensions, visit <https://addons.mozilla.org>. Depending on whether you want themes or blogging tools, odds are that there is an extension out there for you. Following are a few to consider:

Adblock

Adblock is one of my favorite extensions. A lot of small vendors derive their revenue from Google ads, or local ads on their sites. I have no problem viewing these, and in fact often click through to view relevant information.

Unfortunately, many other ads are obtrusive and come from large commercial media houses. Frankly, I'm tired of bright flashing lights, swirling and dipping flash animations on my screen, and annoying ads for things I'd never buy. Using Adblock, I'm able to eliminate them.

Greasemonkey

Greasemonkey basically puts Internet site control back

in users' hands. When a popular Web site lacks a key feature, users can work together to build scripts for adding or fixing a particular feature.

Let's say your Web mail provider (e.g., Yahoo! Mail or Google Gmail) doesn't provide the ability to search for and replace certain words in an e-mail.

Someone with a little creativity could make a script for users who only run Greasemonkey. This feature has resulted in more than a few enhancements on the Web.

Most of us have had a Yahoo!, Hotmail, or Gmail account at one time or another. A good example of Greasemonkey put to work is the Gmail Delete button script.

Google's Gmail service didn't have a Delete button for messages that users wanted to get rid of. Instead, the function was buried under a difficult-to-find drop-down menu.

Several users created a script that put a fully functional delete button on the screen for Greasemonkey users. Google must have noticed the demand; recently it added a convenient Delete button.

IE Tab

Some Web sites work a lot better with IE. IE Tab is an excellent plug-in that will automatically open certain Web sites using IE instead of Firefox.

We at Nubrek Inc. spoke with one of our ISO customers about its experiences with Firefox.

The ISO used IE Tab, PDF Download and T-Mobile Minutes Used. The latter displays the amount of cell phone minutes used on the bottom bar of the Web browser.

Many other extensions are out there waiting to make life simpler, easier and more enjoyable. If you find any that you really enjoy, let me know.

Firefox is a great tool that has grown out of the collaborative efforts of developers on the Internet. I encourage you to download a few extensions and fire away.

Joel Rydbeck, Chief Executive Officer of Nubrek Inc., brings his strong background in e-commerce and business process automation to the merchant services industry. Nubrek offers eISO, a Web application for ISOs that tracks leads and provides automated residual and commission reports. For more information on eISO or to view a free demo, visit www.nubrek.com/eiso.html. E-mail Rydbeck at joel@nubrek.com.

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

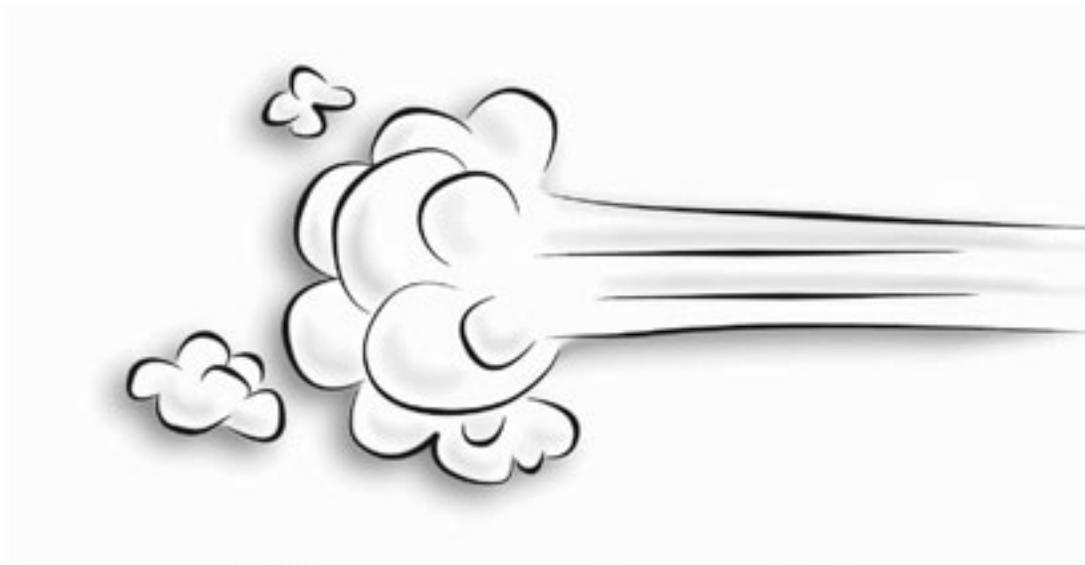
NTC
NATIONAL TRANSACTION CORPORATION

WE WILL PROCESS
all of the
HIGH RISK MERCHANTS
that most others won't!
including:

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

1-888-996-CARD (2273)
www.nationaltransaction.com

Wanna see how fast
MasterCard® *PayPass*™
can make you money?



Wanna see it again?



Don't blink - it's fast. And easy. It'll keep customers coming back for more. *PayPass* is the latest in RF payment technology from MasterCard. They're in and out faster than you can say, "Thank you. Come again!" With MasterCard *PayPass* you can speed your customers through checkout and send them happily on their way - again...and again...and again.

Acies and MasterCard can bring merchants contactless technology to increase profits. For more information, please contact Acies at **1-800-361-5540 ext 111** or on the web at **www.aciesinc.com**.



© 2005 MasterCard International Incorporated.



Wanted: A solution for all-in-one merchants

By Ben Goretsky

USA ePay

A new year has begun and already my team is talking with reps from different merchant banks to request the latest and greatest for their merchant customers. In these discussions, a recurring issue concerning all-in-one merchants continues to arise because a real solution for them has yet to be found: an all-in-one merchant account.

What are all-in-one merchants? They are merchants with one business who accept credit cards for payment through multiple channels, or industry "types" (e.g., a retail brick-and-mortar location, mail order/telephone order, Web site) and want to process these transactions using a single merchant account.

How can one merchant use one account for multiple industry types? Usually in today's market, if merchants need to swipe cards, they set up a retail merchant account. Online merchants set up an Internet merchant account, and mail order merchants set up a MO/TO account for their processing needs.

Unfortunately, no real solution exists for merchants who use all these channels yet want only one merchant account.

Half-baked set up

A prime example is a bakery. The bakery operates a retail store with walk-in traffic and accepts credit cards for payment. It also has an online store that takes credit card orders, and it takes orders over the phone for non-Internet sales. We can even go one step further and say the merchant also makes local deliveries and accepts credit cards using wireless POS equipment.

With the current interchange model, this merchant would need to have at least two merchant accounts: one for swipes at the retail location and on deliveries and another account for the Internet and mail order (non-swipe) transactions.

Selling one account to merchants is hard enough; selling two is that much worse. Also, why sell two accounts when today's gateway systems enable merchants to run their Internet sales through a gateway, mail orders through a virtual terminal, retail store swipes through an Internet protocol-POS terminal or software, and wireless payments through a device such as a PDA or cellular phone that also connects to the gateway?

Since such merchants exist, why is there no specific "type" or "category" for them, especially in regard to interchange?

Currently these merchants have two options: 1) use one merchant account, with which they pay the nonswipe rate for transactions across the board (they must do this even if cards are swiped because they use the same account for their Internet and mail order transactions) or, 2) use two merchant accounts, meaning they must manage and pay for each account separately.

I believe that in our industry, with evolving technology and merchant environments, we have the means to develop a better account solution for all-in-one merchants.

Since technology exists for all-in-one merchants to use one account for different environments, it is now up to the card Associations to better interface with the technology that is available in their own industry. 

Ben Goretsky is the Chief Executive Officer and head of IT Development at USA ePay. He has been working with his brother Alex since they started the company in 1998. E-mail him at ben@usapay.com or call him at 866 872 3729, ext. 350.

**IT'S TIME YOUR
CAREER HAD SOME**



PUNCH!

**Call Coach
Ron Tunick
TODAY**
and he will train
you to be a
CHAMP

866-222-2112

ntspays.com



Nations
TRANSACTION SERVICES
A registered ISO/MSP of Columbia Bank, Columbia, GA

Ever feel that all the ISO options sound the same.
All the hype, promises, programs say the same thing.
Programs, rates, gimmicks do nothing to separate you from the guy who pitched before you?



Fact is, all the promises and hype mean nothing when every ISO-reseller is offering the same product at the same price only to differentiate with gimmicks or come-on's.

Open your opportunities and look forward with Abanco

Abanco is a "payments technology company"
and
Payments + Technology = Sales

As a technology-focused payments company, Abanco has separated it's ISO agents and resellers from all the payments sales noise with new payments offerings, new prospect channels and products that no other processor can offer you for resale to your customers.

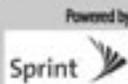
Structured, profitable, innovative programs for fuel/fleet, taxi/limo, physicians/dentists/hospitals, mobile operators, restaurants/QSRs, mom & pop's, grocers, service companies and all of your usual suspects.

And like everyone else, we have industry leading rates beginning at 3.5¢, a full suite of electronic payment services, check imaging and conversion, our own in-house gift card program, our own payments gateway, terminal leasing, and incentive programs all operating under the strict compliance of CISP and SDP.

Unlike any other processor,
contact Abanco to learn about...

Abanco Medical Solutions powered by MedCom
The **only** healthcare solution that enables HIPAA compliant payments, insurance eligibility and verification with Medicare Part A & B.

Abanco Wireless Solutions:
The **only** mobile solution that enables payments and multiple applications on terminals that are CISP compliant.



www.abanco.com | isoagent@abanco.com | 800.617.9870

Abanco is a registered ISO/MSP of the following banks: BancorpSouth Bank Tupelo MS, and Wells Fargo Bank, N.A. Walnut Creek, CA.
© 2006 Abanco International, LLC. All Rights Reserved.

ABANCO

Card Associations lower fees for more secure online transactions

In a move to entice online merchants to implement MasterCard SecureCode and Verified by Visa, both card Associations have now reduced their interchange rates for transactions made using these security programs. Visa U.S.A. announced rate reductions in 2003. MasterCard International first announced reductions in October 2005 and then again in January 2006 as part of a package designed to provide incentives, tools and education to help merchants better safeguard consumer data.

"MasterCard understands that merchants are on the front lines of commerce," said MasterCard Chief Risk Officer Chris Thom. "This is a critical part of our strategy for ensur-

ing security in the payments system." Online merchants supporting SecureCode will be eligible for lower rates comparable with those for face-to-face card transactions, up to a 16% reduction.

According to merchant services provider Cardinal Commerce Corp., merchants can lower their transaction costs by as much as 59 basis points with SecureCode and by as much as 10 basis points with Verified by Visa. Another merchant incentive: The programs shift liability to the issuing bank, away from merchants and their acquiring bank.

MasterCard and Visa rolled out their respective products several years ago to add an extra layer of security for online transactions. Neither,

however, has caught on to the extent that they would like. For example, only about 100,000 U.S. merchants, roughly 10% of Visa's e-commerce transaction volume, have implemented Verified by Visa.

Both products use an extra code or password, known only to the cardholder and issuing bank, that is entered after the other card information. This code is confirmed at the time of purchase. The products also use the same protocol, 3D Secure, which makes it easier for merchants to implement both Associations' products at once. 

For additional information, see David H. Press' article, "Time to use Verified by Visa and MasterCard SecureCode?" in this issue of The Green Sheet.

Flexible solutions for the highly driven.



Ranked as the 8th largest U.S. processor*, TRANSFIRST offers flexible reseller programs to both Agents and ISO's. TRANSFIRST is driven by technology and remains focused on providing our reseller partners and merchants alike with cutting-edge products, like TRANSLINK and TRANSACTION CENTRAL™.

Take TRANSFIRST for a test drive today to discover that we offer more than just competitive prices.

Call 1.800.669.7228, or e-mail ISSsales@TRANSFIRST.com today!

 **TRANSFIRST**
Specialized Transaction Processing

WWW.TRANSFIRST.COM

**A MONEY MAKING AND MONEY SAVING
TERMINAL FOR YOUR MERCHANTS, AND
AN INCOME SOURCE FOR YOU**

**EASY TO USE FOR THE MERCHANT AND
THEIR CUSTOMERS FOR BILL PAYMENT,
CALLING CARDS AND PREPAID CELLULAR**



COPYRIGHT 2005 TOUCH-N-BUY; REPRINTING, COPYING OR TRANSMITTING ALL OR PART OF THIS INFORMATION REQUIRES WRITTEN PERMISSION FROM TOUCH-N-BUY. PATENT PROTECTED; ADDITIONAL PATENTS PENDING.

Call 1-888-750-2340

**Touch
-n-Buy**

visit us online at: www.touch-n-buy.com

FDIC to hold hearing on Wal-Mart's bank bid

Wal-Mart Stores Inc.'s bid for a limited-reach bank, known as an industrial loan corporation (ILC), has not only irked the banking community, but it also has drawn scrutiny from U.S. legislators and regulators. As a result, the Federal Deposit Insurance Corp.'s (FDIC) board will hold a hearing on the matter.

FDIC officials, Rep. James A. Leach (Iowa) and the former Federal Reserve Chairman Alan Greenspan (succeeded by Ben Bernanke on Feb. 1, 2006) have been among those opposed. No date has been set yet for the hearing. Currently, the five-seat FDIC board is short-staffed and lacks a permanent chair. Acting Chairman Martin Gruenberg has indicated that a hearing must await a complete, full-time panel of directors.

According to the FDIC, a board hearing is conducted only if "written submissions would be insufficient or that a hearing otherwise would be in the public interest." The board received more than 1,500 comment letters and 90 requests for a hearing.

On Jan. 20, 2006, in response to questions from Leach, Greenspan wrote a 12-page letter in support of eliminating the ILC loophole, which interferes with the long-standing bank-commerce separations.

Greenspan wrote that ILCs "are undermining the prudential framework that Congress has carefully crafted and developed for the corporate owners of other full-service banks." He believes that ILCs threaten to remove Congress' ability to determine the direction of our nation's financial system, and he urged Congress to review the ILC exemption. A chief concern among all ILC opponents is that ILCs are not subject to Federal Reserve regulation. And although an ILC's parent company is FDIC-licensed and insured, a retailer such as Wal-Mart's sharp financial decline could place undue stress on the U.S. banking network's primary support system.

These new developments, however, have not deterred Wal-Mart. The company maintains that it only intends to use an ILC to save money by acting as its own acquirer, processing in house, the multitude of customers' electronic payments. 

Stop Pushing Micro-Merchants Aside!



Send us your home parties, mobile sales and services, hair stylists, massage therapists, MLMs, home appraisers, trade show and flea market vendors, taxi and limo services, and all new businesses.

Sign up for these new, first time merchants and you'll have a merchant for life!

- Credit Card Processing through ANY touch tone telephone, completely automated
- In-House Customer Service and Support
- Excellent Upfront and Residual Payments on all Revenue Streams
- 98% Approval



TOUCH TONE
CREDIT CARD PROCESSING

Hello. You're approved.

ISO/Sales Agent Information: info@touchtoneiso.com
Touch Tone ISO, an affiliate of Verus Card Services

(877) 514-1400
www.touchtoneiso.com

**Looking to Secure Your Future?
Interested in Discussing Exit Strategies?
Join One of the Fastest Growing
Merchant Service Providers in the Industry!**



- Zero liability program
- Same day approvals
- Online reporting
- Payment gateways available
- Faxed applications accepted
- Leasing options available
- NO application fees
- Hardware deployment available



Frank Escandon
800-554-4777 ext. 8505
frank.escandon@ipaymentinc.com

Find out what all the fuss is about.



Join Retriever NOW!

- Revenue sharing at all levels!
- Guaranteed leasing!
- Gift & Loyalty Cards!
- Retriever Check Conversion!
- GEM Team - ISO support with Zero hold time & Zero voice mails!
- MAG - the Retriever advantage! Merchants boarded and approved in minutes! Activated and installed the same day!
- RetrieverOnline - For all your back office support!
- Liberal underwriting guidelines!

1-866-870-RPSI (7774)

Call today to find out about
YOUR \$10,000.00 signing bonus.





NewProducts

Proudly sponsored by:



Conduct business meetings anywhere

Product: i-Speak

Company: Next Generation Business Resources

Ideally, merchant level salespeople could meet with all merchants in their local area. Discussing their account face to face offers a personal touch that either helps to close sales or keep merchants as customers.

In order for salespeople to broaden their portfolio and residual stream, however, they often must expand beyond their geographic area. Or perhaps they initiate a deal with a store's regional manager, but ultimately the final decision must come from corporate headquarters, in another part of the country.

These situations are not uncommon. Yet they usually require travel, which for a variety of reasons, is unfeasible. This presents a real dilemma: Cross country travel is expensive and difficult, but without a personal meeting reps may lose deals.

Next Generation Business Resources offers i-Speak as a solution. This services allows an online business meeting between two or more parties located anywhere in the world. If sales reps can't meet their merchants in person, they can send them an e-mail that contains a link to an online conference.

With i-Speak, sales reps can demo products, give proposals on their processing options, conduct training on new equipment ... or anything else that they can do using a PowerPoint presentation and live audio and streaming video.

The service is also ideal for ISOs to communicate with its sales offices around the country and useful in training new sales agents. Many other companies offer a similar solution for businesses, but they are primarily java-based. Because i-Speak uses flash, which is standard on almost all computers, it is much less expensive than the competition, according to the company.



I-Speak is a subscription-based service offered on a month-to-month basis with no contractual obligations. The basic plan is \$50 per month with a one-time, \$50 set-up fee. The basic plan allows direct conferencing between two locations with unlimited use for the month. Plans increase in price according to the number of locations viewing the presentation.

Next Generation Business Resources

949-791-0730

www.ngbr.net

gkostecka@ngbr.net

GETI - Where the best value added products come together

Now offer your merchants gift & loyalty and check processing from the company you trust.

Global eTelecom, Inc. www.GiftCardTraining.com
www.CheckTraining.com
 877-454-3835

NewProducts

Check scanning versatility for low-volume locations

Product: Excella STX

Company: MagTek Inc.

The Check 21 law eases restrictions on check clearing by allowing digital images to be used in lieu of paper checks. Although check scanners had been in use for some time before the new law took effect, demand is increasing as both financial institutions and merchants adopt Check 21 solutions.

Carson, Calif.-based MagTek Inc. is a leading manufacturer of check scanners to fill this growing need.

The company's product line includes several different scanner models. The latest, Excella STX, is a low check volume variant of the original Excella model. Whereas the latter is capable of being fed batches of checks at once, the STX (single transaction) scans one check at a time.

Although STX is used primarily in Check 21 applications,



**MagTek Inc.
Excella STX**

it is also compatible with check verification and guaranty services as well as electronic check conversion.

After the check is fed into the device, the front is scanned; the MICR (magnetic ink character recognition) line is processed; the back is endorsed, the front is franked, or voided; and then the back of the check is scanned.

If merchants use a check verification service, they also have the option of verifying the check before it is endorsed or voided. The two separate print heads for endorsing and franking are optional because those steps can be done manually. The merchant programs the franking and endorsing texts.

The STX and all other MagTek check scanners are capable of reading U.S. (E13B) or European (CMC7) MICR formats (the number on the bottom of every check).

STX interfaces with either a standard USB port or Ethernet connection. Like its predecessor, the STX has a built-in Web server. It is a Web appliance with dual functionality (USB or Ethernet), allowing it to clear check images over the Internet.

Unique to the STX model is the standard inclusion of an ID card and driver's license scanner. This captures an image of the front of the license or ID to match the check. The scanner captures images at 200 dpi in black/white, grayscale or color.

As with all other MagTek check readers, there is the option of adding a three-track magnetic stripe reader.

MagTek Inc.

800-788-6835
www.magtek.com



Bartlett Info Tech Services, LLC

Your POS Repair Specialist

Factory Trained Technicians

Refurbish your POS equipment for a fraction of the cost of new. We can repair/refurbish most terminals, printers and check readers. We also have imprinters, roll paper, ribbons, power supplies and cables. All repaired and refurbished equipment comes with a 12-month warranty.

New and Refurbished Equipment

(901) 384-6151

www.bits-pos.com

36x MULTIPLE

Measure your success with Equity Commerce

- Build your portfolio with a 36x multiple on your residuals\100% above pricing
- Online access to everything; residuals, daily batches, application status, portfolio performance
- Fast approvals
- Wholesale equipment pricing
- Gift card program, ACH, check conversion and guarantee
- Free terminal program
- Support that delivers
- Cash advance program for Merchants
- ATM placement program

EQUITY COMMERCE IS ABOUT GROWING RELATIONSHIPS.

Relationships with you and your clients. Giving you more money for the relationships you have today and those that are important for your future.

OUR APPROACH IS BUILT ON THE THINGS OUR AGENTS WANT AND NEED.

Money: In your pocket today and for tomorrow.

Service: Fast processes that secure the relationships with your clients now.

Consistency: A confidence that you can get the service you expect anytime, anyplace.

Access: Online information at your fingertips giving you the information you need when you need it.

EQUITY COMMERCE IS DIFFERENT THAN THE REST.

We understand that your success is our success and Equity Commerce **WILL** measure up. Growing with Equity is our commitment to you.



(888) 369-0446 SALES@EQUITYCOMMERCE.COM WWW.EQUITYCOMMERCE.COM

Equity Commerce, LP is a registered MSP with Bank of America, N.A., Charlotte, NC.



NewProducts

A nearly virtual terminal

Product: CoreTrex

Company: TechTrex Inc.

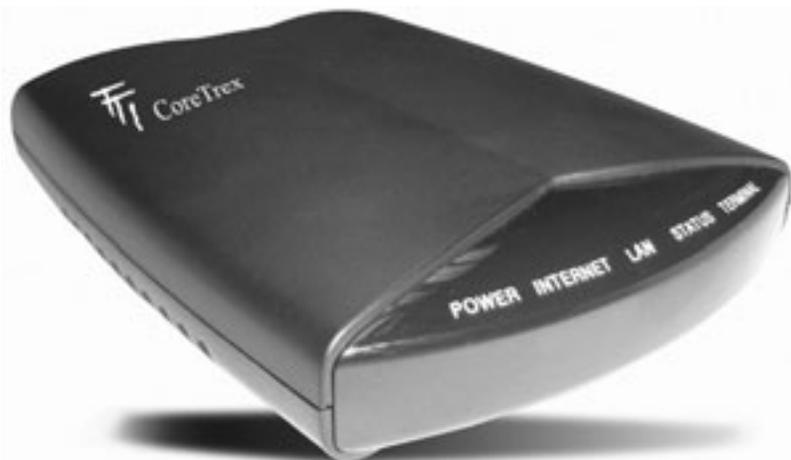
A fairly recent development in payment processing is the virtual terminal. This solution allows merchants with multiple POS units to connect to the same payment center, accessed via the Web.

Merchants purchase software installed on every PC that accepts payments. This allows access to a Web site on which customer information is entered.

The major selling point? No hardware is needed (but usually there is a monthly fee).

TechTrex Inc., a payment hardware provider, has come out with its own version of a virtual terminal, called CoreTrex.

The product is processing hardware installed anywhere on a merchant's local area network (LAN).



TechTrex Inc.
CoreTrex Virtual Terminal

The device includes a built-in Apache Web server, and up to 15 PC terminals can connect to it.

Users connect to CoreTrex by entering the Internet-protocol (IP) address in their Internet Explorer Web browser.

This Web site can only be accessed through merchants' internal networks, not from their external sites.

Here employees are able to enter the payment information into the browser; the information is then sent through the CoreTrex device.

Once the hardware is installed, everything is accessed from the internal network.

This enables speedy access and processing. Also, there is no monthly fee, since everything is run through the merchant's LAN.

The device also has a serial port for adding a mag stripe reader or PIN pad.

For merchants using more than one peripheral, there is the option of additional hardware, a serial converter, which allows up to 15 peripherals.

Currently, only card readers and PIN pads can be connected, but future plans call for check scanners and other devices.

CoreTrex is ideal for integrating IP-based payment processing with merchants' existing PC applications. It eliminates unnecessary data entry and saves time. 

TechTrex Inc.

905-629-0411
www.techtrex.com

Can your \$99 TERMINAL do *THIS?*

- Credit
- Debit with Internal PIN
- Check Imaging
- Gift & Loyalty
- Prepaid
- Bill Pay



It's not what you save, it's what you make that counts.

BPS OFFERS:

- Free Hardware (See Terms and Conditions)
- Professional Equipment Installation
- Free Site (Phone) Setup
- Free/Discount Client Support
- Free Technical Support in the office
- Sales related programs including:
 - 1-800-855-8888
 - 24/7 Card

NO GIMMICKS

an annual fee or set-up to merchant does apply.

AGENT/AGENT OFFICES: Call Gary Shull @ 888.871.2230 ext.124

MEET THE SPECIALISTS:

Prepay/Billpay/Gift Card Programs: Call Josh Rosen @ 877.700.7947 ext. 299

High Risk/Check Processing/Petroleum: Call Sam Greenwald @ 877.700.7947 ext. 275

Merchant Funding Programs: Call Elie Friedman @ 877.700.7947 ext. 249

Hotels/Motels/Camp Grounds and if you are in the wilderness: Call Stan Kropp @ 877.830.1905 ext. 313



BPS Bee in the Money with VeriFone.



Real Pros Never

Use the "F" Word

FREE. Let's face it folks, the most expensive equipment in our industry is FREE.

Giving Free Equipment to your merchants is Very Costly to you. Ultimately it can cost you your kid's college education, that new diamond ring for your spouse, your new car or home or that vacation you really want. Free Equipment can even cost you your entire means of growing a sales force.

Any ISO, or any business for that matter can give stuff away- That's Easy!! It takes no effort, no imagination and NO SALESMANSHIP!! The result is No Profits and No Future.

If you have a small developing ISO - how can you grow a sales force without the income and commissions generated from equipment sales?

There is a Solution. Something Can Be Done About It!

Bankcard Warriors - Remember the Good Old Days of \$99 to \$149 per month leases and profitable processing rates? At USMS we're bringing back the Good Old Days with our unique Bankcard Warrior Package Selling Training Series. We've taken industry "Green Peas" and taught them how to successfully close on large package sales with "High Gross Profits" - and we can do the same for you.

Real Pro's never use the "F" word. They sell value. Our proven system teaches effective package selling and little known- highly effective closing techniques that you can use to build your sales force, build your own income and have your merchants HAPPY TO PAY YOU!!!!

I can understand if the deal is big enough, with lot's of processing volumes and good rates, that occasionally a free terminal makes sense as a last resort to get the account- but come on let's face it - **Free Terminals, Free Pin Pads, Free Check Imagers? What's next??**

FREE INTERCHANGE???

"our proven system that teaches effective package selling and little known- highly effective closing techniques"

At USMS here's what we say to FREE. We say **F. U. That's right!!!** We'll give you the best FREE you can get: **Free Unlimited** knowledge to sell with high profits and close more sales!!!

It's time to separate the winners from the losers, the pros from the amateurs! It's time for a REVOLUTION! And we have the SOLUTION. So if you're tired of giveaways and dwindling profits and you have the courage to be a real Pro - call us now. **Call us now at:**

**1-800-655-USMS (8767)
Ext. 122**

and you'll never have to use the "F" word!!!



CALL OR GO ON-LINE FOR OUR "FREE" REPORT:

**"How to Overcome "FREE EQUIPMENT"
Offers and Make Thousands of Dollars of
Additional Profit!!!"**

Or register on-line at www.usms.com/freereport

Copyright 2005, US Merchant Systems, LLC



*Not another
free terminal!*

Get something you really want.

FREE processing.

Full residuals.

Risk Free.

866.ISO.HELP



In Association with Bank of America, N.A., Charlotte, NC

www.cynergydata.com



Inspiration

Proudly sponsored by:



WaterCoolerWisdom:

We judge ourselves by what we feel capable of doing, while others judge us by what we have already done.

- Henry Wadsworth Longfellow

Making the most of performance reviews

Anual reviews, or any performance appraisal, can be painful and nerve wracking for both the supervisor and employee. But, they don't have to be. They can be valuable tools for both parties and the company as a whole.

Reviews, when conducted correctly, create a more efficient business and make for happier and more productive workers. They can even foster a healthy supervisor/employee relationship of mutual trust and respect.

But, successful reviews don't simply happen. They require preparation beforehand and active listening and clear communication during. They also require trust, a mutual understanding of expectations and clearly defined and communicated goals. Following are seven tips to help both supervisors and employees make the most of employee reviews:

1. Be prepared

Both parties should arrive at the meeting prepared, have examples of accomplishments written down, be very clear about what was a success during the review period and areas that need improvement.

They then can compare lists to see if they are on the same page. This will help define objectives for the future and determine if they clearly understand the organization's goals and agree on how to achieve those goals.

2. Create a dialogue

Typically, employee reviews are rather one-sided. Many times they consist of a supervisor telling an employee what he thinks of his performance while the employee listens and offers little, if any, feedback.

In order for reviews to be more constructive and effective, both parties must actively participate. This could mean that both come with written questions or comments or that both complete a questionnaire prior to the meeting.

However you choose to proceed, it is imperative that both the supervisor and the employee have the opportunity to raise issues, present ideas and share views on past performance, including accomplishments and shortcomings. Both should ask questions.

This is the only way supervisors will learn what is happening in their employee's work and the only way employees will learn what they need to do to improve their performance.

3. Listen

Step two's "Create a dialogue," won't be very effective unless both parties listen. This means no interruptions from phone calls or other employees. Send calls to voice mail and turn off pagers. Make it obvious to the other party that you are actively listening by using your body language to show interest and nodding when appropriate.

4. Be open-minded

Reviews can be scary for both parties. Anytime someone is judging or being judged, the possibility of things becoming personal or someone becoming defensive is high. Keep an open mind. Be open to being wrong, or at least to understanding another perspective. Trust yourself, trust the other party and most importantly, trust the process.

5. Be specific

Again, performance reviews have a high risk of becoming personal. There is always the danger of a review being perceived as a personal attack or for subordinates to shut down because they feel attacked. It is extremely important to be specific. Focus on numbers, times, dates, sales figures, etc. so it is very clear whether an objective has been met, and there is no room for misinterpretation.

For example, rather than say, "You've made errors," cite specific dates and instances of mistakes. Instead of stating, "You do a good job," try to be more specific and list concrete tasks that were accomplished successfully and why they were deemed a success. Be sure to include instances when expectations were exceeded.

Inspiration

▶ **Make sure both parties understand that the meeting is for a performance review and not for offering any rewards or compensation changes.**

6. Stay on topic

Since this is a performance review, discuss only performance. Do not discuss salary raises or compensation until another meeting, as it can be distracting and diminish the review's success.

For example, if the superior indicates that he will inform the employee if he will receive a raise, the employee will be tempted to provide short answers, refrain from asking questions and agree with whatever is stated in an effort to keep the meeting as short as possible and learn whether he is receiving a raise. On the other hand, if employees learn at the beginning of the meeting that they are receiving a 3% raise, they may tune out the rest of the review because that is all they wanted to hear.

Therefore, before the meeting, preferably days before, make sure both parties understand that the meeting is for

a performance review and not for offering any rewards or compensation changes.

7. Create a plan

End the meeting with a plan for the future, which includes specific, measurable objectives of what needs to be done, by whom and within what deadlines. If a plan is in place, when it is time for another review, both parties will be clear about what was expected. This preparation will hopefully make all future performance reviews easier; it will simply be a matter of measuring accomplishments against already communicated objectives.

Performance reviews don't have to be a painful drudgery conducted only because "you have to." If both parties are clear about the purpose and process, they can be excellent sources of motivation, support and brainstorming. During your next review ask questions and listen. Be open-minded and specific. You will reap more benefits from the process.

Good Selling!SM



Paul H. Green, President & CEO

Introducing a New Way to

Open Doors

& Make More Money



- Sell at higher margins
- Earn additional upfront cash
- Improve merchant retention

Merchant Cash Advance

Merchant Cash Advance, the industry's hottest new program, is winning business where agents couldn't even get an appointment before. Close more deals and at higher margins. Call today to see how you can open more doors and pocket more money.



West: **1-800-949-2021** Ext. 127

East: **1-888-949-2021** Ext. 210

Electronic Exchange Systems is a registered ISO/MSP for HSBC Bank USA, National Association, Buffalo, NY

10 Years Ago in The Green Sheet ...

Issue 96:02:01

February 05, 1996

The Green Sheet

News and Advisory Service for ISOs in the Financial Services Industry

Inside This Issue

- 1 Ford Franchises Free to Choose Own Check Provider
- 1 CrossCheck Realized 47% Growth in 1995
- 1 Check Guarantee Growth
- 2 Nationwide Used Car Plan may be Problem for Local Car Dealers
- 3 Nova Acquires Three ISOs
- 3 Check it Out—Checks Continue to Increase!
- 3 Consumer Spending by Method
- 4 Deluxe is Reorganizing
- 4 EFT Mavens Cite Flaws in Check Processing
- 4 February Sales Tips
- 5 Top Customer Service Don'ts
- 5 Your Customer is your Boss
- 6 Resource Guide

Special Issue for: The National Automobile Dealers Association, 1996 Convention & Equipment Exposition

Ford Franchises Free to Choose Own Check Provider

It had been rumored that all Ford Franchises had to subscribe to the Ford Star Program, or they would lose their franchise rights. This threat has made many Dealers concerned that they would be forced to leave the CrossCheck Check Guarantee Service to take the Ford Star Check Approval System.

Brian Collano, a Ford spokesperson, confirmed to CrossCheck, one of the top check approval providers, that Ford franchises are not locked into Ford Star's Check Approval Service, and are free to choose a provider that meets their individual needs.

CrossCheck Realized 47% Growth in 1995

CrossCheck Inc., one of the nation's largest Check Guarantee companies, reported a second year

of record increases in growth. CrossCheck reported a 46.6% increase over the prior year.

"It's no joke. CrossCheck is setting all time highs in Check Volume. Given the growth we have experienced during the fourth quarter of 1995, we can conservatively estimate that the value of checks that CrossCheck will handle in 1996 will be \$189 million more than we handled in 1995, and that's before the year even begins. Volume increased nearly 47% during 1995, and CrossCheck's dominate position in New Car Sales and the Auto After market, is driving this growth," says Bob Fi-

cars, CrossCheck's chief marketing officer.

"Many other Check Approval services believe the best way to reduce the number of bad checks their merchants receive is to DECLINE every check that they think may have the slightest amount of risk. Not us! At CrossCheck, we eliminate bad check worries too, but we eliminate far fewer sales opportunities, because we simply approve more checks than anyone else," says Bob.

"Nearly half of the 1995 growth came from Auto and Auto After market. We believe that this is because we have developed several features in our Auto and Truck

Check Guarantee Growth

	1994	1993
CrossCheck	+103%	+13%
TeleCheck	+12%	+20%
Equifax	+07%	+02%
NPC Check	+06%	+09%
Comdata	Now	-03%
	TeleCheck,	and included
	above	

Based on information reported in The Nelson Report, March 1994, for 1993 and March 1995, for 1994. Top Five Companies ranked by Growth.

- This issue of The Green Sheet was a special issue for The National Automobile Dealers Association, 1996 Convention & Equipment Exposition.
- Atlanta-based processor NOVA Information Systems acquired three ISOs: Bancard USA, Automated Merchant Systems and American Bankcard Association. The previous month it acquired merchant contracts of both First Fidelity and First Union Corp.
- The mid-1990s saw no signs of decreasing popularity in check usage. We reported that check usage was increasing 7% – 8% annually and estimated that consumers would write \$2.5 trillion in checks at retail stores in 1996. This was only 6.1% of checks written nationwide.
- Paul Green offered the advice that there is only one boss: the customer. "The customer can fire everybody in the company, from the chairman on down, simply by spending his or her money somewhere else."

DateBook

Visit www.greensheet.com/tradeshows.htm for more events and a year-at-a-glance event chart.



Western Payments Alliance

Basics of ACH Receiving Workshop

Highlights: This is a full-day course providing expert information not always available through on-the-job experience. The focus will be on receiving automated clearing house (ACH) transactions from the RDFI point of view. There will be an emphasis on ACH operating rules, Regulation E, OFAC and exception processes. The fundamentals of ACH receiving, including transaction processing flow, settlement flow and RDFI compliance, as well as plenty of insight on recognition and correction of mistakes will be offered.

When: March 7, 8, 14, 15, 21 and 22, 2006

Where: Location varies

Registration: Visit www.wespay.org or call 415-433-1230

members in corporate treasuries and financial management. Members include corporate practitioners, banking executives and other financial services providers.

The two-day Payments Forum focuses on the innovations and strategies necessary for corporate success in electronic payments, the primary present and future means of commerce. Panel speaker, case study and interactive discussion topics will include fraud prevention, electronic payment options, remittances and international commerce, Internet commerce and business-to-business credit card payments.

When: March 12 – 14, 2006

Where: The Scottsdale Resort and Conference Center, Scottsdale, Ariz.

Registration: Visit www.afponline.org or call 301-907-2862



Association for Financial Professionals (AFP)

The AFP Payments Forum

Highlights: AFP plays an important role in the promulgation of industry standards and serves more than 14,000 individual



Southeast Acquirers' Association

Fifth Annual Meeting

Highlights: This is the meeting rescheduled from October 2005 in New Orleans. SEAA has transferred all vendor registrations to the new date and location. Event attractions include a hospitality center, a cyber cafe and a massage center. On March 21, in the morning, there will be breakout training sessions with POS terminal vendors. The deadline for hotel registration is Feb. 17. The SEAA room rate is \$159 per night.

When: March 20 – 22, 2006

Where: Bonaventure Resort & Golden Door Spa, Fort Lauderdale, Fla.

Registration: Visit www.southeastacquirers.com or call 916-563-0111, ext. 204



Electronic Transactions Association (ETA)

2006 ETA Annual Meeting & Expo

Highlights: This is the biggest event of the year in the payments industry. Close to 3,000 people, from the newbie MLS to the 35-year-industry-veteran Chief Executive are expected. There will be classes from ETA University; dinner with ETA President Daniel J. Neistadt, President of Wow! Card Services; a massive exhibition hall (that includes a Green Sheet booth); additional educational and breakout sessions; plenty of networking opportunities; a golf tournament, and more, all designed to showcase current and future trends, technologies, companies, players and everything else associated with the electronic payments industry. Don't forget to stop by to say hi to The Green Sheet at booth # 334.

When: April 18 – 20, 2006

Where: Mandalay Bay Resort and Casino, Las Vegas

Registration: Visit www.electran.org or call 800-695-5509

Setting the Standard for Quality and Integrity

BUDGET TERMINALS

The Leader In Low Prices !!

Omni 3200	\$159	<p>T7P F 512 K \$155.00</p>
Nurit 2085	\$209	
Talento T-1	\$195	
T7P Thermal	\$179	
Tranz 460	\$135	<p>OMNI 3200 \$159.00</p>
Tranz 380	\$ 99	
<u>T 330/250 COMBO</u>	<u>\$109</u>	

In Stock:
OMNI 3200SE - T7 Plus
LINKPOINT - ECLIPSE

ONE YEAR WARRANTY
While Quantities Last (All Refurbished)

985-649-2910

Free Ground Shipping w/orders over \$195.00
We accept Cashiers Check, Visa and Master card
www.budgetterminals.com

MERCHANT OWNERSHIP
LIFETIME RESIDUALS

WE DO OUR OWN :
RISK
UNDERWRITING
TECHNICAL SUPPORT
CUSTOMER SERVICE
PROGRAMMING
MID / TID NUMBERS

RESIDUALS PAID ON :
100% Over 1.53%
100% Over 2.14%
Statement Fee Income
Minimum Fee Income
Bundled Rates
Debit Income
Transaction Fee Income
Equipment Warranty Income
Check Guarantee Plans
Check Conversion Income

WE WANT YOU!

AGENTS
& ISOs



NO APPLICATION FEES
3 HOUR APPROVALS
FAXED APPLICATIONS OKAY
E-COMMERCE SOLUTIONS
'NO' TURNDOWN LEASING
WIRELESS SOLUTIONS
GREAT LEASING RATES
ONLINE REPORTING
PAID IMMEDIATELY

eps

Electronic Payment Systems

800-863-5995

www.eps-na.com

WordSearch

Put on your thinking caps, and find all the words listed below ... we've even started it for you.
Words will be horizontal, vertical, diagonal and even backwards! Have fun.

E U F R Y E C P W E G Y M E R G E R X E
 S A D P Z S L K H C N A R B L R I V T B
 I C K E H I Z W R T E M Q O R T N O R W
 K A O R P A U K F T T W P R G U I L E X
 I S E C U R I T Y D W I F I B E C W C S
 U H J E X E R N P X O R S W K U H M I Q
 P L A N E G Y T E H R B U E M H E G F A
 V E S T E D D E S F T Z B U C K E T F K
 D S J A U R G S L U H X A Q P O R T O L
 H S U G I A K P E N A L T Y S E V Y E O
 X D A E K F L E U D Z S C I S H E W X C
 R D H Y Z T U N E S A C H E C K B O O K
 O R A W C G E D O G X R P W A I D E U B
 T O P E A L L I A N C E V A N T O N T O
 H T Q P O E T N W I S P O E V Y Z W S X
 W I G A M I N G X N I E N C R Y P T O B
 A N Z P R V Y U N I S P E W I A O G U Q
 Y O S P O C Y Z W A S S O C I A T E R W
 F M Z P O E V T H R O E C T H Z V E C H
 X E D A P P O I N T U E D F P T C Q E O

ALLIANCE
 APPOINT
 ASSOCIATE
 BATCH
 BRANCH
 BUCKET
 CASHLESS
 CHECKBOOK
 DRAFT
 ENCRYPT

FUNDS
 GAMING
 LOCKBOX
 MERGER
 MONITOR
 NET WORTH
 NICHE
 OFFICER
 OUTSOURCE
 PENALTY

PERCENTAGE
 RAISE
 RATE
 SCAN
 SECURITY
 SPENDING
 TEAM
 TRAINING
 VESTED
 WI-FI

When the right opportunity
is staring you in the face,
will you see it?

Not everyone will. Many choose to stay on the same path, not because they feel it is the right one, but because they are uncertain of what may lie ahead on another.

But there are a few others.....those

who have the instinct to react -

those who are able to

recognize when that right

moment has come to react.

That time is now.

**Ready for an
experience like no other?
Welcome to iMAX.**

We offer:

New Agent Sign-On Bonus

70% Revenue Share (limited time offer)

\$125 Bonus per Account

\$500 Conversion Bonus (limited time offer)

Free Terminal Program

Instant Approvals

Lifetime Residuals

Faxed Applications

Sales Training - Inhouse Support

Leads - Fresh, Warm, Receptive

Guaranteed Health Insurance (for all agents)



SALES.....ONLY BETTER.
866.702.8801

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

ResourceGuide

ADVERTISING SPECIALTY ITEMS

Goodheart Enterprises
(636) 451-5512

AGE VERIFICATION LOOKING FOR ISOS

Legal Age ID Systems
(800) 779-4945

ATM/SCRIP ISOs LOOKING FOR AGENTS

Access 1
(718) 492-1671

Access ATM
(866) 874-0384

Access to Money
(888) 501-5246

Data Capture Systems Inc.
(800) 888-1431

NationalLink
(800) 363-9835

Nexus ATM
(800) 201-0461 x218

BACKGROUND INVESTIGATIONS

Commercial Business Intelligence
(888) 740-0747

BANKS LOOKING FOR AGENTS

Frontline Processing Corp.
(866) 651-3068

Humboldt Merchant Services, L.P.
(877) 635-3570



Redwood Merchant Services
(800) 528-6661

BANKS LOOKING FOR ISOs/MSPs

Best Payment Solutions
(866) 289-2265 x238

CentralBancard
(866) 797-2317

Chase Merchant Services, LLC
(800) 622-2626 x86016

Frontline Processing Corp.
(866) 651-3068

Group ISO
(800) 960-0135

Integrity Payment Systems
(888) 477-4500

National Processing Co.
(800) 672-1964 x54883

Redwood Merchant Services
(800) 528-6661

Security Card Services, LLC
(800) 634-4484

CASH ADVANCE

Merchant Money Tree
(888) 290-0617

CHECK GUARANTEE/VERIFICATION

Cardservice International
(866) 732-5471

CheckAGAIN
(800) 666-5222

CrossCheck, Inc.
(800) 654-2365

EZCheck
(800) 797-5302

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

Global Payments Inc.
(800) 801-9552

Secur-Chex
(866) 464-3277

CHECK COLLECTIONS

Check Fast Data Systems, Inc.
(866) 243-2532

Checks by Encore
(800) 994-2949

CONSULTING AND ADVISORY SERVICES

Adam Atlas Attorney at Law
(514) 842-0886

First Annapolis Consulting
(410) 855-8500

Integrity Bankcard Consultants, Inc.
(630) 637-4010

CREDIT REPORTING & EMPLOYMENT SCREENING REFERRAL PROGRAMS

DataFax, Inc.
(866) 562-6859

CREDIT REPORTING SERVICES

Microbilt Corporation
(866) 453-7931

DATABASE & TERMINAL SOFTWARE

Prairie Trail Software, Inc.
(800) 618-4199

DEBIT TRANSACTION PROCESSING

Cardservice International
(866) 732-5471

Global Payments Inc.
(800) 801-9552

EFT - ACH SETTLEMENT SERVICES

AVP Solutions
(800) 719-9198

ENCRYPTION - SCANS - VISA/MASTERCARD PCI

Information Exchange, Inc.
(888) GO-INFOX

EQUIPMENT

Automated Transaction Tech.
(714) 999-9566

YOUR MOVE!

THE BEST FREE TERMINAL PROGRAM EXPLAINED.

OUR UPFRONT BONUS PROGRAM JUST GOT BETTER!

- ✓ \$200 Production Bonus + the FREE Placement!
- ✓ Up to \$565 Roll Over / Conversion Bonus
- ✓ Unlimited BONUS INCOME!

20 Approved Applications puts \$4000 in your pocket!

Call today for your FREE DVD!
It explains how and why we're investing MILLIONS in the Success of our Sales Partners.



FREE STATE-OF-THE-ART EQUIPMENT!



PACKAGE #1
VERIFONE
OMNI 3740

Dual Comm
Dial & IP
Enabled
Terminal

\$375 VALUE!



PACKAGE #2 - VERIFONE OMNI 3740

Dual Comm
Dial & IP
Enabled Terminal
+ Check Imager
+ Stacker
+ all cables

\$750 VALUE!



Advanced

— merchant services

1-888-355-8472

WWW.AMSPARTNER.COM

Advanced Merchant Services (AMS) is a Member Service Provider for: HSBC Bank USA, National Association, Buffalo NY

The Fastest Way To
Grow Residual
Income...Guaranteed!!

ResourceGuide

BANCNET

(713) 629-0906

BARTLETT INFO TECH SERVICES, LLC

(901) 384-6151

CardWare International

(740) 522-2150

General Credit Forms, Inc.

(800) 325-1158

Ingenico

(800) 252-1140

JRs POS Depot

(877) 999-7374

Lipman USA, Inc.

(516) 484-9898

MagTek, Inc.

(800) 788-6835

TASQ Technology

(800) 827-8297

TEERTRONICS

(800) 856-2030

Terminals Direct

(800) 440-1952

The Phoenix Group

(866) 559-7627

Vital Terminal Management Services

(800) 348-1700

Frontline Processing Corp.

(866) 651-3068

International Merchant Solutions

(800) 313-2265 x106

National Transaction

(888) 996-2273

Teledraft, Inc.

(800) 848-5826

**INTERNATIONAL/OFFSHORE
RELATIONSHIPS AVAILABLE**

Group ISO International

(800) 960-0135



ISO RELATIONSHIPS AVAILABLE

AmericaOne Payment Systems

(888) 502-6374

Business Payment Systems

(877) 700-7947

CentralBancard

(866) 797-2317

CoCard Marketing Group

(800) 882-1352

Comdata Processing Systems

(866) 806-5046

Cynergy Data

(866) ISO-HELP

Electronic Payments, Inc. (EPI)

(800) 966-5520 x221

EVO Merchant Services

(800) CARDSWIPE x7800

First American Payment Sys.

(866) G04 FAPS

Frontline Processing Corp.

(866) 651-3068

Global Payments Inc.

(800) 801-9552

Group ISO

(800) 960-0135



MSI-Merchant Services, Inc.

(800) 351-2591 x9-23

National Processing Co.

(800) 672-1964 x54883

North American Bancard

(800) BANCARD x1001

NOVA Information Systems

(800) 226-9332

Partner-America.com

(800) 366-1388

Payment Resource Int.

(888) PAY-FLEX x212

Teledraft, Inc.

(800) 848-5826

Transfirst

(800) 669-7228

United Bank Card (UBC)

(800) 201-0461

Valuplus Merchants Association

(877) 440-8258 x102

**ISOS/BANKS PURCHASING
ATM PORTFOLIOS**

Global Payments Inc.

(800) 801-9552

Nationwide Automated Systems, Inc.

(818) 716-6790

**ISOs/BANKS PURCHASING
MERCHANT PORTFOLIOS**

AmericaOne Payment Systems

(888) 502-6374

CentralBancard

(866) 797-2317

Chase Merchant Services, LLC

(800) 622-2626 x86016

EVO Merchant Services

(800) CARDSWIPE x7855

**FREE ELECTRONIC
CHECK RECOVERY**

ACCESS CHEX

(866) 746-CHEX

GIFT/LOYALTY CARD PROGRAMS

Cardservice International

(866) 732-5471

Comdata Processing Systems

(866) 806-5046

FLEXGIFT/UMSI

(800) 260-3388

Global eTelecom, Inc. (GETI)

(877) 454-3835

TENDERCARD

(800) 383-8280

World Gift Card

(866) 704-5271

HIGH RISK

AVP Solutions

(800) 719-9198

Cardservice International

(866) 732-5471

Low Cost. Big Advantage.



For less than \$10 per month, you can use gift cards to your advantage!

Some gift card programs claim to be created for smaller merchants but often require a large initial investment or monthly rate that doesn't fit the merchant's budget. Introducing *FirstAdvantage – The First Choice in Gift Cards*. With a minimum start-up fee and a low monthly payment, your merchants can offer gift cards easily and affordably. Plus, there is no minimum card order on standard designs, making FirstAdvantage the ideal solution for your small to medium-sized merchants.

\$9.95 monthly fee includes:

- 100 transactions
- Online merchant reporting
- Card balance access
- FirstAdvantage merchant statement

\$25 Starter Kit includes:

- 25 stylish gift cards
- 25 card holders and envelopes
- Acrylic POS display with graphics
- Window decal



FirstAdvantage™
The First Choice for Gift & Loyalty

1-866-Go4-FAPS
(1-866-464-3277)

recruiter@first-american.net

www.first-american.net



**FIRST AMERICAN
PAYMENT SYSTEMS**

Your Source for Quality Payment Solutions

ResourceGuide

Frontline Processing Corp.
(866) 651-3068

National Processing Co.
(800) 672-1964 x54883

North American Bancard
(800) BANCARD x1001

NOVA Information Systems
(800) 226-9332

VanBrackle Consulting
(608) 825-8213

ISOs LOOKING FOR AGENTS

AAmonte Bankcard
(888) 567-3727

Acies, Inc.
(800) 361-5540 x111

Allied Merchant Services
(888) 355-7450 x3

AmericaOne Payment Systems
(888) 502-6374

Approval Payment Solutions, Inc.
(888) 311-7248

AVP SOLUTIONS
(800) 719-9198

Bancard Payment Systems
(866) 783-7200

Bankers Merchant Services
(877) 443-4455

Best Payment Solutions
(866) 289-2265 x238

Business Payment Systems
(877) 700-7947 x236

Cardservice International
(866) 732-5471

CentralBancard
(866) 797-2317

Century Bankcard Services
(888) 690-7555 x6

Cynergy Data
(866) ISO-HELP

Eagle Merchant Services
(866) 255-0898

EVO Merchant Services
(800) CARDSWIPE x7800

EKS-Electronic Exchange Sys.
(800) 949-2021

First American Payment Sys.
(866) GO4 FAPS

Frontline Processing Corp.
(866) 651-3068



Innovative Merchant Solutions
(800) 397-0707

Merchants' Choice Card Services
(800) 478-9367 x5

Money Tree Merchant Services
(800) 582-2502 x2

MSI-Merchant Services, Inc.
(800) 537-8741 x9-12

National Processing Co.
(800) 672-1964 x54883

NetBank Payment Systems
(800) 523-2104 x2165

Netcom Data Southern Corp.
(800) 875-6680

North American Bancard
(888) 229-5229

Payment Resource Int.
(888) Pay-Flex x212

Reliant Processing Services
(877) 650-1222 x101

Sales Partnerships, Inc.
(877) 899-3269

Signature Card Services
(888) 334-2284

Transfirst
(800) 669-7228

TXDIRECT
(866) 839-1999 x4402

United Bank Card
(800) 201-0461 x 136

United Merchant Services, Inc.
(800) 260-3388

Valuplus Merchants Association
(877) 440-8258 x102

Xenex Merchant Services
(888) 918-4409 x511

ISOs / PROCESSORS SEEKING SALES EMPLOYEES

iMax Bancard Network
(866) 702-8801
www.imaxbancard.com

US Data Capture, Inc.
(888) 486-9393

LEADS GENERATORS

AAA/Direct
(888) 439-0653

MerchantAccountPixelAds.com
(800) 803-1669

LEASING

Allied Leasing Group, Inc.
(877) 71 LEASE

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

BARCLAY SQUARE LEASING, INC
(866) 396-2754

CIT Financial USA, Inc.
dba Lease Finance Group
(888) 588-6213

First Data Global Leasing
(800) 897-7850

First Leasing Corporation
(888) 748-7100

GlobalTech Leasing, Inc
(800) 414-7654 x3002

Integrated Leasing Corp.
(800) 398-9701

International Lease Center
(800) 236-2317

LADCO Leasing
(800) 678-8666

LogicaLease
(888) 206-4935

Merimac Capital
(866) 464-3277

Northern Leasing Sys., Inc.
(800) 683-5433

Signature Leasing Group, Inc.
(877) 642-7649

TASQ Technology
(800) 827-8297

Introducing a radical new concept in card processing: *simple.*

One-page statements. **Simple.**

Proven reliability and security. **Simple.**

Comprehensive credit, debit, gift and loyalty, including QSR and payroll card. **Simple.**

Agent profitability. **Really simple.**

Direct to processor. **Always.**



For more information on how Comdata Processing Systems can simplify card processing for greater merchant satisfaction and agent reward, call 1-866-806-5016. It's that simple.

COMDATA PROCESSING SYSTEMS
a Ceridian company

5301 Maryland Way • Brentwood, TN 37027 • 866-806-5016
www.cps.comdata.com

Comdata Processing Systems is a registered agent for Wells Fargo Bank, Walnut Creek, Calif.

ResourceGuide

TimePayment Corp.

(877) 938-5231

**LENS / KEYPADS /
POWER SUPPLIES**

KAM Cross-Supply Services
(901) 853-0107

PAYMENT GATEWAY



**PAYMENT GATEWAY /
SERVERS / ISPs**

Authorize.Net

(866) 437-0491

USAePay.com

(866) USAePay (872-3729)

POS CHECK CONVERSION

CrossCheck, Inc.

(800) 654-2365

EZCheck

(800) 797-5302

Global eTelecom, Inc. (GETI)

(877) 454-3835

Secur-Chex

(866) 464-3277

**POS CREDIT CARD
EQUIPMENT REPAIR**

TEERTRONICS

(800) 856-2030

POS SUPPLIES

CardWare International
(740) 522-2150

General Credit Forms, Inc.

(800) 325-1158

TASQ Technology
(800) 827-8297

Vital Terminal Management Services

(800) 348-1700

**PRIVATE PARTIES PURCHASING
MERCHANT PORTFOLIOS**

2GS

(949) 200-7474

Pivotal Payments

(866) 806-4351

**PROCESSORS
LOOKING FOR ISOs**

Comdata Processing Systems

(866) 806-5046

Global Payments Inc.

(800) 801-9552

iPayment, Inc.

(800) 748-6318

National Processing Co.

(800) 672-1964 x54883

NOVA Information Systems

(800) 226-9332

Payment Processing Center

(866) 944-1098 x751

Vital Processing Services

(480) 333-7799

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

Cardservice International

(866) 732-5471

eProcessingNetwork.com

(800) 971-0997

**REAL-TIME CHECK/
DEBIT PROCESSING**

Cardservice International

(866) 732-5471

SHOPPING CART SERVICE

ResellerShoppingCart.com

(800) 803-1669

SITE SURVEYS

Property Resource Network Inc.

(800) 676-1422

Request Site
(877) 259-1665

www.requestsite.com

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

CardWare International
(740) 522-2150

TASQ Technology
(800) 827-8297

Vital Terminal Management Services

(800) 348-1700

**SUPPORT STANDS FOR
POS TERMINALS**

Amvox Equipment Company, Inc.

(800) 999-2699

MAINTTECHINDUSTRIES.COM

(888) 268-5120 X222

**WIRELESS RETAIL/
KEYED PROCESSING**

USAePay
(866) USA-epay

WordSearch
Solution from page 116

E	U	F	R	Y	E	C	P	W	E	G	Y	M	E	R	G	E	R	X	E
S	A	D	P	Z	S	L	K	H	C	N	A	R	B	L	R	I	V	T	B
I	C	K	E	H	I	Z	W	R	T	E	M	Q	O	R	T	N	O	R	W
K	A	O	R	P	A	U	K	F	T	T	W	P	R	G	U	I	L	E	X
I	S	E	C	U	R	I	T	Y	D	W	I	F	I	B	E	C	W	C	S
U	H	J	E	X	E	R	N	P	X	O	R	S	W	K	U	H	M	I	Q
P	L	A	N	E	G	Y	T	E	H	R	B	U	E	M	H	E	G	F	A
V	E	S	T	E	D	D	E	S	F	T	Z	B	U	C	K	E	T	F	K
D	S	J	A	U	R	G	S	L	U	H	X	A	Q	P	O	R	T	O	L
H	S	U	G	I	A	K	P	E	N	A	L	T	Y	S	E	V	Y	E	O
X	D	A	B	K	F	L	E	U	D	Z	S	C	I	S	H	E	W	X	C
R	D	H	Y	Z	T	U	N	E	S	A	C	H	E	C	K	B	O	O	K
O	R	A	W	C	G	E	D	O	G	X	R	P	W	A	I	D	E	U	B
T	O	P	E	A	L	L	I	A	N	C	E	V	A	N	T	O	N	T	O
H	T	Q	P	O	E	T	N	W	I	S	P	O	E	V	Y	Z	W	S	X
W	I	G	A	M	I	N	G	X	N	I	E	N	C	R	Y	P	T	O	B
A	N	Z	P	R	V	Y	U	N	I	S	P	E	W	I	A	Q	G	U	Q
Y	O	S	P	O	C	Y	Z	W	A	S	S	O	C	I	A	T	E	R	W
F	M	Z	P	O	E	V	T	H	R	O	E	C	T	H	Z	V	E	C	H
X	E	D	A	P	P	O	I	N	T	U	E	D	F	P	T	C	Q	E	O

"I became an NPS Value Added Partner over 2 years ago and would never consider working with another ISO. With NetBank Payment Systems, I know that I will always get my residual check on time and that if I or any of my customers need help, the NPS team is available 24/7/365. And, unlike with other ISOs I have the option of generating additional income selling multiple services from the one company I know I can rely on."

- Roger, Texas

"Prepaid services are becoming one of the nation's fastest growing product niches. As a NPS Value Added Partner, I have been able to take advantage of this opportunity and increase my income selling such prepaid services as Prepaid Wireless, Prepaid Long Distance and Prepaid MasterCard cards."

- Larry, Washington DC

"Recently, NetBank Payment Systems paid me over \$1,100 for simply referring a customer who needed a small business loan. NetBank Payment Systems makes it easy to generate additional income, and I don't have to worry if my income is secure. Since they are a subsidiary of one of the nation's largest banks, I know they are going to be there."

- Mike, Louisiana

Bank on an ISO That Gives You More

Commissions on ATMs, Payment Processing, Prepaid Services, Commercial Loans and FREE Banking Services & Discounted Auto Loans!



As a wholly owned subsidiary of NetBank, the nation's first commercially successful Internet bank, NetBank Payment Systems, the nation's 3rd largest ATM deployer, offers Value Added Partners advantages unmatched by other companies.

Enjoy a new level of financial stability, security, service and support unmatched by other ISOs, as well as FREE banking services and major discounts on personal and business loans.

- Receive \$50 when you open a NetBank checking or Money Market account
- No monthly service charges
- No minimum balance fee on checking accounts
- No inactivity fees
- Free personalized checks
- Free financial planning services
- Free Wealth Management Planning services
- Free Personal Banker services
- Discounted Auto Loans
(Receive a reduction of up to 25 basis points on auto loans for the purchase of a new vehicle or for refinancing your current vehicle)
- No Loan Origination fees for mortgage and other eligible loans



Call Ronnie Flores or De Lone Wilson to learn how to increase your income! 866.450.9815

Offering ATM & Payment Processing SIGNING BONUSES UP TO \$4,000!

If you would like to sell your ATM portfolio, contact Dave at 817.920.9869 or email davem@netbank.com.

Se Habla Español. Visit us online at www.netbankpaymentsystems.com

NetBank
Payment Systems, Inc.

A NetBank Company

Your Single Source for Payment Processing Solutions

Advertiser Index

2GS LLC.....58
 A-1 Leasing.....22
 ABANCO International.....99
 ABC Leasing Inc.....8
 Access One.....20
 Acies Corp.....97
 Addressograph Bartizan.....26
 Advanced Merchant Services.....119
 Advanced Payment Services.....37
 AdvanceMe Inc.....85
 AlphaCard Services.....70, 78
 American Bancard.....66
 AmericaOne Payment Systems.....9
 Authorize.Net.....17
 Bancnet Corp.....50
 Bank Card Depot.....35
 Barclay Square Leasing.....24
 Bartlett Info Tech.....106
 Best Payment Solutions.....33
 Budget Terminals & Repair.....114
 Business Payment Systems.....36, 56, 80, 108
 Charge Card Systems.....55
 COCARD Marketing Group.....18
 Combined Payments Network.....23
 Comdata Processing.....123
 Comstar Interactive.....79
 CrossCheck Inc.....75
 Cynergy Data.....110
 Electronic Exchange Systems.....34, 112
 Electronic Merchant Systems.....92
 Electronic Payment Systems.....115
 Electronic Payments Inc. (EPI).....31, 71
 eProcessing Network LLC.....76
 Equity Commerce.....107
 EVO Merchant Services.....60, 61
 ExaDigm Inc.....87
 EZ Check.....62
 Fast Capital Inc.....91
 Field Guide Enterprises LLC.....74
 First American Payment Systems.....89, 121
 First Data Global Leasing.....84
 GB Frank International.....12
 Global Check Service.....25
 Global Electronic Technology.....10
 Global eTelecom Inc.....105
 GlobalTech Leasing.....21
 Humboldt Merchant Services.....72
 Hypercom Corp.....128
 iMax Bancard.....117
 Ingenico.....93
 Innovative Merchant Solutions.....13
 iPayment Inc.....103
 IRN/Partner America.....52, 53
 JRs POS Depot.....32, 88
 Lipman USA.....15
 MagTek.....51
 Meramak Bank Card.....44

Merchant Cooperative.....54
 Merchant Service Network.....46
 Money Tree Merchant Services.....77
 MSI NJ.....19
 MSI NJ 1-800-Bankcard.....69
 National Link.....48
 National Transaction.....96
 Nations Transaction Services.....98
 NetBank Payment Systems.....125
 North American Bancard.....2, 6, 7
 NPC.....57
 Orion Payment Systems.....28
 Pay By Touch.....16
 Payment Processing Center.....63
 Paymerica LLC.....11
 Pippard Inc.....86
 Pivotal Payments.....59
 POS Portal.....45
 Precidia.....90
 Retriever Payment Systems.....104
 Signature Card Services.....49
 Southeast Acquirers' Association.....68
 TASQ Technology.....127
 Terminals Direct.....81
 The Payment People.....95
 The Phoenix Group.....47
 Total Merchant Services.....64, 65
 Touch Tone Processing.....102
 Touch-N-Buy.....101
 TransFirst.....100
 U.S. Merchant Systems.....109
 United Bank Card Inc.....39, 40, 41
 United Cash Solutions.....29
 United Merchant Services.....83
 USA ePay.....38
 VeriFone.....42
 Verus Card Services.....73
 WAY Systems.....27

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

Call Today...

Danielle Thorpe
 @ 707 586-4737 or
 Rita Francis
 @ 866-429-8080

"STICK WITH US"



The right fit for growth.

Years of collaborating with businesses around the world have taught us that one size does not fit all. That's why we work with our clients to give them point-of-sale (POS) payment solutions that are tailor-made to fit just right. Our experienced team of experts makes it easy. We have everything you need for POS, from cutting-edge POS hardware to technical and service support and supplies. So when you're ready for POS goods and services designed to help you grow your business, give us a call. Find out how TASQ Technology can give you the kind of support that can help you grow.

Call us today at 1-800-827-8297 or visit TASQ.com.

Your one-source partner.
Deployment + Call Center + Supplies

TASQ[®]
TECHNOLOGY

Highest Standards. Lowest Cost.

The new **P1300 PIN Pad** from Hypercom is the first handheld PIN pad to meet the new PCI-PED security standards. It's also the lowest-cost PCI-PED approved PIN pad available.

- Plug-and-play compatibility with all Hypercom terminals
- Multiple connectivity options for easy integration with existing POS systems
- Sleek, compact design that fits comfortably in the customer's hand
- Color-coded, user-friendly keypad that speeds transactions and minimizes errors
- Triple DES DUKPT encryption that provides the industry's highest security for sensitive consumer information



P1300 PIN pad from Hypercom

Get the first PCI-PED approved handheld PIN pad. Get the P1300 today. Call 602 504 5000 or visit www.hypercom.com/p1300 for more details.

Complete Payment Solutions

www.hypercom.com

