



The Green Sheet

DEDICATED TO THE EDUCATION AND SUCCESS OF THE ISO AND MLS

August 14, 2006 • Issue 06:08:01

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Internet Hold 'Em: Winning the online payments game

E-commerce will rock our world, so we've heard for years. Like the boy who cried wolf, myriad warnings about new online ventures that will decimate our profession have been followed by fizzled starts. So, many of us have tuned the message out. The opportunities to service online merchants thus far haven't looked promising either.

But the obstacles that kept most online merchants not-so-profitable for ISOs and merchant level salespeople (MLSs) are starting to flatten.

Interstate banking has led to the development of national electronic debit systems. New and more reliable technologies have been deployed, and consumers are embracing these new technologies more quickly than ever before. As issues like online authentication and security are being addressed, e-commerce dollar volume is skyrocketing.

Simultaneously, boundaries between online and brick-and-mortar commerce are blurring. Traditional merchants are rapidly becoming multi-channel. They're mixing storefront, MO/TO, online and kiosk sales in creative ways that fit their unique business needs. Even merchants who rely on face-to-face contact, such as drycleaners, restaurants and service businesses, are starting to schedule appointments and deliveries or take orders and payments online.

All of this is creating new opportu-

nities, and new sales challenges, for ISOs and MLSs.

Size up the competition

Agents selling to online merchants face stiff competition from nontraditional sources, namely, software providers and alternative payment systems like PayPal and Google Checkout.

"PayPal, 2Checkout and Google [Checkout] are all huge threats because they're all positioning themselves as primary choice options for online merchants," said Joe Thompson, an independent payment services consultant based in Savannah, Ga. "They're pushing the traditional MLS further down the food chain with their attractive low fees.

"Before, if a merchant wanted low merchant fees, they'd go with a service like 2Checkout initially, and if it didn't work out with 2Checkout, they'd come to the MLS for an account of their own," he said. "Now merchant[s] are going to try PayPal. If PayPal doesn't work, they may be inclined to try Google. And if Google doesn't work, they may be inclined to try a service like 2Checkout and, finally, the MLS.

"What this means is that it could take longer for the typical small merchant to call us looking for an account, which could result in significantly fewer online [or] MO/TO signups long term."

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- » Dan D. Wolfe—Barons Financial Group

Notable Quote

"[T]he end of interchange will lead to chaos. Merchants understand this."

See story on page 52



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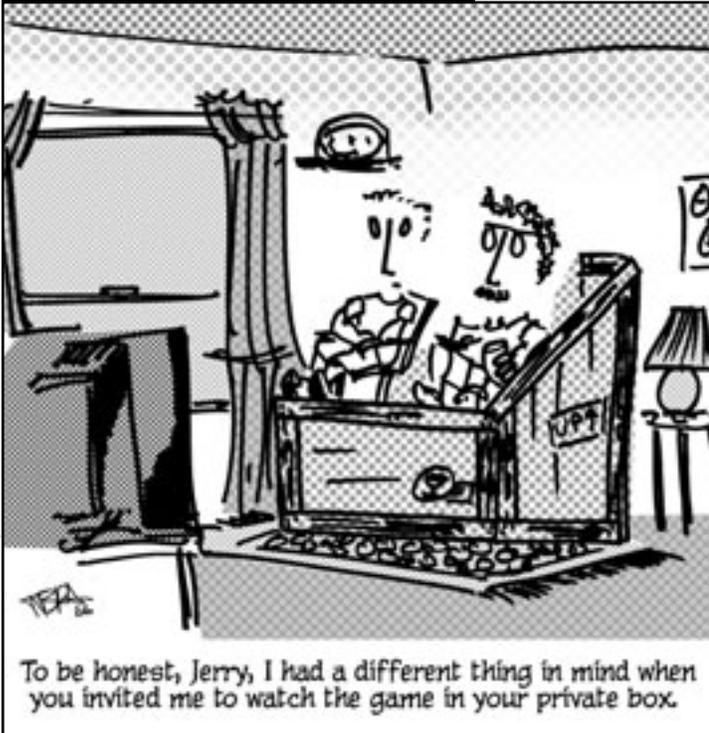
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Forum

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Fair and balanced reporting

Your piece ["Visa clarifies data retention danger," *The Green Sheet*, April 24, 2006, issue 06:04:02] was probably the most comprehensive, fair and balanced article that resulted from our myriad interviews on this topic.

Neil McGlone
Michael Burns & Associates
Representing Fujitsu Transaction Solutions Inc.

Calling CPC

Do you have any old or new information about CPC (Central Payment Corp.)? It's an ISO for JPMorgan Chase.

Clarence

Clarence,

I am afraid I do not have any information on CPC. A search of our Web site turned up nothing. A Google search turned up CPC's Web site; however, it contained no information about the people involved.

Editor

Preaching to the choir

Mr. Nardy,

We haven't met, but I wanted to drop you a line telling you I have really enjoyed the articles you have written in the past two editions of *The Green Sheet*. [Street SmartsSM: "The agent bank relationship – Part I," June 12, 2006, issue 06:06:01 and "The agent bank relationship – Part II," June 26, 2006, issue 06:06:02].

It is refreshing to see that I'm not the only one talking about the correct way a [merchant level salesperson] MLS rep should communicate with a referring financial institution.

Hopefully, when some of the reps of our ISOs read these articles and they hear the same message I have been preaching for years, they will realize that they need to work just a little harder in order to reap the rewards associated with supporting banks.

Robbin Wiley
Vice President, Financial Institution Relations
NPC

The List does not exist

I would like to have a list of all the ISOs in America (with contact info). Can you help me with that?

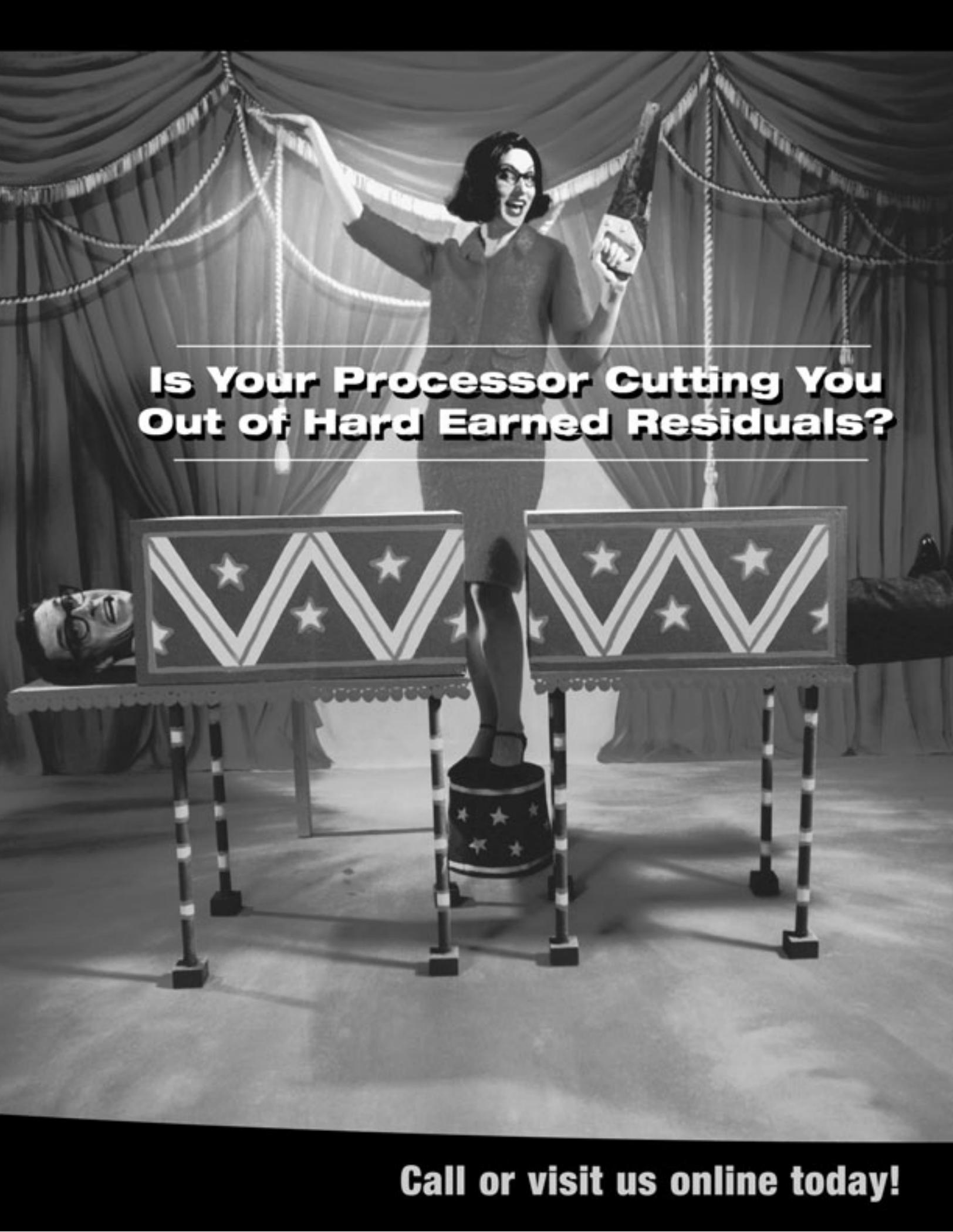
Pablo Aquino
Sales Manager
Commerce Services Inc.

Pablo,

I am sorry to say no such list exists. The closest thing I know of is our subscriber list, and that is proprietary.

However, the listing "ISOs Looking for Agents" appears in every issue of *The Green Sheet* and is on our Web site at www.greensheet.com/resource/default.htm?ISOs+LOOKING+FOR+AGENTS.

Editor



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While other processors continue to grow by padding their own pockets, North American Bancard has grown larger by investing back in our Agent Partners. We've built strong relationships by providing the best compensation programs in the industry. While others will use hidden fees and other tricks to grab some cash, we believe that a business built around honesty and integrity is a better business. So, if your current processor just doesn't cut it... maybe it's time you discover NAB.

FREE TERMINAL PROGRAM WITH MORE REVENUE!

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YOUR NEWS IN A HURRY

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

Internet Hold 'Em: Winning the online payments game

The opportunities to service online merchants look more promising than ever: Obstacles that have kept the online arena not-so-profitable for our industry are starting to flatten. This is bringing new opportunities, and new sales challenges, to ISOs and merchant level salespeople.

Page 1

Feature

Check 21 implementation finds its stride

From ATMmarketplace.com. Departing from banking's conservative norms, Wells Fargo & Co. is preparing to convert 400 of its Northern California ATMs into envelope-free machines by the end of 2006. Many other banks are taking similar steps. This marks another step in the shift from paper-based to electronic processing that was promised by Check 21.

Page 24

Feature

AgenTalkSM: Closing deals with integrity and Irish charm

In this interview, Kelly Jaime shared his motto: The more prospects you have, the less pressure you put on yourself and your merchants; the fewer prospects you have, the more pressure you put on yourself and your merchants. He also spoke about the most important sales skill, the use of humor, what makes him blush and more.

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View

Scuttle those restaurant skimmers

Card skimming in restaurants is hitting the national consciousness. Recently, rings were busted in the Los Angeles and Washington, D.C., metropolitan areas. The practice was also worked into a recent episode of "The Sopranos." How long before such incidents undermine consumers' confidence?

Page 38

News

Summer heat wave sweeps Senate Judiciary interchange hearing

Card Association representatives were on the hot seat recently when called to testify on possible antitrust issues related to interchange. Yet they were adamant the card system gives merchants good value.

Page 52

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QSGS

News

Visa alerts restaurants to lax POS installation

A spike in data security compromises at restaurants prompted Visa U.S.A. to issue a data security alert in July. It emphasized the proper installation and use of POS equipment and systems. The card Association also issued a reminder of ways merchants can protect themselves against lapses.

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News

Small payments = Big opportunity in contactless

In a Web-based discussion hosted by Peppercoin on July 19, industry leaders reported promising growth and solid potential for contactless payments in the small-ticket purchase arena.

Page 58

News

Discover Network opens the gates

Discover Financial Services let a trickle of water through the sluice gates five years ago when it began to work with ISOs. The stream turned to rolling rapids last month when the closed network opened its system to First Data Corp. First Data will now provide processing for Discover Network acceptance to small and medium-sized merchants.

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Feature

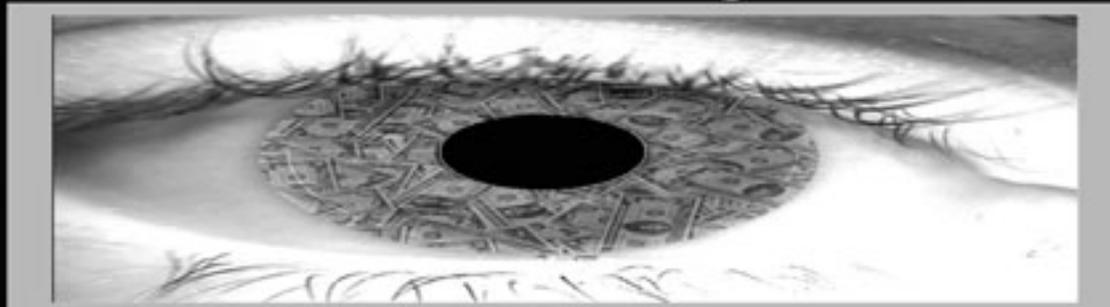
MWAA's annual gathering hits all the right notes

Entrepreneurship has never been more demanding. Finding good people, knowing the right ones, protecting your assets, staying abreast of new technologies, being inspired and inspiring others are all part of growing a business. The Midwest Acquirers' Association recently brought all these opportunities together under one roof.

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Education

StreetSmartsSM: What to do when things go awry

For all the stories of success in the merchant services industry, there are also many horror stories – a sales call gone bad, a tough install, a big merchant lost – all of which can contribute to making a good salesman great. Two stories of agents who survived trying times illustrate this in vivid detail.

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Education

Put this on blast: Visa modified its PCI criteria

Last month, Visa U.S.A. changed the criteria used to determine merchant levels for the Payment Card Industry (PCI) Data Security Standard. The move is designed to decrease the risk of data compromises by shifting higher-volume merchants across all payment channels into a more rigorous compliance validation category.

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Education

Check into check services

Are you looking for a new source of residuals, new features to enhance your equipment deals or another way to provide first-class service to your merchants? Selling check services fits the bill on all of these levels. It also provides a vital link to additional markets and new opportunities.

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Education

No lead left behind

In our business, we're all selling something. It may be equipment hardware or software, the latest technology, or even customized customer service. Maybe you can deliver the best of all four. If so, the next challenge for your business could be generating new, quality sales leads.

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Education

Relationships are the soul of success

What separates the mildly successful sales agent in our industry from the highly successful sales agent? The ability to build lasting relationships. Master this skill, and your chances for long-term success will soar.

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Inspiration

Are your actions aligned with your thoughts?

Have you ever been on the receiving end of a disgruntled driver's "sign language"? Offensive as it was, you probably knew just what that driver was thinking. The driver's actions and opinions were perfectly aligned. Are your everyday actions in sync with what you believe?

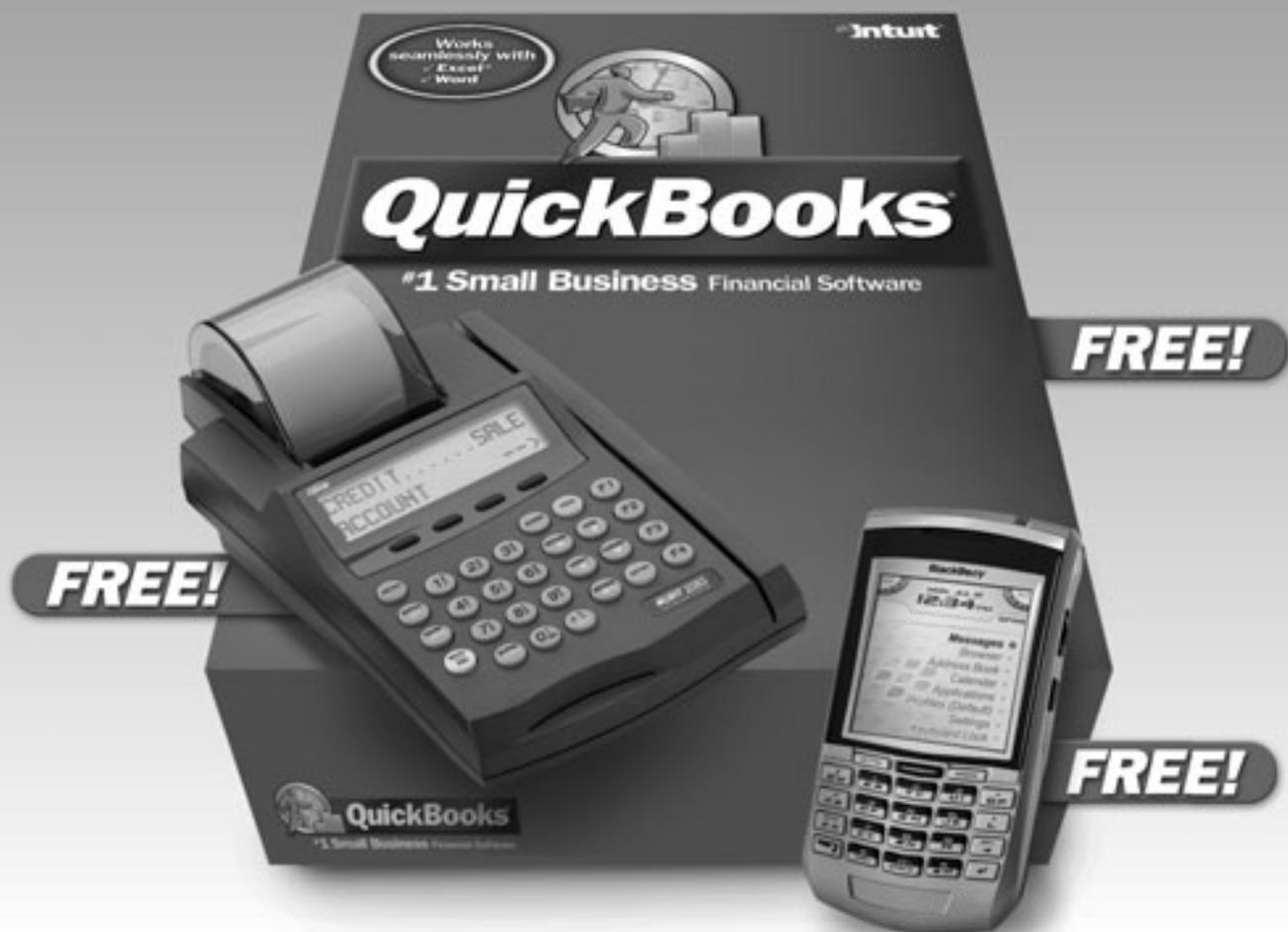
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Industry Update

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NEWS

Visa provides rules access; speeds fraud recovery; changes compliance criteria

Visa U.S.A. is providing its operating regulations to important stakeholders in the Visa system. The regulations will be available Sept. 1, 2006, and will be provided under a nondisclosure agreement.

One month later, Visa will implement Account Data Compromise Recovery (ADCR), a new process that will replace Visa's current compliance process involving compromises linked to counterfeit fraud. Visa expects ADCR to limit exposure and be more cost effective, efficient and equitable for all parties involved. It limits the liability timeframe for acquirers to 13 months and allows for partial recovery of some operating expenses for issuers.

Visa is also expanding the criteria of its merchant validation levels for compliance with the Payment Card Industry (PCI) Data Security Standard. The most significant modification involves the Level 2 merchant category, which has been broadened to include all acceptance channels and applies to any merchant processing 1 million to 6 million Visa transactions per year.

Aite compares online banking authentication vendors

In a new report, "Online Banking Authentication and Fraud Detection: A Vendor Comparison," **Aite Group LLC** compares 13 vendors of online fraud-detection solutions. Vendors mentioned in the report include Certegy Inc., CheckFree Corp., Checkpoint Systems

Inc. and Metavante Corp. By 2010, the study found, spending by U.S. banks on software solutions for online authentication, fraud detection and phishing prevention will increase to \$88 million, up from \$22 million in 2006.

Draper receives award

The Midwest Acquirers' Association awarded **Richard P. Draper**, President and Chief Executive Officer of Peripheron Technologies Inc., its MWAA Lifetime Achievement honor. From 1983 to 1993, Draper set records for the sale of VeriFone equipment as the company's largest independent distributor.

Americans say thumbs up to small contactless purchases

More than 100 million Americans would use contactless cards to pay for inexpensive, everyday items such as fast food, convenience store items and transit fares, according to a new survey. Conducted by **Ipsos Insight** and **Peppercoin Inc.**, the survey found that consumers in households with incomes greater than \$50,000 were more likely to use contactless cards than those with lower incomes. The survey also found that concerns about security and ease of use are the two main obstacles facing contactless card acceptance.

ANNOUNCEMENTS

3Delta Systems achieves compliance

3Delta Systems Inc. is compliant with Visa's Cardholder Information Security Program (CISP). This represents the third consecutive year 3DSI has achieved CISP compliance.



- Ninety-three percent of loss prevention executives who participated in the **National Retail Federation's** 2006 Organized Retail Crime survey think organized retail crime is getting worse. Forty-one percent said it is a significant or severe issue, up from only 30% last year.
- According to the **National Association of Convenience Stores'** 2006 State of the Industry report, convenience store sales climbed 25.5% to reach a record \$495.3 billion in 2005. Per-store sales were \$1.081 million. However, expenses went up: Credit card fees cost the industry \$5.4 billion, a 42.1% increase over the \$3.8 billion in card fees paid in 2004.
- **Stores** magazine published its first-ever list of Hot 100 Retailers this month. All public U.S. companies with more than \$100 million in sales were evaluated. GameStop, which sells computer software and games, topped the revenue growth list: Its revenues jumped 67.8% from 2004 to 2005. The top earner, however, was Casual Male with an earnings increase of 606%.

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IndustryUpdate

AmbironTrustWave attains accreditation

AmbironTrustWave is accredited as a Qualified Security Assessor for Visa International's Asia Pacific and Latin America regions. In addition, Ambiron is performing engagements in Brazil.

Fast Transact completes SimpleCash transfer

Fast Transact Inc. completed the sale and transfer of its cash-advance funding program, SimpleCash. The final agreement includes a reassignment of all domain names and trademark registrations associated with the change of ownership, management and development of the working-capital program. Financial terms and conditions were not disclosed.

Pay By Touch recognized

Pay By Touch was named to the AlwaysOn AO100 List as one of the top privately held companies. The List recognizes the 100 most innovative and successful private firms in the nation based on market potential, customer adoption and investor value.

SMP restructures

Strategic Management Partners is transitioning into

three separate entities. John Bigelow, SMP Partner, will return to Professional Payment Consultants, a full service payments consulting firm he founded in 2001. Don Smith, Managing Director, is starting PayEx, a consulting firm with particular focus on mergers, acquisitions and recapitalization within the merchant acquiring sector. Kurt Strawhecker, Executive Partner, is starting The Strawhecker Group, a consulting firm focused on the merchant acquiring sector of the payments industry.

United Bank Card lauded

United Bank Card Inc. was named one of New Jersey's Finest, an award honoring the 50 fastest growing companies in New Jersey. The award program is produced by *NJBIZ*, a publication covering New Jersey business news.

PARTNERSHIPS

Orion solution certified

Omega Processing Solutions LLC Class A certified and launched the Orion all-in-one check reader, imager and card solution from 4Access Communications Co.

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IndustryUpdate

Merchant Warehouse partners with Aldelo Systems

Merchant Warehouse formed a relationship with Aldelo Systems Inc. The new venture allows for deployment of MerchantWare in Aldelo EDC, a payment solution for the hospitality industry. Aldelo EDC eliminates the need for third-party credit card processing software or hardware terminals.

Merchant Warehouse offers Precidia solution

Merchant Warehouse will offer Precidia Technologies' POSLynx220 to North American ECR dealers. Merchant Warehouse will provide qualifying dealers with a \$100 discount on each unit purchased before September 30, 2006.

Givex and ABMIS integrated

Givex and ABM Integrated Solutions incorporated gift card transaction processing into AMBIS' Market² POS application.

BPNA signs with First Data

First Data Corp. and Banco Popular North America signed a new revenue-sharing alliance agreement. First

Data will provide merchant payment processing services on behalf of BPNA. The agreement also adds dedicated First Data sales executives throughout BPNA's markets.

Moneris Solutions expands roster

Moneris Solutions Inc. will provide credit card processing services to Freestar Bank (formerly Pontiac National Bank). Freestar signed a three-year agreement with Moneris and will participate in Moneris' Referral Bank program.

Datacard and DCS form agreement

Dynamic Card Solutions announced a preferred vendor agreement with Datacard Group. The agreement will expand joint marketing efforts in the instant-issuance market: DCS' CardWizard technology is now a Datacard Group preferred software solution, and Datacard Group is a preferred card personalization system and services provider for DCS.

Easy CGI, E-onlinedata form alliance

Easy CGI announced a strategic alliance with E-onlinedata Inc. Easy CGI will waive application fees, annual fees and, for a limited time, absorb Authorize .Net's setup fee for new accounts.

Home Federal Savings and Loan selects Identify

Home Federal Savings and Loan selected Identify Inc.'s proprietary technology as its primary identity risk management solution to detect, prevent and monitor fraud in the bank's process for opening new checking accounts.

Bankers endorse Elan Financial Services

The Ohio Bankers League subsidiary Financial Institutions Service Co. selected Elan Financial Services as its preferred provider for ATM, debit and credit card services. FISCo will also sanction Elan's MoneyPass surcharge-free ATM network as the surcharge-free network of choice for its member banks.

Fleet One partners with Fast Stop

Fleet One LLC and New Alliance FS Inc.'s Fast Stop retail fuel facilities will launch a private label fuel card program that provides users with detailed, real-time financial transactions 24 hours a day.

Fifth Third Processing signs new contracts

Linens 'n Things Inc., Uno Restaurant Holdings Corp. and Rollins Inc. have signed contracts with Fifth Third Processing Solutions for merchant processing services.

Hypercom partners with resellers

Symbol Technologies Inc. will resell Hypercom Corp.'s



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IndustryUpdate

Optimum series of multilane payment terminals in North America. Hypercom will manufacture Symbol-branded secure electronic payment devices for resale by Symbol. Additionally, **StoreNext Retail Technologies LLC** will market Hypercom's Optimum terminals to independent grocers and regional chains via StoreNext's nationwide dealer network.

Retriever Payment Systems names core provider

Retriever Payment Systems named Hypercom as a key core provider of card payment solutions.

IPay Technologies selects VeriSign

IPay Technologies LLC selected VeriSign Inc.'s Identity Protection fraud detection service to provide online security for its customers and financial institutions. IPay Technologies will deploy the service to secure customer login and transaction information.

acquisition adds more than 1,000 clients to ePayments' electronic check collection (RCK) business. Collect ACheck will be a division within ePayments' eCashflow Systems subsidiary. Senior management will continue to be a part of ePayments' sales organization, representing RCK and other services.

CSI purchases majority of Heartland Communications

Computer Services Inc. acquired a majority ownership in Heartland Communications Internet Services Inc. CSI increased its equity stake in Heartland by 14%, bringing its ownership level to 63%.

Merchant Resources merges with Delta Payment Solutions

Merchant Resources LLC completed its merger with Delta Payment Solutions Inc. Financial terms were not disclosed.

First Data to acquire Peace Software

First Data will acquire Peace Software Inc., a customer information system product company that develops software for managing utility billing and customer care. First Data anticipates closing the transaction in the third quarter of 2006.

Pipeline Data acquires Valadata

Pipeline Data Inc. acquired Valadata Inc., a retail credit card processing provider. Pipeline also acquired a separate retail portfolio. Management expects the acquisitions to add 8,500 merchant accounts to Pipeline's existing portfolio, resulting in approximately \$190,000 in additional monthly cash flow.

APPOINTMENTS

WRG Services welcomes Adkins

Greg Adkins is the new Director of Sales for WRG Services Inc. He has spent the past eight years with Diebold Inc. where he held various positions. Adkins began his ATM career with National City Bank as the Electronic Banking Manager.

CU24 elects officers

Credit Union 24 elected its 2006 – 2007 board officers. Ray Cromer Jr., President and CEO of Envision Credit Union, serves as Chairman; Paul Simkins, former President of CORE Credit Union, is Vice Chairman; and Chris Leggett, President and CEO of First Coast Community Credit Union, is Secretary/Treasurer.

ETA appoints committee members

The Electronic Transactions Association (ETA) recently

ACQUISITIONS

EPayments acquires CollectACheck

EPayments Corp. acquired CollectACheck. The

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switch (v):
control consisting of the ability to make and break connections;
"switch this merchant on";

substitution: an event in which one thing is substituted for another;
"switch a request for one platform to a request for another platform";

lay aside, abandon, or leave for another;
"switch to a real payment gateway".

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Industry Update

appointed **Jeff Thorness**, President and CEO of ACH Direct, to its Strategic Leadership and Networking Forum Program Planning Committee. **Deborah Matthews**, ACH Direct's Vice President of Marketing, was appointed to its Membership Committee.

Robert McCullen, CEO of AmbironTrustWave, was appointed to the association's Presidential Advisory Council. **Glenn Goldman**, CEO of AdvanceMe Inc., will serve on the Research and Information Resources Committee.

MobileLime appoints Gore

MobileLime appointed **Fred Gore** to an advisory role. Gore is a 25-year veteran of the financial services industry and served as Senior Vice President and Group Head, North America Acceptance, for MasterCard Worldwide. At present, he serves on other corporate boards and is a Vice President for the Dove Consulting division of Hitachi Ltd.

Linden joins Retriever Payments Systems

Todd Linden joined **Retriever Payment Systems Inc.** as Senior Vice President of Business Development. Linden has more than 20 years of experience in the payment processing industry. He served as President and Chief

Operating Officer of Card Commerce and spent 11 years with Bank of America Merchant Services.

Philipsen named Risk Management Manager

Smart Payment Solutions named **Shazia Philipsen** Manager of Risk Management. Previously Philipsen was a Risk Manager for Lloyds TSB Bank in London. Before that she was Senior Credit Analyst for IBM's Global Commercial Financing Division.

American Bancard names CFO

American Bancard LLC appointed **John J. Rody Jr.** its Chief Financial Officer. Rody brings more than 13 years of financial and management experience to American Bancard. Most recently, he was COO and CFO of CRO Realty Inc.

Former Visa executive joins TruComply

John Shaughnessy joined **TruComply** as an Executive Analyst. Until retiring in 2005, Shaughnessy was Visa's Senior Vice President, Risk Management and Fraud Control.

With 36 years of experience, he is a former board trustee for the Coalition for the Prevention of Economic Crime and a former Vice Chairman and board member of the Internet Security Alliance.

Experian taps Wheeler as CFO

Scott Wheeler was named CFO of **Experian Americas**. Before joining Experian, Wheeler served as Vice President, Finance and Information Systems, for Avery Dennison. Previous experience includes an executive role at General Electric Co. as CFO and board member of a European joint venture.

Fleet One names Wagner Vice President

Fleet One LLC named **Tom Wagner** Vice President, Strategic Markets. Prior to joining Fleet One, Wagner was Regional Sales Manager of Veytec Inc.

Wagner also was Vice President, Merchant Sales for Comdata Corp. and was National Accounts Manager for Trendar Corp.

AmEx names treasurer

American Express Co. named **David Yowan** Senior Vice President, Corporate Treasurer. Yowan joined AmEx in 1999. Most recently, he was the Senior Vice President of Treasury Strategy, Assistant Treasurer of AmEx, and Treasurer of Travel Related Services. Prior to joining AmEx, Yowan was Senior Vice President, Portfolio and Risk Management, for the global consumer banking business of Citigroup.

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Check 21 implementation finds its stride

By Valerie Killifer, Reporter

ATMmarketplace.com

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In 2004, Wells Fargo & Co. became the first financial institution in the United States to transmit a check electronically. The transaction took place at a California ATM the same day the Check Clearing for the 21st Century Act, also known as Check 21, was signed into law.

Wells is now preparing to convert 400 of its Northern California ATMs into envelope-free machines by the end of 2006. And Wells is not alone in its endeavor.

Bank of America Corp., Wachovia Corp., First Tennessee Bank and North Fork Bancorporation Inc. are launching envelope-free ATMs in New York, Atlanta, Washington, D.C., and the state of Washington as early as this month.

"Check 21 was meant to be a catalyst from paper-based

to electronic processing," said Celent LLC Analyst Bob Meara. "The rails are being laid and progress is being made, but it is relatively slow."

Banks by nature are conservative, which is why many over the last two years have avoided leading the charge to imaging technology. Wells Fargo, however, is comfortable in the role of pioneer.

"From an ATM perspective, our feeling is that it is the future. The key will be the sooner you embrace it, the stronger lead you'll have with customers in the marketplace," said John Nicholson, Wells' Senior Vice President of Marketing for ATM banking. "It isn't just about the image-capture but all of the benefits customers demand from image technology."

Doug Turner, Product Line Manager of Front Office Solutions for Wausau Financial Systems Inc., said imaging-technology growth has been exponential this year, especially in the areas of corporate, ATM, teller and branch captures.

"If we're having this conversation 10 years from now, most banks will have image capture at the teller line," Turner said.

Nicholson said Wells is looking into image-capture at the branch level. "I think people realize image-capture is better for the customer, so I think all banks are going to an image strategy."

Cash or check?

Imaging technology at the ATM may be relatively new, but several large to mid-sized banks are taking a chance on consumer acceptance.

Memphis-based First Tennessee is launching a series of envelope-free ATMs in Atlanta, Washington, D.C., and New York under its parent company, First Horizon National Corp.

The bank installed an envelope-free ATM in an employee-operations center in Memphis. The trial was surprisingly successful because the ATM experienced an 8% to 10% increase in the number of deposits it received, said Mike Marzec, First Tennessee's Senior Vice President and Manager of Electronic Banking.

"Before we launched into this, we spoke to some of the larger institutions that already [had begun] a pilot program. They're seeing a 98% acceptance rate in the customers using it and an increase in deposits," Marzec said.

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Feature

One of those banks seeing a high acceptance rate is Wells Fargo. "About 92% of our customers found the envelope-free ATMs easy to use," Nicholson said.

"We have not seen any erosion in deposit-making from existing customers, and we've been very pleased that has not been an issue."

Wells began developing its check-imaging technology two years before Check 21 was signed into law. The process included extensive amounts of customer input that eventually led to the development of "any-which-way" customer bulk-note and check deposit capabilities. The method lets customers deposit checks and cash in any direction and in any order. The technology has led to a 70% decrease in customer time spent at the ATM.

While strides are being made with the widespread deployment of envelope-free ATMs, Meara said implementation has been slow because of costs and the newness of the technology.

"From an investment standpoint, it's not cheap, and banks have already been forced to make ATM investments. Image-capture ATMs are not a must-do and have fallen to the back of the list."

To help FIs with the transition, Wausau developed its ATM Network Deposit Management solution, which handles paper and electronic transactions.

"We feel it's important, because no bank is going to replace ATMs overnight," Turner said.

First Tennessee is not replacing its ATMs with the technology, but the launch of envelope-free terminals in markets outside Tennessee will save the bank construction costs.

"We're not going to have a lot of brick-and-mortar branches, and we're looking for something to help us grow accounts," Marzec said. "We thought the envelope-free technology would help in that endeavor."

Imaging technology may help First Tennessee reduce its number of branches, but branches aren't going anywhere. "I don't see branches disappearing or tellers disappearing," Turner said. "All of the additional new transactions have been absorbed by the ATM, but a certain amount has to be done over the counter." 

Link to original article: www.atmmarketplace.com/research.htm?article_id=26288&pavilion=152&step=story

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¹ "How Consumer-Driven Health Plans Will Affect Your Practice," *Family Practice Management*, March 2006, p. 71.

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AgenTalkSM

Closing deals with integrity and Irish charm

A dear friend once told **Kelly Jaime**, *The more prospects you have, the less pressure you put on yourself and your merchants; the fewer prospects you have, the more pressure you put on yourself and your merchants.* Jaime liked the thought so much, he made it his motto. That means Jaime, an Area Sales Manager for Optimal Payments Inc., spends a great deal of time on outreach.

Since he specializes in MO/TO and Internet transactions, Jaime doesn't necessarily knock on doors so much as make phone calls and send e-mail messages.

In this interview he spoke about many topics including the most important sales skill, the use of humor, what makes him blush, mandatory agent certification and unusual work attire.

The Green Sheet: As a child, what did you want to be when you grew up?

Kelly Jaime: I am dating myself, but I wanted to be John Steed of "The Avengers." He always had the coolest clothes and hung around the most beautiful women. I still wear the bowlers and brollies [dapper hats and umbrellas]. That was the late sixties for you.

GS: How long have you been in this business, and why did you choose this profession?

KJ: I've been in this business since 1995. I thought it would be great to be in something that had such promising growth potential.

GS: What business/profession were you in before?

KJ: Sales management in the outdoor power equipment arena in California. Chain saws to credit cards and checks ... Go figure.

GS: What do you like best about your career, and what's been most challenging?

KJ: The best thing is the long and lasting relationships I've developed over the years. The most challenging is keeping up with the way the industry has driven down rates and masqueraded them with hidden or creatively disclosed fees. And, most importantly,

the challenge has been building real value to curb client attrition.

GS: Are you working as an employee or contractor for someone else, or do you own your own company? Are you satisfied?

KJ: I'm a satisfied employee. I had taken a one-year break from this industry. Then a colleague approached me to come back. I'm glad I did. I'm having fun again specializing in MO/TO and Internet check and credit card processing.

GS: How has the industry changed since you started?

KJ: It used to be a one-dollar-profit business; now it is a penny-profit business. I have to give more things away now and play the rate game. There's also more competition than ever before. This makes me a more professional salesman.

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

KJ: I'd make it mandatory to be certified for selling this merchant stuff, so the clients would know exactly what they are buying and how they are paying. So many merchants have been sold the wrong programs. That makes the whole industry look bad.

GS: Describe a typical day in your life.

KJ: Prospecting, prospecting, prospecting. And, of course, taking care of my customers' needs promptly, because without them I would be broke.

GS: What's been your greatest success so far as an agent?

KJ: Being proactive: picking up the phone every day. I am closing Internet and MO/TO business I never thought I could. I'm keeping my integrity and having a whole lot of fun while doing it, too.

GS: What has been your most significant learning experience?

KJ: When I was a director of sales training, I had to understand the many different styles of how people sell. That

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GS: What would a good training program consist of?

KJ: Basics. First off, you need to teach good blocking and tackling skills both on product and how to effectively sell. Then, add in constant smaller updates as reinforcement. In a perfect world, you'd also do testing so that you can go back to agents and train where they may be weakest.

GS: Do you set goals for yourself?

KJ: I have goals for everything from my income to my waistline. The only difference between a dream and a goal is a goal is written down on paper and examined daily. My first priority goal with Optimal is to grow this business profitably and help build our U.S. client base.

GS: What's the strangest thing a merchant has asked you/requested?

KJ: A liquor store merchant once asked if he could pay his processing bill with beer and spirits.

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

KJ: My humor, mainly. And I try to present myself as a partner rather than the ordinary salesperson. Mix that with integrity and a dash of Irish charm, and you have me in a nutshell. And actually, working a full day helps, too.

GS: What's the funniest sales experience you've ever had?

KJ: I showed up for an appointment with an adult-themed merchant who wanted to demo all the merchandise. You ever see a 300-pound Irishman blush? It's not a pretty sight.

GS: Merchants are savvier now about credit card processing. How does this affect MLSs?

KJ: Yes, they are. And rate selling versus value selling has driven down profits and spiked up attrition. Also, more merchants are selling on the Internet, which is why I specialize in Internet and MO/TO sales.

GS: How do you explain interchange rates to prospects?

KJ: With a gallon of vodka. Seriously, I usually use my humor and raconteur skills to tell them stories of



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how the various transactions downgrade. Less is more, but I always cover all the downgrades that will affect them directly.

GS: What would people be surprised to know about the way you do your job?

KJ: I make most of my calls in my bathrobe. Since I specialize in the non-face-to-face world, most of my calls are on the phone versus in person. But I do get dressed up for appointments.

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

KJ: Merchant savvy for starters. And more and more merchants are looking for one-stop shopping: one main person to go to for customer service and getting conflicts resolved.

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

KJ: I know of no magic potion. I can only recommend the common sense things: Build value; keep in close contact during the sales process; and get trial closes (agreements) to keep moving your deal forward. And my personal favorite is to ask where you stand and what it will take to close the business.

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

KJ: Be honest. Admit fault when it lies with you or your company. Always ask what would be an acceptable timetable on resolution. Do everything to resolve the situation before that deadline. Send a quick note or call afterwards.

GS: Do you think there will always be street sales?

KJ: Like everything, you cater to the needs of the customer. As we get better at phone and e-mail communications, we will spend more time at our computers and less time in traffic. But to fully rely on these methods? I do not think that will happen in my lifetime.

GS: What do you think about free terminal programs?

KJ: Personally, I hate them. But that's where the industry has gone. So, I always try to overcome it with other value propositions. As with any negotiations, if I give a terminal away, I am getting something else in return, for example, a longer contract term, referrals, testimonials for print and publication, etc.

GS: What does it take to succeed in this business?



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KJ: Prospecting, delivering on promises and exceeding merchant expectations. You need to under-promise and over-deliver.

And make sure merchants' issues get resolved. It also helps if you call them once in a while to thank them for their business.

GS: How should an MLS choose an ISO partner?

KJ: Choosing quality and reliability is just as important as commissions and spiffs. Big commissions are great if you actually make the money, but if a merchant can't get boarded, the entire account could be put at risk: You could lose the merchant's business plus all referrals from that merchant.

GS: How has *The Green Sheet* helped you?

KJ: It's helped me keep in touch with people that move around the industry. It also provides competitive information and, most important, industry related intelligence.

GS: Any advice for newcomers?

KJ: Use all of the tools available. There are many more

tools today than when I started. Remember, if you are not prospecting, you are unemployed. Prospect smart, and you can make a good living in this business.

GS: What hobbies do you enjoy?

KJ: Poker, not that Texas Hold 'Em stuff, [just] good old-fashioned poker. Also, gardening and spending time with my wife and son.

GS: If you were going to call it quits and do something completely different with your life, what would you do?

KJ: Open an ice cream stand with my son, Matthew.

GS: What's your greatest dream?

KJ: I already have it: a happy family, a high-school son with good grades and a wife who supports me in everything I do. ☺

Many top-notch agents have inspired others by sharing their perspectives in AgenTalk. Will you be next? If you'd like to participate, please send an e-mail to greensheet@greensheet.com.

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Scuttle those restaurant skimmers

By Gary Fravel

VeriFone

Card skimming in restaurants is starting to hit the national consciousness. In recent months we've heard of rings busted in the Los Angeles and Washington, D.C., metropolitan areas. Big news in those communities for sure, though hardly front page fodder for *USA Today* or *The Wall Street Journal* ...yet.

But if restaurant card skimming can be a key story line in a popular TV series, as it was in a recent episode of "The Sopranos," how long before such incidents undermine the confidence of consumers?

Consumers sound off

It seems consumers are already well-attuned to the dangers of handing over their bankcards to strangers. That sensitivity was evident several months ago when VeriFone commissioned an "intercept" survey of consum-

In our industry, skimming is stealing a bankcard's magnetic stripe data with a reader (like the one shown here) and copying it to a duplicate card for fraudulent use.



Scuttles: To cut or open a hole or holes in a ship's hull to sink a ship.

Source:dictionary.reference.com

ers at a shopping mall. It was an effort to gauge their issues and concerns regarding card payment practices at table service restaurants.

Respondents were not led down a specific line of questioning. Most did not have strong negative, or positive, reactions to the current system of paying for meals in sit-down restaurants, although most said they could do without the wait time required to process their checks.

However, respondents expressed anxiety regarding the security of payment transactions. Nearly 60% indicated a high level of concern regarding potentially fraudulent use of their credit cards with existing payment systems.

That may be a huge problem for the card payment industry when restaurant card skimming becomes more widely publicized. Given the ease with which crooks can heist consumers' cards, that day is likely just around the corner.

Table-service restaurants are a huge industry, with sales forecast at \$190 billion in 2006 from some 370,000 operations in the United States.

An ever increasing amount of that revenue is dependent on plastic. (When was the last time you handed over cash in a full-service restaurant?)

When asked how they pay for their meals, 23% of respondents in our mall survey indicated they use credit or debit sometimes; 59% said they use credit or debit most times; and 18% said they use credit or debit every time they eat at a restaurant.

Pay-at-the-table rocks

So, what is a restaurant to do about skimming?

There's an easy answer: Keep the card in the customers'

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hands. Table-service restaurants almost invariably use stationary POS card-reading systems. Typically, the customer receives a check, hands over a card, and watches the server wander off into a back room or to a counter located across a cavernous room.

Pay-at-the-table technology can keep cards in consumers' hands and provide ISOs and merchant level salespeople with a strong sales opportunity.

Our mall survey was conducted to gauge consumer acceptance of our new V^x 670 TablePAY system and the pay-at-the-table concept. After hearing a description and seeing the device, most respondents thought its primary advantages were speed and security.

Over two-thirds of those surveyed indicated they would have a high degree of comfort in using the device at the table. Imagine if ATMs had achieved that degree of instant acceptance when first introduced.

Speaking of ATMs, many restaurants may not yet realize how quickly consumers have shifted their preference to debit cards. In 2004, according to industry reports, the number of transactions made using debit cards exceeded that of credit cards for the first time.

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By 2009, debit cards will account for 57.9% of all card-based purchase transactions.

Just over two-thirds of our respondents said it is important that a restaurant payment device accept debit cards, versus 12% who felt debit acceptance is of little or no importance.

Opportunity knocks

The selling opportunity for you is to educate restaurant operators on three key points:

1. Consumers are fearful of card skimming in restaurants.
2. Patrons want to be able to use PIN debit cards.
3. Pay-at-the-table can speed throughput.

While skimming may grab the headlines, it's the second and third points that will likely revolutionize the restaurant industry.

PIN debit saves the merchant from \$0.23 to \$0.38 on a \$40 transaction, according to a Federal Reserve report. For an \$80 transaction, the savings are \$0.50 to \$0.89. For a busy restaurant with 240 or so payment transactions in a day, a 30% shift to PIN debit could add up to savings of \$36,000 in interchange fees annually. That's a pretty decent incentive for an industry with low profit margins.

The throughput issue is even more compelling once the ramifications are fully understood. In the typical restaurant payment process, there are eight discrete steps from start to finish, most of which include using valuable server time for walking back and forth to a fixed POS terminal.

With pay-at-the-table, this can be reduced to just three steps. That means shorter lines for consumers, reduced waiting time for tables and payment, and additional seating capacity for proprietors.

So let's sum up the advantages for today's restaurants employing pay-at-the-table solutions:

- Customers are more secure in using their credit and debit cards, and once they are done with their meal, they can pay and scoot. That means a happier clientele.
- Restaurant operators save money on interchange rates by accepting PIN debit. They enjoy faster table turnover; not to mention servers spend more time focusing on customers than running back and forth to the POS terminal.

Bon appétit. ☺

Gary Fravel is a Global Marketing Manager with VeriFone. He can be reached at gary_fravel@verifone.com .

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ISO/MLS benefits:

- Turnkey broadband networking
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- Customized, branded Wi-Fi hot spots
- Family-friendly Web surfing
- Recurring revenue opportunities
- Training and ongoing technical support

Broadband, the easy way

Value-added services have long been important to savvy ISOs and merchant level salespeople (MLSs) who know that the more benefits you provide, the more traction you have with customers.

The advent of free terminal programs, dizzying advances in technology and the need for increased network security have raised the bar for everyone. Value-added services and high transaction speeds aren't just desirable; they're crucial to business success. Increasingly, this takes technical know-how.

Not to worry. Netopia Inc., an innovator in remote management software and broadband equipment and services, can add bleeding-edge, *turnkey* products and services to the ISO/MLS arsenal that boost business at the POS, while streamlining the often frustrating process of new product integration.

Bullish on broadband

Founded 21 years ago as a local area networking company, Netopia embraced broadband technology in the late 1980s. Since then, it has become a leading broadband equipment and services provider.

"We have various flavors of hard-

ware, from very simple types of DSL modems with low levels of functionality to complete broadband gateway solutions with lots of security that provide for a whole networking architecture," said Jeff Porter, Netopia's Vice President of Marketing. "We've also developed software that enables our go-to-market partners – companies like Hypercom, VeriFone, AT&T, BellSouth, EarthLink and Qwest – to deliver broadband value-added services to their customers."

Netopia's solutions suit small businesses and large enterprises. The hardware, an Internet protocol-enabled card terminal plugged into



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Netopia's router, links the business to a broadband DSL connection. Software platforms deliver such features as remote manageability and hot-spot functionality. Netopia also offers a Merchant Success Bundle that tailors services for specific industries such as retailers and doctors' offices.

Making a difference at the POS

"A lot of small businesses that have DSL are still using analog dialup for their point-of-sale solutions," Porter said. "I just came from a restaurant here in town that has an open access Wi-Fi hot spot that I used to check my e-mail, but when I ordered my sandwich and handed her [the cashier] my debit card, it went out over an analog telephone. There's no reason in the world not to do that over broadband."

Transaction speed on a broadband network can be three to four seconds versus a dialup line's 30 to 40 seconds. Broadband also allows for easier incorporation of loyalty programs, check authorization and other marketing opportunities. "The difficulty has been in figuring out how to bring everything together," Porter said.

"How do you make it easy for the small business provider so they don't have to try to cobble things together, wondering: Where does the DSL gateway piece go? Where does the point-of-sale piece go? Where does the hot-spot piece go? How do I transfer this to my merchant account?" Driven by its motto, Broadband without boundaries, Netopia enhances account retention for ISOs and MLSs by helping them eliminate merchants' technical, cost and deployment barriers to state-of-the-art POS functionality.

Hot spots are hot

Netopia has integrated Wi-Fi hot spots into VeriFone's 3700 series POS terminals. Thus, when patrons want to use a shop's hot spot, the cashier

presses a button on the terminal, which connects to Netopia's server and gives the patron an access code.

"That gives a sense of manageability to the shop owner, and that's a huge advantage," said Darren Voges, Netopia's Director, Merchant Network Solutions.

"Nobody else offers anything like

this. It's integrated, and we're taking it one step further than a typical hot spot that is just a piece of hardware sending a wireless signal throughout a restaurant."

Security is built into the system, so unauthorized people trying to access the network from, for example, a nearby parking lot cannot do so. And Netopia's hot spot can

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be customized. "Joe's Sub Shop can have a branded splash page," Porter said. "It's like their own mini, micro Web site. They can advertise, promote specials or let people know if they'll be closed for holidays." Another plus is the hot spot's family-friendly Web-surfing filtering, which prevents patrons from using a shop's network to browse questionable or offensive content.

Hot spots boost business

Dale Higganbotham, Vice President of Sales for SageNet, a systems integrator, has been partnering with Netopia on wireless hot-spot opportunities for the past two years. Based in Tulsa, Okla., SageNet has recently zeroed in on the needs of quick service restaurants (QSRs) and other multilocation retail businesses.

"Netopia's hot spot is a price-competitive product, and it's unique," Higganbotham said. "It's got all the software to do all the monitoring, the session usage, and filtering. Those are biggies. You can go to BestBuy and buy a wireless access point and plug it in, but you don't get the filtering and reporting aspects. You also don't get any kind of agreement in terms of usage.

"When users get onto the Netopia system ... they're asked to agree to the terms of use, which are basically twofold: There's no liability on the part of the restaurant for things that may happen to that person's laptop or PDA. So if they get hacked, the restaurant's not liable. Likewise, the restaurant's not liable for that person's activities if they are doing fraudulent things over the restaurant's Internet connection."

Netopia has pilot hot spots in QSRs near colleges. "Students want connectivity, they want to study and they need to eat," Porter said. "So they might as well go someplace like an Arby's restaurant that has free Internet connectivity. It's a great draw. And to the restau-

rant owner, it's a good deal because those people will typically use the service during off-peak hours in the middle of the afternoon or later in the evening ... and while they're there, they'll have a Coke or two, buy a sandwich or buy dessert." Restaurant owners have told Porter they're actually boosting profits on food sales by giving away hot-spot service.

Netopia's hot spots are also being deployed in certain Applebee's, Denny's, Subway, and IHOP sites, where they attract out-of-town business clients and local customers alike.

But any business where consumers might face a wait could potentially use this service. Aamco Transmissions Inc. is using the solution in one test location. Some Ford

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CompanyProfile

Motor Co. dealerships and Safeway Stores Inc. locations have also expressed interest in Netopia's hot spots. Other markets ripe for this service include medical offices, pharmacies, car washes, parking garages and even government agencies such as state motor vehicle departments.

The bottom line

All of the functions just described can be done using one phone line. "If [merchants] were to eliminate their regular analog telephone and use a Voice-over-IP service, like Vonage, then they would have faster transactions, their phone, a hot spot, a loyalty program, and they would have check authorization, all coming out of the back of our box," Voges said. "And they would only be paying one \$40 phone bill for DSL – versus a line for their terminal, a backup line for their terminal, a phone line, slow transaction speed, no proper check authorization and no loyalty programs."

With Netopia's equipment in place, ISOs and MLSs make money the same way they always have, by getting a piece of the pie from every transaction. But with Netopia's help, ISOs and MLSs can become technology leaders. "Using our solutions, sales professionals will be providing more services to merchants, and the merchants won't want to

give up their hot spot, give up their broadband or give up their Voice over IP," Porter said. "So it makes for a very sticky, long-term loyal customer."

ISOs and MLSs can also opt to resell components of the Merchant Success Bundle. "That way, the ISO has the opportunity to mark up every single one of those items ... the Netopia router, the VeriFone terminal and the hot-spot service," Voges said. ISOs generally make from \$7 to \$15 a month per merchant on the hot-spot service. "This significantly improves an ISO's margin for every client utilizing our hot spot," Voges said. "By adding this simple service, they could potentially double their profits."

Netopia maintains and manages the access to the hot spot, manages the splash page and assures the accuracy of family-friendly surfing. Merchants' monthly costs for this would typically range from \$30 to \$60. Netopia is eager to share its vision and expertise with ISOs and MLSs. "[N]ot only will our partners have the technology, they'll have the broadband expertise to take their customers to the next level," Porter said.

"They'll be able to really understand what merchants are looking for and figure out how to deliver something to them that will truly set them apart." 

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Summer heat wave sweeps Senate Judiciary interchange hearing

Card Association representatives were on the hot seat July 19, 2006, when called to testify on possible antitrust issues related to interchange. Yet they were adamant the card system gives merchants good value.

Senators pushed for straight answers, particularly to the question of whether card Association rules are posted publicly. Anticipating the question, Visa U.S.A. announced just days before the Senate Judiciary Committee hearing that it will make its operating regulations available to merchants and third-party agents as of Sept. 1.

Senators expressed puzzlement at the complexity of rates, but revealed a grasp of issues merchants find objectionable. Sen. Jon Kyl, R-Ariz., said constituents had reported their interchange rates have gone up more rapidly than other costs, creating the suspicion of collusion between the two Associations.

"I am astonished by the number of constituents ... who have complained about the increase in interchange on credit cards," said Sen. Chuck Grassley, R-Iowa.

"I was impressed with the power of Visa and MasterCard to stop banks from issuing Discover and American Express cards" before courts disallowed the practice, said Committee Chairman Sen. Arlen Specter, R-Pa.

Sen. Richard Durbin, D-Ill., said, "[Interchange] is a tax everybody pays."

Monopoly rules: Pass go, collect \$

Joshua Floum, General Counsel for Visa, said the industry is not dominated by a few firms, but many, and interchange rates would be expected to rise if the Associations were engaged in monopolistic behavior.

Yet, he pointed out, the average merchant discount rate has dropped to 2.2%, from 7% "half a century ago" when general-purpose credit cards were introduced.

He also said the merchant lobby seeks caps on fee rates, but caps imposed by Australia's Reserve Bank have backfired. "[Australian consumers] are paying more from higher annual fees. Merchants have seen the cost of card acceptance decline, but there's no evidence that retail prices have declined," he said.

A Reserve Bank bulletin indicated Australian banks' income from merchant service fees dropped by 19.6%

from 2003 to 2005, the first full year after implementation of the interchange rules. From 2002 to 2005, credit card fees to households rose 112%, late fees rose 38%, and the annual fee on rewards cards rose 39%.

"The true objective of these efforts is government-mandated price caps on interchange fees that would be lower than the default rates" established by the Associations, said Joshua L. Peirez, Associate General Counsel for MasterCard Worldwide.

Testifying on behalf of the Merchants Payments Coalition, W. Stephen Cannon said merchants haven't asked for price controls. Congress, he said, has many other options in the gulf between a "cartel" and government-mandated rate controls. He called the interchange system a simple case of price fixing conducted in the open, "where two players control 80% of the market."

Australia's interchange fees are now one-third of what U.S. merchants pay, Cannon said. "The card Associations have not told you that fierce competition has erupted, [with Australian banks] offering lower and lower rates."

He also said card issuance and use have risen. Card use, in terms of the value of credit-card purchases, has risen, the Reserve Bank bulletin confirmed.

Merchants are mistaken when they compare interchange rate-setting to a cartel fixing prices, said Visa legal adviser Timothy J. Muris. "The end of a cartel lowers prices. But the end of interchange will lead to chaos. Merchants understand this," he said.

Instead of breaking up the system, merchants want lower interchange rates. But the reasonableness of their argument "is never a defense for price fixing," he said.

Peirez denied that the Associations have ever colluded. "MasterCard and Visa are fierce competitors." He said his company doesn't have market power to control competitive rates. Peirez also said all legal challenges to interchange on antitrust grounds have failed in the courts.

But upon close questioning by Specter, Muris acknowledged that merchant court challenges to interchange are still pending.

Specter asked for Muris' legal opinion on the merits of the pending class action suit, which alleges price fixing due to the overlap of Visa's and MasterCard's member banks.

Muris characterized these arrangements as joint ventures, which are legally free to set prices.

Looking for Mr. Fixit

Comparing the two major card Associations' dominance to Ma Bell before the breakup of AT&T, Bill Douglass, representing the National Association of Convenience Stores (NACS), said recent changes in the governance structures of Visa and MasterCard have not addressed the interchange rate situation. "This market is broken and something must be done to fix it," he said.

MasterCard is considering allowing U.S. merchants to surcharge for card use, a practice the company already permits in Europe and Australia, Peirez said.

But Douglass said surcharging "would drive people off."

To Specter's question of whether the Associations' adoption of independent board structures will remedy merchant complaints [See "Card Association transparency bodes well for industry," *The Green Sheet*, May 22, 2006, issue 06:05:02], Cannon said the transition was "form over substance."

MasterCard's Securities and Exchange Commission registration states that member banks still own 44% of

MasterCard, and its success or failure will depend on its customers – the banks, Cannon said.

Mom and pop hanging on

Sen. Patrick Leahy, D-Vt., invited the owner of a small family business in Elmore, Vt., to testify. He said he did not want interchange fees to drive such small enterprises out of business.

Kathy Miller, owner of The Elmore Store, said her margins are thin, and she and her husband struggle to keep the doors open in a community of 850. She recently allowed a customer to run a \$108 tab to avoid taking plastic. The customer returned with cash the following day. "Nine times out of 10, [we] don't have that option," Miller said.

"I hope something good comes from this," Durbin said of the session. Specter answered, "It's not likely that nothing will come from this hearing."

As to the posting of rules on Web sites, little distinction was made during the grilling between rules merchants must follow and Association operating rules. "We were told – with a lot of parsing of language – that all the rules are up there," NACS Communications Director Jeff Lenard said in an interview. "All the rules are not up there." ☐

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Visa alerts restaurants to lax POS installation

Visa's recommended mitigation strategy

To help merchants safeguard their POS systems, POS vendors (resellers/integrators) should be prepared to answer the following questions from merchants:

1. Does my POS software store, or track, magnetic stripe data or PIN blocks? (If so, this is prohibited and must be immediately corrected.)
2. Does my network have a properly configured firewall installed to protect my POS system from unauthorized access?
3. Are complex and unique passwords required to access my system? Can you confirm you don't use a common or default password across other merchant systems you support?
4. Does my POS system enable you to have remote access for support or maintenance? (If so, merchants must ensure appropriate controls are implemented to prevent unauthorized access.)
5. Is the POS system configured so that access to critical functions may be restricted?
6. Is the POS system for payment card processing used for other functions? (If so, the POS system must be segregated from other functions, such as Web browsing and e-mailing.)
7. Is the operating system hosting the POS software patched with the applicable security updates in a timely manner?
8. Has my POS software version been validated as compliant with the Visa Payment Application Best Practices (PABP)? (A list of PABP-compliant applications is available on www.visa.com/cisp .)

Source: Visa U.S.A.



"If there is one theme that is most helpful to the merchant and ISO community, it is to make sure your payment applications are not inadvertently storing track data."

- Martin Elliott,
Visa's Vice President
for Emerging Risk

A spike in data security compromises at restaurants due to improper POS installation prompted Visa U.S.A. to issue a data security alert in July. The card Association also issued a reminder of ways merchants can protect themselves against lapses.

The alert came eight days after the Department of Justice announced the arrest of most of the participants in a debit card theft ring operating in three restaurants in Los Angeles. That ring allegedly used "skimmers" to obtain account data on upward of 100 patrons.

Yet Visa's alert emphasized the proper installation and use of POS equipment and systems. "We've observed over the last several months a number of small to medium-sized restaurants that have had compromises for a variety of factors linked to ... [reliance] on third-party firms to implement POS systems," said Martin Elliott, Visa's Vice President for Emerging Risk.

FBI Special Agent Julia Jolie, who tracks cyber crime and identity theft, said she was not aware of any recent cases concerning restaurant POS system breaches.

Integrators, resellers and other third-party installers vary in their ability to properly configure common security controls and may leave behind vulnerable POS systems, Visa reported.

The card Association has received reports from merchants and "the market" in recent months about such problems at restaurants nationwide, Elliott said.

"Recognizing that you hire someone to implement precautions doesn't mean all the things you expect to happen [will] happen," he said.

Elliott firmly believes it is a "shared responsibility" among payments-application developers; resellers/integrators, who should make sure their POS systems don't store data; and merchants, who should ask vendors when their systems will make the Visa Payment Application Best Practices list of compliant applications, if they haven't already.

Elliott said system vulnerability may lead to two types of

data compromise: internal, such as employees with inappropriate access to credit card data, or security holes that leave open back doors for hackers to exploit.

In the latter, a third-party installer may fail to install a firewall or to segregate an Internet-based POS system from other Internet applications on the same computer.

"If your waiters log on to the Internet to surf the Web and you don't have segregation, you may have employees downloading Trojans and viruses that may be used to compromise your system," Elliott said.

Merchants should ask their processors or ISOs if they use a default password with all their restaurant merchants, because the common password could leave their systems open to intruders from other restaurants, known as a one-to-many attack, he said.

"If there is one theme that is most helpful to the merchant and ISO community, it is to make sure your payment applications are not inadvertently storing track data," Elliott said. "Your employees with access may find that data, download it and away they go. If I'm an ISO, I may want to drop in and say, 'Let's make sure your system isn't storing that data.'" 

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News

Discover Network opens the gates

Discover Financial Services let a trickle of water through the sluice gates five years ago when it began to work with ISOs. The stream turned to rolling rapids last month when the closed network opened its system to First Data Corp.

The companies announced that First Data will provide processing for Discover Network acceptance as part of an integrated service to small and medium-sized merchants.

More agreements between Discover and other processors are on the way. At least one is being negotiated and should come before the end of the year, said Harit Talwar, Executive Vice President of Discover Network.

"This is a great opportunity, not just for small merchants but for ISOs who link with various acquirers," he said. "This will provide ISOs the opportunity to price products and services in a more integrated fashion." It is something the acquiring and ISO communities have asked for.

First Data has a competitive advantage being the first processor whose ISOs and merchant level salespeople can market integrated card services that include Discover, he said. First Data will be responsible for pricing, processing, authorization, settlement, risk management and customer service on its merchant accounts.

"First Data is stepping up to provide an all-in-one payment processing solution for small to mid-sized merchants," said Henry C. (Ric) Duques, Chairman and Chief Executive Officer of First Data, on an earnings conference call in July.

"We already have extremely robust acceptance by both large and small merchants," Talwar said. "This is an opportunity to improve efficiency for small merchants and the scope of responsibility for acquirers of small merchants."

All under one roof

"This agreement signals a monumental shift in the marketplace. Merchants will have ... Visa, MasterCard and Discover transactions processing under one agreement with one discount rate, one integrated statement, one funding source and one customer-service number," Duques said.

Although Discover will lose some revenue from its current merchant accounts, the network will be able to streamline costs.

The agreement and other recent changes reflect Discover Network's new momentum, which began with a U.S. Supreme Court ruling in a Justice Dept. lawsuit against Visa's and MasterCard's exclusionary rules, Talwar said.

That ruling allowed acquiring banks to issue all card brands. Discover recently appointed a Merchant Advisory Council, which will mirror an issuer advisory council and an oversight committee comprised of financial institutions.

The merchant advisors will address trends like security and fraud protection, merchant support, and new payment technologies, but will not advise on interchange rates. The councils reflect Discover's transition since the ruling, Talwar said.

"Discover is evolving from a single-card company to multiple issuers and multiple acquirers," Talwar said. "Discover has always been a strong player, but you're seeing a stronger player since the ... ruling.

"We have always been proud about our corporate governance, which has been open, transparent, well-regulated and trustworthy."

Visa to disclose regs, with strings attached

Visa U.S.A. announced recently that it will disclose its operating regulations to both merchants and U.S. Senators, effective Sept. 1. But there's a hitch: Merchants will be subject to nondisclosure agreements (NDAs). Visa stated it will make the regulations available "to important stakeholders in the Visa system" as a step toward transparency.

"While Visa's merchant rules guide has been available for over a decade, and it is among the most viewed documents on our Web site, some merchants have asked us to provide even more detail," the Association said in a statement.

"We are responding to this request by sharing Visa's operating regulations with those qualifying merchants and third-party agents who participate in the Visa system. The operating regulations will be available beginning September 1, 2006, and will be provided under a nondisclosure agreement to protect confidentiality." At a hearing July 19 before the Senate Judiciary Committee on inter-

change fees ("Summer heat wave sweeps Senate Judiciary interchange hearing" in this issue), a Visa representative agreed to provide the committee with a copy of its operating regulations. Visa will do so by the end of August, the Association told *The Green Sheet*. It was not able to say by press time whether Senators will be subject to an NDA.

"Sen. [Arlen] Specter, [R-Pa.] was direct about it, that they should be made available, and not under an NDA," W. Stephen Cannon said in an interview. Cannon testified on behalf of the Merchants Payments Coalition. "The Senator said he'd provide them to me to clear up any discrepancy of what the rules did or didn't say."

Visa said it expects the rules disclosure to demonstrate the complexity of the industry and the lengths to which Visa has gone to balance the interests of members, merchants and consumers. "In sharing them, our goal is to provide partners with the information they are interested in, without sacrificing Visa's intellectual property or the security of the system," Visa stated.

Other recent steps toward openness Visa has taken include the publication of its annual report and the appointment of independent directors to its board. "We are now taking transparency one step further," Visa stated. ■



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News

Small payments = Big contactless opportunity

The Bailey Company has earned its stripes volunteering for risky missions on the retail front. It made its Arby's franchises nonsmoking in the early 1980s, a decade before the chain (the first to do so) banned smoking nationwide.

And the Bailey Co. embraced credit cards in 1991, years before plastic was accepted at many other fast-food stores. In 2005, the company installed contactless payments at drive-up windows in its Colorado stores using terminals it helped design, according to Jeff Gordan, Controller of the Bailey Co.

Gordan gave the merchant's-eye view of contactless payments in the small-ticket arena, the topic of a Web-based roundtable discussion hosted by Peppercoin July 19. He expects the technology to take the same trajectory created by credit cards.

"We've seen 25% a year growth unabated since rolling out credit cards," Gordan said. "We assume it will go to 60% or 70% of sales." He attributed the growth to faster speed of service enabled by new technologies. And in fast food, speed is everything. "Contactless and new credit card

processors with DSL have enabled us to cut [transaction] time from 30 seconds to less than 10," he said. "Now, using credit cards is faster in many cases than cash. Contactless was an easy sell because the customer could see the benefit: They didn't have to give up their cards."

Finding the value proposition

The challenge to other roundtable participants was how to sell contactless as a small-ticket option to customers and merchants. "From Visa's perspective, small-ticket purchases under \$25 are an important opportunity, representing \$2 trillion and 20% of all consumer spending," said Pam Zuercher, Visa U.S.A. Vice President of Product Innovation. "We don't think there's a one-size-fits-all solution."

Matt Talbot, Vice President of Product Management for TSYS Acquiring Solutions, pointed out that convincing very small merchants to buy another terminal poses difficulties. "The ROI has to be very clear, rather than just soft dollars for a soft return," he said.

Hidden shrinkage and insurance costs associated with handling cash and checks are selling points when converting merchants to contactless. "When we put that on the table, merchants really get a sense for the benefits" of using emerging forms of payments, said Mia Shernoff, Executive Vice President, Chase Paymentech Solutions.

Contactless's ability to tie rewards to small-ticket purchases is another advantage, she said. Merchants recently surveyed revealed they are now interested in leveraging payment options at the POS for revenue growth. Consumers know they need to shift to plastic to get rewards. The "law of repeated exposures" holds that customers seeing terminals and rewards signage at the POS will shift them toward contactless debit.

As the unbanked become bankable, Shernoff predicts they may replace their stored-value cards with debit. "Elimination of signature for purchases under \$25 places bankcards on par with stored value from a convenience and speed perspective, and thus will drive adoption among those consumers," she said.

Many small-ticket merchants will not accept cards until some hurdles are overcome. "To get them to choose contactless, the industry must address transaction processing costs, customer care costs and customer profitability," said Peppercoin President and Chief Executive Officer Mark Friedman. He thinks Peppercoin's Small Payment Loyalty Platform can be a catalyst for converting merchants to emerging payments methods.

"Small payments really is the final frontier," he said.

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TradeAssociationNews

MWAA's annual gathering hits all the right notes

Entrepreneurship has never been more demanding. Finding good people, knowing the right ones, protecting your assets, staying abreast of new technologies, being inspired and inspiring others are all part of growing a business. The Midwest Acquirers' Association recently brought all these opportunities together under one roof, at its fourth annual meeting at the Palmer House Hilton in Chicago.

'The best career you never heard of'

This year, MWAA held its first ever bankcard job fair, advertising both in trade publications and local news outlets. ("The best career you never heard of" was the headline in one local ad.) Twenty companies sponsored the event, which had 12 exhibitors.

Job seekers, dressed to the nines, formed a line outside the doors before the fair opened on July 18 at 4:30 p.m. Candidates continued to stream in, moving from table to table, until closing at 8:30 p.m. Mark Dunn, MWAA's President, estimated that about 350 job seekers attended. Some had worked in the bankcard industry before, others hadn't. "We're looking for strong salespeople," said Russ Goebel of Pay By Touch, an exhibiting company. "Bankcard industry experience is not required if they have a strong work ethic and a desire to learn." Goebel was pleased with the attendee turnout.

BluePay, also an exhibitor, had already talked with about 30 job seekers only one hour into the event. "We've gone to other job fairs to recruit for operations positions, so we thought we'd try this one for sales positions," said Patrice Puglessi, BluePay's Human Resources Manager. She said about half the resumes they had received so far were for sales positions.

MWAA offered many extras at the job fair such as mini educational workshops on different payment processing careers, from operations to sales to information technology; door prize drawings; and for those interested in learning even more about the industry, a discount on the conference and adjoining events.

On July 19, Dunn, also of Field Guide Enterprises LLC, held a two-track Field Guide for ISOs seminar. The first, "How to Grow Your ISO and Sell It for Millions" included eight presentations from industry moguls on everything from laying the right foundation and using industry resources to your advantage, to financing, capitalizing and selling your ISO. The second track, "Sell More

and Sell More Easily" by sales trainer and motivational speaker Steve Montague of Effective Sales Development Inc., covered sales systems and a number of exercises for thinking a little differently about your sales approach.

'The great secret in America'

The MWAA conference kicked off the evening of July 19, with an agenda that included a Texas Hold 'Em poker tournament for charity, sponsored by United Bank Card, over seven hours of networking time with vendors, and presentations providing updates on the latest in contactless and wireless technologies.

For example, wireless equipment providers believe Sprint will shut down the Mobitex network in the second quarter of 2007. This raises the question: What will merchants using this network for their wireless POS transactions do? Also, deadlines for MasterCard Worldwide's POS Terminal and Security program are rapidly approaching: By Sept. 1, 2006, all newly deployed wireless and Internet-protocol-enabled terminals must support encryption. By Jan. 3, 2007, *all* units in the field must support it.

Merchant level salespeople learned what they should do at their offices to protect sensitive merchant and cardholder data. David Mertz of GreenSoft Solutions Inc. offered a sobering thought: "The great secret in America is that the Federal Trade Commission is investigating security breaches," he said. "The FTC will become your 'business partner' for the next 20 years if you have a security breach."

A lifetime of achievement

Richard P. Draper, President and Chief Executive Officer of Peripheron Technologies Inc., was the recipient of MWAA's 2006 Lifetime Achievement Award. From 1983 to 1993, Draper set records for selling VeriFone equipment as the company's largest independent distributor. "Dick established a brand new channel in our industry: the distributor channel," Dunn said. "We think he epitomizes an entrepreneur."

Accepting the award, Draper said, "A friend once said, 'I try to conduct my business like I'm going to read about it on the front page the next morning,' and I've tried to live by that." 

MWAA, a not-for-profit, independent, non-membership-based organization, will hold its fifth annual meeting in Cleveland, July 24 - 27, 2007. Visit www.midwestacquirers.com for more information.

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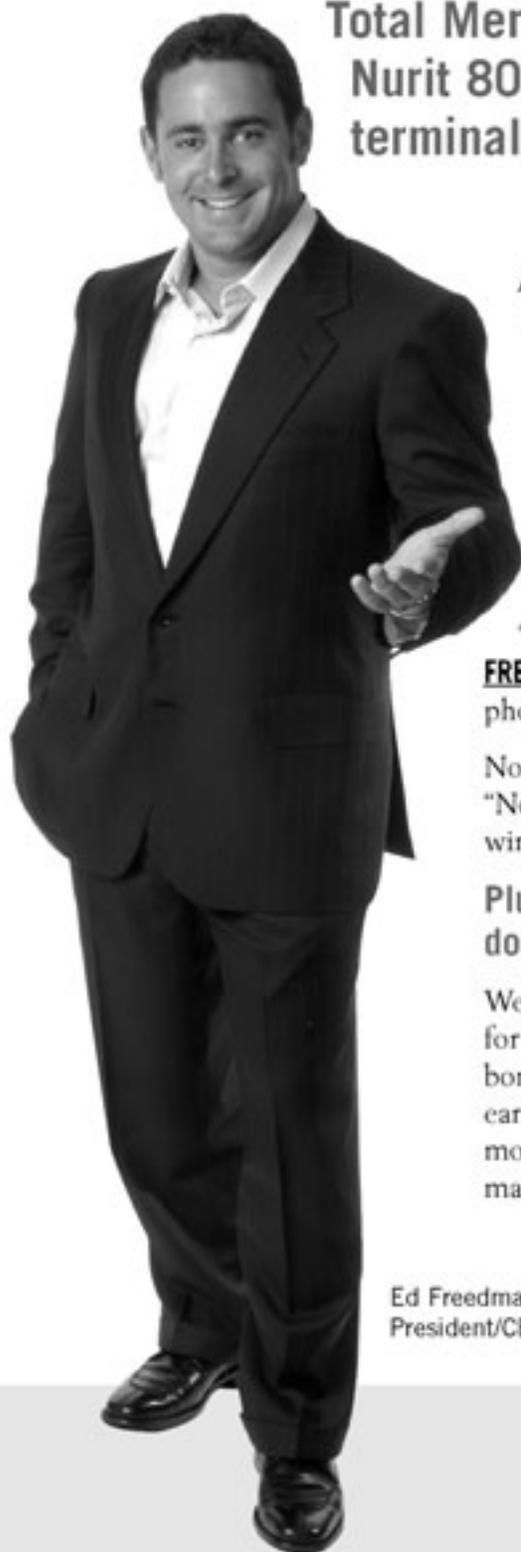
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or geek's garage, an agent may not want to do much to compete with alternative online payment systems. It's a hard sale, and the payoff outlook isn't rosy. A high percentage of Internet startups don't survive beyond two years.

Exploit PayPal's MRBP, with caution

Some agents refer newbie online merchants through PayPal's Merchant Referral Bonus Program (MRBP).

"I've suggested going ahead and setting [up] those startup Internet businesses that just want a free shopping cart and gateway with PayPal and taking the referral money," Samuel A. Silver of Make-Tell Inc. said.

"I'd warn them of the potential problems, and suggest that when they're ready, they're going to want real processing. I wouldn't advertise PayPal; [I'd] just offer it when someone insists. I think of it as outsmarting PayPal.

"Most of those Internet startups don't last. You might as well get the referral money. Then if they make it, they'll come back to you for processing. And if they don't make it, well, you've got the referral money. It's not much but it's something."

Thompson thinks it's a good idea to offer PayPal as a last resort. "But I wouldn't advertise it on my site or print materials," he said.

"A real merchant account simply pays better, and it helps you build a growing relationship with your existing processor.

"It's shaky to offer PayPal upfront along with a real merchant account to smaller merchants. I think that most merchants are going to choose PayPal over a real online merchant account because of price and no monthly fees."

PayPal's MRBP offers bonuses of up to \$1,000, but read the fine print:

- You may not obtain names for referrals from group e-mail addresses, third-party bulk mailing lists or customer lists.
- You must set up your Merchant Referral link in advance.
- The merchant must be someone with whom you have a pre-existing relationship.
- The merchant may not be an eBay merchant.
- The merchant must not have a PayPal account already, even a personal one.
- The merchant must sign up through the link you provide and may not sign up for PayPal during a reduced fee promotional offer period.
- PayPal can discontinue or modify the MRB Program at any time by providing you with 30 days' notice.
- If the MRBP is discontinued, its rules state you will "receive the Bonus for all of your Referred Merchants that have satisfied all of the requirements in this section prior to the discontinuation date" of the MRBP.

Zero in on merchant account benefits

Unless your merchants are small enough to store inventory under their beds, they're going to need more than PayPal or Google has to offer. "You rarely see a merchant accepting MasterCard but not Visa," Roy Banks, President of Authorize.Net, said. "That's because the merchant wants to – needs to – accept the payment form their customers dictate.

"Anything else, and they're leaving money on the table. And no

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matter how much PayPal or Google grows, they're just not going to replace credit cards anytime soon." Merchants who earn or have the potential to earn \$20,000 a month are candidates for a merchant account and online gateway service.

They are likely to qualify for lower commission rates when using a merchant account than when using third-party payment services like PayPal. A quick comparison of costs may be all that's necessary to illustrate this. Selling by price alone may not be the best strategy. Most online merchants are somewhere between bootstrapped and taking in \$20,000 a month.

"The price wars are over," Thompson said. "We can't sell services on price only, as Google is pretty much lowballing everyone. We have to offer customer service, industry expertise and even live consultation to merchants that are looking to accept payments online. If we all sell on low price, Google has us all beat."

While price is likely to be an important factor for any merchant, it's not likely to be the only one. After all, if a family member is seriously ill, do you select a doctor on price alone? The way a business processes payments can be critical to the health of the business, and most success-

ful business people are too smart to leave that to chance. Remember, ISOs and MLSs offer invaluable services Google or PayPal don't offer.

Get creative with customer service and consulting

The payments industry's technology, rates, and regulations change at bewildering speed. There are hundreds of options for merchants. Mistakes can cost them a great deal both financially and in aggravation, particularly over the long term. It's a full-time job to keep up with the changes. Although vital, bankcard processing is only one small part of a merchant's business. Your merchants are experts in their fields; they should be able to rely on your expertise in the payments field.

Your ability to help merchants select the best of many options for their particular circumstances is something with which PayPal or Google cannot compete: They offer what they offer and have no reason to screen other options or distill industry information for their merchants.

"Since the MLS is offering a personal service to online merchants that the other third-party providers aren't offering, we should consider actually increasing the fees slightly," Thompson said. "We may as well charge

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slightly more for our personal services to merchants, once they realize that the cheaper service isn't always best, especially for the small/ mid-sized merchant that needs a real expert opinion on which options they should choose. These new services may actually turn out to make the MLS' expertise more valuable, which increases our value, to say the least."

Additionally, PayPal reportedly suffers from customer service concerns. Some are real, some are perceived. Stories abound of merchants whose accounts were frozen by PayPal when a chargeback was disputed.

The PayPal phishing scam barrage also makes some merchants uncomfortable: It's so incessant that it appears PayPal is not taking action. People wonder, What if PayPal's customer accounts are locked because of unauthorized activity (which one of the scams threatens), and the only payment alternative a merchant has is PayPal? What if the PayPal system is compromised by hackers?

Real or not, these concerns expose an underlying fear: If PayPal (or something like it) is merchants' only payment option, PayPal has more control over their payments – and therefore their income – than the merchants themselves.

Emphasize control and branding

Having their own merchant accounts gives merchants more control in resolving payment disputes, such as those involving customer chargebacks. Many merchants think PayPal tends to decide such disagreements in favor of the purchaser. A merchant account also gives merchants control over their customer data, which potentially could provide valuable marketing opportunities.

Eric Remer of PaySimple believes his company, a provider of Web-based accounts receivable software, provides several benefits neither Google nor PayPal offers. "PaySimple is dedicated to promoting our customer's brand, not our own," he said.

"With either Checkout or PayPal your customer is building a relationship with the payment processor, because a Checkout or PayPal account must be opened by your customer in order for you to accept their payment via either of those vehicles. Further, Google and PayPal both process the actual transactions for merchants, taking on even further ownership of the relationship ... potentially profiting off float time between settling and transferring funds to merchants. And, both Checkout and PayPal actively market to these customers and may even promote your competition to your customers."

Remer said PaySimple's solution can function completely on the back-end with "our customer's own shopping cart, or we can create custom-branded secure Web pages for shopping cart payments or online bill-pay. In contrast with PayPal, the transition to a PaySimple payment screen is seamless. Purchasers don't have to go to a separate site for payment processing."

Banks thinks the value of a merchant account goes beyond a simple payment process. "It's a proven business model that has evolved over time," he said. "It's a true merchant banking account: The merchant has a relationship and a history with the financial institution, and it is FDIC insured. Access to the funds cannot be withheld."

A big challenge for merchants is that most online merchants are actually multichannel. They aren't just selling online. They may have a storefront. They may process MO/TO sales, or even mobile sales. This is a huge opportunity for ISOs and MLSs.

"The ISO is in the perfect spot to not only explain the merchant's cost of processing to them, but to help them find one solution that provides the best option for every type of transaction they use, or may want to use," Banks said. "Who else can give them that kind of information?"

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PayPal or Google, that bundle shopping cart and other online benefits, processors or ISOs need to create solutions that specifically fit the needs of online merchants.

"I think that in the future ISOs will be solution providers, not just payment providers," Banks said. "If the online merchants don't find their needs met by ISOs, then other solution providers will start bundling merchant services. A reseller can look like a real hero to the merchant if they not only set up processing but also help them streamline or market their business better. And in the future I think those things will all be integrated."

Silver highlighted the need for processors to offer shopping carts. "For the profitable accounts, the lack of a shopping cart is more of a problem than PayPal itself," he said.

He also sees QuickBooks and Peachtree as threats. "Think about it. The software does accounting and inventory for the merchant, too," he said. "With the click of the mouse, they can process a transaction.

"Both companies also have total POS solutions. All of us by now must have lost at least an account or two to them. We have to get our acts together and be able to offer comparable packages at the same cost to be able to survive."

Dan Schatt, Senior Analyst with Celent LLC, thinks payment providers need to move beyond the tactical work of serving as a gateway or processor.

"As merchants search for any edge that can increase loyalty and lower shopping cart abandonment, they will enlist a new breed of provider that can do more to increase their profitability than what has been offered in the past," he said.

"The most effective payments capabilities will be hard to discern from a merchant's merchandising program and will blend into the look and feel of the merchant site."

Schatt thinks today's alternative payment options will not only address many industry fraud issues head-on, but they will also couple authentication and payment options with strategic marketing capabilities to become an extension of a merchant's marketing program.

"The most innovative products will allow merchants to promote unique offerings, spurring loyalty and retention benefits that ultimately make a merchant more profitable," he said.

So, here's the secret to snaring online merchants' business: Serve their needs and boost their profitability in ways so creative that you leave the PayPals and Googles of the world stuck in the Web, ready to fold. ☐

The image shows a screenshot of the Green Sheet website. The main content area features a news feed with several headlines, including "Century Bankcard Services Banked on Inc. Magazine List of Fastest-growing Private Companies", "The Green Sheet", "Special Interest", "QSGS", and "Managing High-risk Merchants". A large, stylized bracket highlights the "RSS FEED" button in the news feed section. The Green Sheet logo is prominently displayed in the center of the page.

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What to do when things go awry

By **Michael Nardy**

Electronic Payments Inc. (EPI)

For all the stories of success in the merchant services industry, there are also many horror stories – a sales call gone bad, a tough install, a big merchant lost – all of which can contribute to making a good salesman great.

Almost like passing motorists slowing down to see a traffic accident, we revel in some of our own and fellow merchant level salespeople's (MLS') misfortunes.

We sometimes glance back at these experiences and then

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slyly smile away the memory of hard times as we cash our residual checks or land that big whale.

The five-minute sell with a nightmare installation

In the spirit of honesty, and to prove even writers for *The Green Sheet* aren't infallible, I'm going to tell a story from when I was selling full time in Boston, and things went awry. Then I'll share a story from a GS Online MLS Forum member.

I'm in Boston, and I go after a monster. A huge toy store. I enter one afternoon, a slow fall day, and manage to talk to the oft-absent owner about credit card services. He isn't interested.

I press just a bit and say, "I might be able to save you money, but if I can't, I'll let you know and then be on my way." He relents.

Glancing at his statement, I see I certainly can save him something, but I'm wondering why this man turned over a statement to a 20-something kid after saying he didn't want to change because he had a great deal.

Maybe it's my exuberance or my kid-like puffy facial features. Or maybe he just wants to give me a shot.

Within five minutes, I convince him I can save him money and that terminal reprogramming will be a piece of cake. I get a nice deal but no up-front bonuses or lease commissions: just a simple reprogram of a Talento. Well, three Talentos to be exact.

I return a few days later at 3 p.m., instructions in hand, ready to tackle these oblong machines I've never worked

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▶ **I'd asked them about batching, and they'd confirmed it was done, so I thought. But in the commotion of the installation, they hadn't realized what I was asking. They hadn't, in fact, batched out.**

with before. First, I ask if they have transactions to batch out. The answer is no. I start on the least-used machine, assuming the day's sales have been transmitted for processing and are no longer stored in the terminal. The core download is first and longest, taking about 35 minutes.

I repeat the procedure on each machine, paying careful attention to ask each time if they have batched out the day's sales. It's finally 5:30 p.m., and I'm done.

I've downloaded three core loads on three different machines and done a parameter on each. Things are going according to plan ... until I find out they didn't batch out.

I am stunned. I'd asked them about batching, and they'd confirmed it was done, so I thought. But in the commo-

tion of the installation, they hadn't realized what I was asking. They hadn't, in fact, batched out.

It's 6 p.m., and I'm ready to leave. But I can't go; we now have hundreds of missing, unbatched transactions. The owner is getting tired and concerned, but I assure him that all I need to do is re-download the old software, force in the transactions and then close out the batch. But I have to do this on two of his machines: It's going to take another two hours.

By 8 p.m., I've been there five hours. My five-minute sell has turned into a prolonged, almost painful installation. I have a very frustrated store owner.

I just know he's going to say, "Michael, I appreciate your effort, but I just want to get these transactions batched and my machines back. I think I'll just stay with my current provider."

He approaches from the back of the store. I'm sweating from my brow. I've done three machines (three core loads and three parameter loads) and two more core loads (at least 200 forced transactions on two machines), and I haven't even re-downloaded my program into the machines yet.

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I'm so disappointed. All I can do is chuckle and shake my head. The store owner is facing me now; I'm ready for the bad news. But, no, he doesn't tell me to get lost. Nor does he say I've screwed up so badly that I face certain cancellation. Instead, he hands me a beer and says, "We've all had days like this. I appreciate your effort. Just get me going, and come back tomorrow to finish."

That experience has stuck with me. I can't help but think perseverance got me through. Signing a toy store in time for the holiday season was a boon, but the best thing was the understanding merchant who realized I'd put in my best.

Plus, I learned that no matter what's going on, things can always be fixed ... with a little effort and patience.

The newbie left hanging with a T7P

The next story is from MLS Forum member hipoint. He tells of being a new agent serving a very anxious merchant. The story was written off-the-cuff online and has been edited for print.

I was "trained" by a guy who flew into town, walked around with me for a day of cold calling and flew out again. One day I couldn't spell "processing rep." A day later, I am one.

So, I make my first sale. Following instructions in the "manual" left with me, I recommend Hypercom's T7P terminal. Then, I call my trainer and ask what to do next. He says, "Don't worry. I'll go with you on your first install. We'll say I'm your tech rep."

As luck would have it, my merchant is clingy and needy. He has an established business, a terminal (a T7P, it so happens) and processing.

But he wants to make a fresh start. He calls me every hour wanting to know if the terminal's in yet. He emphasizes how much he's looking forward to learning all about the T7P.

So, the stage is set (for disaster). The terminal arrives at the merchant's door, and he wants me to install it right away. It was supposed to ship to me, along with a manual, so I could familiarize myself with the thing before installation.

Then, my so-called trainer says he can't get to me for two days, but he promises to walk me through the install. I return to the merchant, posing as an expert. The guy's like an expectant puppy, watching my every move.

Meanwhile, I don't even know how to put paper in the freaking thing. I step outside and call my trainer's cell

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phone, and a recording tells me the subscriber I'm trying to reach is out of the service area.

Back inside, I convince the merchant to tend to other things while I do the install. Then I put the paper in upside down (thermal side wrong). I turn the paper over and think my company's *got* to have some kind of tech support for things like this.

I step outside again, call my boss's office and ask for tech support. A young woman tells me it's handled by another company. I ask for the phone number.

After some consternation, she gives it to me. At last, I explain the situation to tech support, and they walk me through a download.

I call the merchant over and tell him the terminal's buttons have changed somewhat with the new model. He points out that it's the same layout as his old terminal, which is clearly worn out from years of use. I say, "Well, that's not the layout we've been using."

Next, I'm supposed to demonstrate how to use the terminal. He thinks I'm teaching him when, actually, the reverse is true: He's already learned some tricks from

using his old terminal. Meanwhile, I've blown out the encryption on the PIN pad by plugging it in with the power on.

I get through it, somehow, and the merchant is happy ... once the re-encrypted PIN pad is shipped back to him. I bet I lost a pound in sweat that day.

We all have similar stories. Like Y.A. Tittle during the 1963 NFL Championship, sometimes all you can do is collapse in exhaustion, hang your head and hope things will get better the next day. But learning how to handle the tough times makes the good times even better and gives us confidence that we can resolve any situation.

MLS Forum member Slick Streetman said it well, "This business is not for the faint of heart." 

Michael Nardy is Chief Executive Officer of Electronic Payments Inc. (EPI), a founding sponsor of the National Association of Payment Professionals and one of The Green Sheet magazine's Industry Leaders. EPI is one of the nation's fastest growing privately held payment processing companies offering ISO and MLS profitable partnership programs and cutting-edge tools to help their portfolios grow. To learn more about partnering with EPI, visit epiprogram.com or e-mail Nardy at mike@elecpayments.com.



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Education (continued)

Put this on blast: Visa modified its PCI criteria

By David H. Press

Integrity Bankcard Consultants Inc.

In July, Visa U.S.A. changed the criteria used to determine merchant levels for the Payment Card Industry (PCI) Data Security Standard. A Visa press release indicated the move is designed to decrease the risk of data compromises by shifting higher-volume merchants across all payment channels into a more rigorous compliance validation category.

The salient points

Here's what's new, as set forth in Visa's release:

- The most significant modification involves the Level 2 merchant category, which previously only applied to merchants processing between 150,000 and 6 million Visa *e-commerce* transactions per year.
- Level 2 now includes all acceptance channels

and applies to all merchants processing 1 million to 6 million Visa transactions per year.

- None of the PCI validation requirements were changed.
- Merchants moving into a new validation level will be responsible for complying with that category's validation requirements. For example, merchants moving from Level 4 to Level 2 must now have quarterly network security scans performed by a qualified independent scan vendor.
- Visa indicated the revised criteria affect fewer than 1,000 Level 4 merchants who are being moved into the Level 2 category. Another 1,000 former Level 2 merchants who process fewer than 1 million e-commerce transactions per year will move to Level 3.
- Within the next two months, acquirers should identify any merchant changing levels. These merchants are required to validate PCI compliance with their acquirers by Sept. 30, 2007 – generally 12 months from the date of identification.

PCI compliance is required of all merchants and any entity that stores, transmits or processes cardholder data. Validation of compliance is part of that process, with validation requirements varying for merchants, based on factors such as transaction volume.

Acquirers are responsible for ensuring that all of their merchants comply with the PCI requirements. Acquirers are also responsible for determining the compliance validation levels of their merchants.

New merchant level definitions

Visa modified its merchant level definitions to conform to the new PCI criteria. All merchants still fall into one of four levels, based on Visa transaction volume over a 12-month period.

Transaction volume is based on the aggregate number of Visa transactions (including credit, debit and prepaid) from a merchant using a valid business name (DBA). If a merchant corporation has more than one DBA, acquirers must consider the aggregate volume of transactions stored, processed or transmitted by the corporate entity to determine the validation level.

If the merchant corporation does not aggregate data, such that the corporate entity does not store, process or transmit cardholder data on behalf of multiple DBAs, members

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▶ **Visa's PCI compliance validation requirements for each merchant level remain the same. Compliance validation is required for Level 1, Level 2, and Level 3 merchants. It may also be required for Level 4 merchants.**

will continue to consider each DBA's individual transaction volume to determine the validation level.

Here are Visa's new merchant level definitions:

- **Level 1** includes any merchant, regardless of acceptance channel, processing over 6 million Visa transactions per year; any merchant who has suffered a hack or an attack that resulted in an account data compromise; any merchant that Visa, at its sole discretion, determines should meet the Level 1 merchant requirements to minimize risk to the Visa system; and any merchant identified by any other payment card brand as Level 1.
- **Level 2** includes any merchant, regardless of acceptance channel, processing 1 million to 6 million Visa transactions per year. (This new definition expands the number of Level 2 merchants to include former Level 4 merchants.)

- **Level 3** includes any merchant processing 20,000 to 1 million Visa e-commerce transactions per year. (This new definition expands Level 3 to include former Level 2 merchants who process fewer than 1 million e-commerce transactions per year.)

- **Level 4** includes any merchant processing fewer than 20,000 Visa e-commerce transactions per year, and all other merchants, regardless of acceptance channel, processing up to 1 million Visa transactions per year. (This new definition reduces the number of Level 4 merchants.)

Compliance validation basics

Visa's PCI compliance validation requirements for each merchant level remain the same. Compliance validation is required for Level 1, Level 2, and Level 3 merchants. It may also be required for Level 4 merchants. Here's a recap:

- **Level 1:** An annual on-site PCI data security assess-

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ment must be done by a qualified data security company or by an internal audit if it is signed by an officer of the merchant company. A quarterly network scan must be performed by a qualified independent scan vendor.

- **Level 2:** An annual PCI self-assessment questionnaire must be completed by the merchant. A quarterly network scan must be performed by a qualified independent scan vendor.

- **Level 3:** An annual PCI self-assessment questionnaire must be completed by the merchant. A quarterly network scan must be performed by a qualified independent scan vendor.

- **Level 4:** PCI requires that all merchants perform external network scanning to achieve compliance. Level 4 validation requirements and dates are determined by the merchant's acquirer; acquirers may require submission of scan reports and/or questionnaires.

Acquirers must obtain the required compliance validation from their merchants. Documentation must be available to Visa upon request.

In addition, Visa offers safe harbor protection from Visa

finances in the event a merchant or service provider experiences a data compromise. To attain safe harbor status:

- Members, merchants and service providers must maintain full compliance at all times. This includes adhering to all requirements at the time of a breach or compromise, as demonstrated during a forensic investigation.

- A member must demonstrate that, before the compromise, its merchant already met the compliance validation requirements, demonstrating full compliance.

Look at your merchant portfolios now to determine steps to be taken and deadlines. Work with your merchants to expedite this. You and your customers don't want to become the latest media roadkill and be fined for not complying with the PCI standards.

Full details about the latest PCI requirements are at www.usa.visa.com/business/accepting_visa/ops_risk_management/cisp_merchants.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 .

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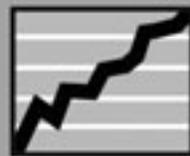
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Education (continued)

Check into check services

By J. David Siembieda

CrossCheck Inc.

As ISOs and merchant level salespeople (MLs), you may be looking for a new source of residuals, new features to enhance your equipment deals or another way to provide first-class service to your merchants. Selling check services fits the bill on all of these levels. It also provides a vital link to additional markets and new opportunities.

The check market is evolving with new technologies and new options, and that's great news for anyone selling payment processing. What's more, your merchants will be more successful if they can accept checks safely and confidently. Check services let them do that.

If you think checks are going away, you haven't been paying attention. The check services industry today offers great diversification and new markets. This is due to legislative changes and advancements in processing technology.

You'll find a host of new options available to reduce risk and facilitate sales, including:

- Standard check guarantee (paper-based checks)
- Internet checks
- Phone/fax checks
- Electronic check conversion
- Accounts receivable check conversion.

These options can provide your merchants with different levels of service and protection to match their needs.

Depending on merchant size, type of business, monthly volume and number of outlets, one service may work better for a business than another. Providing a variety of services and technology is the key to increased sales.

Pick a provider wisely

Just as there are many types of check services today, there are many providers offering different levels of service. What should you look for in a check services provider?

Here are some things to consider:

- **Synergy:** Search for a provider that complements your business and doesn't compete with you. It should be willing to design a program that will work with your existing service offerings and equipment programs and not take away business from either.

- **Pricing:** There should be some flexibility in pricing, too. Discuss compensation from the start, and see if the provider offers lifetime residuals on the accounts you sell. Lifetime residuals can mean years and years of income for the work you do now. Adding just a few accounts each month to your portfolio can result in substantial residual checks down the line.

- **Efficiency:** Be sure to check into ease of sign-ups and account approval. If that process is lengthy or time consuming, it might be best to look elsewhere.

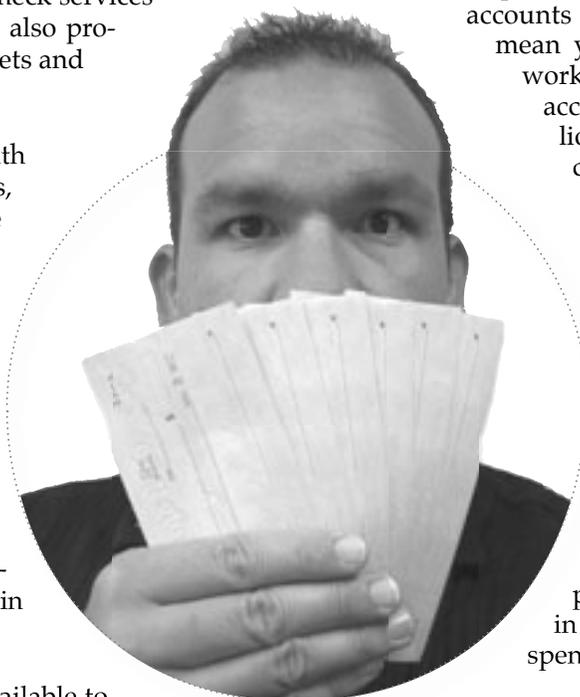
- **Support:** Don't forget sales support. Find out if your provider will help make contests and incentives available to you or your sales agents. Also, ask if they will help with training and proposals. The more a provider offers in assistance, the more time you will spend on sales.

- **Reputation:** Make sure you'll be working with an established, well-respected company. It can be fun and exciting to represent the newest technology or innovative service, but don't jeopardize your merchant relationships by selling something that will be obsolete or inadequate months from now.

Prioritize customer service

Take a look at the provider from your merchants' point of view, too. It's important that the provider share your customer service philosophy. You're directing your customers to someone else; you'll want to know that they are receiving the same quality of service that you would give them.

Customer service should be available 24/7, and it should be free. Your merchants shouldn't have to pay if they have questions or problems. Also, to help alleviate future customer service calls, thorough training should be provided at your merchants' convenience.



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Additionally, see if the provider's services include online reporting or account information available through the Internet. Merchants will appreciate the convenience, and you can add that to the benefits of the service.

Expand your reach

Once you've contracted with a provider, where do you go next? Just about anywhere. Your current retailers are great prospects, but don't be limited to them. Knock on the door of any business that accepts checks, and you can present a service to make its job easier.

Here are several possibilities:

- Medical and dental offices appreciate technology that eliminates trips to the bank.
- A check conversion service for accounts receivable payments saves office staff many hours of processing time each week.
- Multiple check and COD approvals benefit building supply businesses.
- Wireless authorizations and Internet check solutions can differentiate individual ISO and MLS offerings and

accelerate access to a growing category of mobile and e-commerce businesses.

- New technology for business checks can open the door to the huge business-to-business market.

Check services are a natural fit with card offerings. They can give you more bang for your buck. By giving your merchants a complete payment solution, you're giving them more reasons to stay with you when someone else comes knocking. New check technologies can produce more opportunities to sell or lease equipment as well.

Finally, providing check guarantee services can mean more referrals from satisfied merchants, resulting in new accounts for you.

If you're not offering merchants the added benefits of a check guarantee service, it's time to begin. Find the right provider, and you can be on your way to bigger residuals and better merchant relationships. 

J. David Siembieda is the President and Chief Executive Officer of CrossCheck Inc., the nation's largest privately held check approval and guarantee company. E-mail him at Dave.Siembieda@cross-check.com.

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Education (continued)

No lead left behind

By **Marcelo Paladini**

Cynergy Data

In our business, we're all selling something. It may be equipment hardware or software, the latest technology, or even customized customer service. Maybe you're fortunate, and you can deliver the best of all four. Maybe you know your market and your competition. And maybe you're skilled at closing deals.

If so, the most challenging obstacle to the continued growth of your business could be generating new, quality sales leads. Let's explore the options.

The big seven "have to's"

How well do you use the following tried-and-true lead generation methods? If you or members of your sales staff are weak in any of these areas, beefing them up could pay huge dividends.

1. Old-fashioned cold calling:

This still works effectively to build a viable database of merchant leads and referrals.

2. Prominent community organizations:

Don't underestimate the benefits of active involvement in chambers of commerce, economic development organizations, convention and visitors' bureaus, charitable organizations and community events. For ISOs seeking to connect with merchants, this type of networking is still one of the most reliable investments.

3. Partnering:

Build strong relationships with cross-over businesses that actively target your markets. For example, if restaurants are a primary market for you, pursuing local hotels/motels is a good way to cross-promote for greater synergies. After all, people who stay in hotels need to eat. But, be selective. An

establishment's reputation can either complement or ruin your loyal customers.

Also, co-sponsor special events that target your merchant base, conduct periodic merchant customer surveys, and consider sharing prospect leads with other ISOs in exchange for sharing in residuals.

4. Business card collection: Combine traditional and creative registration tactics when at tradeshow and other gatherings to capture prospect information.

5. Your customers' competitors: Every competitor of your customers is a potential customer of yours. Make a list. Check it twice. Find out who's making changes and who's looking nice (as a quality prospect that is).

6. Referrals: Offer discounts or other incentives to your customers for bringing new merchant business to you. Perhaps it's the retail shop down the street or one of its suppliers.

At Cynergy Data, for example, we offer a "Convert a Merchant" incentive program. If an ISO converts a merchant, its bonus is a percentage commission. Also, we offer a "Refer a Friend" incentive program whereby if Cynergy data signs-up an ISO's referral, that ISO gets a lifetime referral commission.

7. Direct marketing: This includes purchased and traded mailing lists and can identify accurate, targeted sales leads. This is not a place to trade professionalism for cost cutting. Every direct mail piece or ad is a reflection on you and your business. Professional design and printing are a must.

Three promising alternatives

Now let's explore some less obvious methods such as telemarketing, search engine optimization marketing and road shows.

1. ISO-to-merchant telemarketing: While we all hate being on the other end of some unsolicited telemarketing calls, don't underestimate the power of smart, quality, targeted telemarketing.

Ideally, a good telemarketing partner will generate pre-qualified merchant leads and appointments with potential merchant customers who have already expressed interest in your ISO services.

When this is the case, your sales cycle is significantly reduced; acquisition of new merchant customers is streamlined; your rate of merchant customer retention is improved; and your sales increase because you can spend more time closing, rather than researching and chasing weak prospects.





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A report by Gartner Inc., "Inside Selling: Selling More at a Lower Cost," shows that using telemarketing to support sales reps in the field can increase revenue by 150%. The important word here is "can." There are as many telemarketing firms as there are Google pages to search for them.

So do your homework. If you and your ISO products

Google offers an Ad Word program whereby you become a sponsored link, showing up on its search results pages when merchants search under keywords like "data processing services." Merchants can then click on your banner ad and end up at your Web site.

are well-positioned for sales – including having quality marketing materials to communicate your service offerings – a strong telemarketing partner may be all you need.

Most importantly, be sure a telemarketing partner is willing to work closely with you on messaging. The better it understands your ISO's services, the better quality leads it will deliver.

2. Search engine optimization marketing: Most of us use Google more than we ever used the telephone book. You can capitalize on this by learning how to get your organization's name, product and services to pop up on the search results pages when your potential customers conduct Web searches.

Like most other sales-support initiatives, the breadth and depth of search engine optimization marketing (SEOM) is directly related to your budget. But make no mistake; a well thought out SEOM plan will maximize the diverse opportunities to drive targeted traffic to your Web site, to increase sales and maximize your return on investment.

The first step to developing an SEOM plan is to evaluate your Web site. Ask others to give you feedback on it as well. Is it effective? Does it create the first impression you want potential merchant customers to experience? Is it professional? Are the messages clear and targeted?

Does the site drive potential customers to take action such as leave their contact information, send you an e-mail or call you? If not, then revamping your Web site should be a top priority.

Next, consider meeting with a firm that specializes in SEOM or has had significant success in this area. Talk about strategies to increase quality lead generation. Determine the cost to develop and implement a regional search marketing plan.

For example, Google offers an Ad Word program whereby you become a sponsored link, showing up on its search results pages when merchants search under keywords like "data processing services."

Merchants can then click on your banner ad and end up at your Web site. This is very effective and economical considering you only pay for actual click-through, not for banner ad views.

For search engine marketing to be effective, your target market must be researched. In other words, what keywords and/or groups of keywords are most widely used by your potential merchant customers?

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What Web pages do they regularly visit? Then, what is the cost of these keywords? Search engines charge according to word demand, volume and other factors.

Then, once you've developed an SEOM plan, you and your team should work to craft compelling ad copy, and possibly a customized Web page.

To read more about the benefits of SEOM, check out the Search Engine Marketing Professional Organization's Web site at www.sempo.org. It's a good resource for research, articles, webinars and events, even for nonmembers.

3. Road shows: Although taking your act on the road is not necessarily a new idea, making a big splash with potential merchant prospects is. Road shows can be a great way to differentiate yourself in critical areas like technology and commitment to productive, ongoing relationships. They demonstrate that you are willing to "walk in their shoes" when learning about merchant customer challenges and opportunities.

Your presence sends the right message to merchants. It gives you a chance to listen to their needs. In person, you can also share your experience and best practices. And you can train merchants with live demos or offer test drives that encourage product usage.

To do a road show, travel to key cities planned around relevant industry/association tradeshows that have possible speaking or break-out room opportunities. Frame your agenda around "breaking news" like new service launches.

Provide press releases to trade publications so you can generate additional awareness among prospects who are not attending the event. This positions you and your company as being thought-leaders that know the challenges merchants face.

Generating new sales leads is an ongoing process. Your entire organization should rally around this cause. Set achievable targets that make you stretch; prioritize leads based on industry expertise; utilize the big seven "how to's"; and try newer, nontraditional strategies to keep the flow of new leads coming faster than you can say prospects. 

Marcelo Paladini is the Chief Executive Officer for Cynergy Data, a merchant acquirer that distinguishes itself by relying on creativity and technology to maximize service. Cynergy offers its ISOs: Vimas, 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 way beyond where they are. For more information on Cynergy, e-mail Mike Grossman at mikeg@cynergydata.com.

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Education (continued)

Relationships are the soul of success

By Chris Hester

Electronic Exchange Systems

What separates the mildly successful sales agent in our industry from the highly successful sales agent? The ability to build lasting relationships.

If you're in the game just to earn a quick buck, you may want to stop reading now. What I want to discuss is how crucial building relationships in the credit card industry really is. Mastering this skill will have significant impact on your long-term success.

Understanding

Do you really listen to merchants when you're making sales, or are you only focused on dollar signs?

Don't be afraid to ask questions and delve deeper into merchants' processing needs. These questions could lead you down several potentially successful avenues.

You may find owners who really watch their numbers and require online reporting. Or, you may find those who plan to open five new locations within two years and will need credit card processing for each one.

The bottom line is communication. Don't be so quick in trying to get a signed contract that you ignore merchants' real needs.

The application process should be viewed as the first step in a long-lasting relationship, so it's important to make a great initial impression.

Merchants will most likely view you as the expert. It's critical to ask the right questions so you don't overlook any of their current or future processing needs.

Follow-up

After merchants have firmly committed to processing with you, will they ever hear from or see you again? Sounds like a crazy question, but countless merchants have reported to me they have never heard from – nor could they even reach – their sales agents after they signed their merchant applications.

I cannot emphasize enough the importance of follow-up. Staying in touch with your merchants, whether in person, by telephone or via e-mail, is vital to sustaining a long-lasting, mutually beneficial relationship.

Never underestimate the importance of merchant referrals either. Merchants speak to other business owners, often on a daily basis, and are much more apt to refer you to their peers if you've kept an open line of communication with them and attended to their needs.

New processing business is hard enough to come by. Don't overlook the obvious: A satisfied merchant with whom you have maintained a relationship will refer you to more new business than you can imagine.

Success

Building relationships should not be limited to your merchants. Creating strong, long-lasting relationships with the people who assist you daily will pay off in huge dividends.

Get to know the department heads and workers at the organizations you patronize. This will ensure that when you have any issue needing expeditious resolution (and you will), you'll not only know who can help you, but your relationships may also enhance the level of assistance you receive.

If you want real, long-lasting success in this business, you can't do it alone. If you stay focused on creating, building and maintaining relationships, the sky will be the only limit in your pursuit of success. ■

Do you really listen to merchants when you're making sales, or are you only focused on dollar signs? Don't be afraid to ask questions and delve deeper into merchants' processing needs. These questions could lead you down several potentially successful avenues.

Chris Hester is the Director of ISO Development for Electronic Exchange Systems, a national provider of merchant processing solutions. Founded in 1991, EXS offers ISO partner programs, innovative pricing, a complete product line, monthly phone/Web training and quarterly seminars.

For more information, please visit www.exsprocessing.com or e-mail Hester at chrish@exsprocessing.com. Electronic Exchange Systems is a registered ISO/MSP for HSBC Bank USA, National Association.

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New Products

Linux partitioning sturdier than a clothesline

Product: Orion check and card reader

Company: 4Access Communications Co.

What do you think of when you hear the word "partitioning"? The Great Wall of China or ... the Walls of Jericho, which in a classic Clark Gable movie was just a blanket on a clothesline.

When 4Access Communications talks about hard-partitioning its multiapplication reader, think Great Wall. Hard partitioning prevents applications from interfering with each other, according to Orion Product Manager Jeff Feldman.

A terminal with clothesline-style partitioning runs all programs through one interface, and those programs may share a modem and other connections through a single controller.

Loading additional software could interfere with the pay-

ments application. "We are a full-blown Linux PC in the body of a terminal. We don't have those issues because of the architecture," Feldman said.

The Orion stand-alone terminal reads checks as well as credit, debit, loyalty, EBT and gift cards. Check 21 capability has just been added. "We have designed it to handle things we don't know about yet," he said.

Its recognition technology integrates magnetic and optical character recognition in real time.

"When a check is scanned, it does the magnetic read and at the same time takes an image of the face of the check,



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and compares the optical read with the magnetic read to make sure they match," Feldman said.

The Orion verifies that all captured check images and data have been uploaded and stored on the archive and retrieval server before purging them, eliminating the dropped image experience.

The images are available by logging on to a secure Web site from any PC. Along with the payment information, the Orion can transmit performance data from its individual components, including end-of-life warnings.

This allows the ISO to be proactive with equipment deployed in the field, Feldman said.

Driving the machine is a 32-bit, 400-megahertz Intel processor with 128 megabytes of flash memory and 32 megabytes of random access memory. The unit reportedly can store 1,000 images. Up to 512 megabytes of RAM is optional.

The unit creates 300 dots-per-inch images in either black-and-white TIFF or grayscale JPEG formats.

The Orion is multimerchant capable, enabling each location to store images and configure its terminal independently of the chain, but allowing a single download from all terminals.

Communications include two RS-232 ports, two RJ-11 ports for phone lines, one 10BaseT Ethernet port and a USB port. A programmable inkjet cancellation printer is optional.

Peripheral devices such as drivers license readers and biometric scanners can also be integrated with the unit. With Orion's secure data encryption and hard partitioning, you can save your clothesline for Hollywood pin-ups.

4Access Communications Co.

888-306-4222

www.4accesscommunications.com

Go trekking with the 1571

Product: MTT 1571

Company: WAY Systems Inc.

Mobile terminals today can have all the bells and whistles. But how many have their own backpack?

WAY Systems' Mobile Transaction Terminal 1571 now captures debit transactions and checks, as well as credit cards. The compact unit gives mobile entrepreneurs a full function debit/credit device.

Unlike the previous MTT 1500, the 1571 is equipped with a "backpack," which includes an EMV-compliant smart card reader that is also PCI/PED-certified, according to George Devitt, Vice President and Chief Marketing Officer.

The backpack makes the unit only slightly larger and heavier than the 1500. One of the terminal's key advantages is its GPRS (general packet radio service) cell technology, which provides broad coverage within the

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Let's face it! Giving away all this "Free" stuff has got to be making some of you crazy! At USMS, responses to our recent "F" word Ad proved that giving away all this "Free" stuff is making a lot of you nuts! Some of you are giving away Free Terminals, PIN Pads, Check Imagers, Software and even expensive Wireless Terminals. What are you going to give away next? Your car, your house, your wife and kids!

We found out that many of you are using "Free" because you were never trained in the fine art of closing the package deal. Experienced agents thought they knew how to do this, but once they attended our 4-Day "Bankcard Warrior" Training Program they realized there's a whole new way of closing package sales with high gross profits. The double benefit is that: **the merchants are ULTIMATE WINNERS**-receiving overwhelming value with unique profit building and business development programs provided by USMS. Merchants are making so much profit, they are telling the "Free" equipment guy to "go-take-a-hike!!!" Don't take my word for it, read what some of our graduates have to say:

"I've been selling the USMS Platinum Package for \$159 per month. Merchants love it so much that I could probably get \$299 per month. One of our new reps with no prior experience recently attended the USMS training and immediately sold 5 packages." G. Baker, Central California.

"I sold my second package deal on March 7 and made over \$2,300 in commissions. If it wasn't for this package selling technique I probably wouldn't stay in the business. Stand alone bankcard is just not exciting to me." D. Kemp, Lafayette California.

I hate seeing dedicated agents degrade themselves by giving away FREE the things that they should be making thousands of dollars on. So I'm going to offer you a challenge:


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United States, he said. The system is convenient for ISOs, because merchant information comes preloaded on the terminal by WAY Systems.

"All they have to do is power it on. There's no downloading of applications." Testing of each unit has also been completed before shipping.

The company provides both a 24/7 help desk for merchant support and regular classes for training and retraining of merchant employees.

Classes are offered via Web access and phone. "All they [agents] have to do is give the 800 number to the merchant."

In spite of the backpack, the form factor is still slight enough to fit in the hand or a shirt pocket. An optional, detached thermal printer can be worn in a holster on a belt. The terminal makes an infrared connection to the printer.

The 1571 is a dual-band device, operating at 850 and 1,900 megahertz for the U.S. and Canadian markets, respectively.

Way Systems' MTT 1571



Some new features include a slightly larger color display; wider-set keys and a joystick for easier navigation; and two programmable keys to provide easier access to merchant-selectable applications.

Sales reps can use the terminal to target the virtually untapped spectrum of mobile merchants: party planners, cosmetics salespeople, handymen, plumbers, and limo and delivery drivers.

With the unit's cell connectivity, these merchants can avoid taking bad checks and over-limit debit and credit cards.

"We also see it as an alternative to dial-up terminals, in many cases," Devitt said. For brick-and-mortar shops paying for dedicated lines, this is a "no-brainer." He estimated that typical monthly service fees, which are determined by ISOs, run \$20 a month.

The 16-bit microprocessor has been optimized for low power consumption. The battery lasts for up to 200 hours in stand-by mode and handles up to 300 transactions per charge. The unit stores 60 to 120 transactions.

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it happened! again...

What drove Veritrans, a leading Houston-based ISO, to replace an existing installation of brand new Lipman Nurit 8000 wireless POS terminals with the ExaDigm XD2000?

They would have lost a merchant account generating \$2.5 million in annual transaction volume.

"ExaDigm is the only manufacturer that can provide a wireless terminal that allows our merchants to choose the wireless service that meets their business needs. It's this level of flexibility that ultimately ensured we didn't lose a major account, something that would have happened had we not made the switch to the XD2000."

- Jeff Adcock, President, Veritrans, LLC -



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Inspiration

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Actions lie louder than words.

- Carolyn Wells



they truly feel. They intend to please others, but many times the opposite occurs: They end up hurting both themselves and their clients.

For example, are you going about your day with a smile on your face and acting as though you are completely satisfied with your job when, in truth, you are secretly frustrated with your current responsibilities?

Chances are you aren't fooling anyone. It's more likely that the quality of your work is declining noticeably because you are not fully motivated to accomplish your duties. Wouldn't it be better to take action by discussing your circumstances with your boss or human resources department and identifying ways to improve the situation?

Are your actions aligned with your thoughts?

Have you ever been on the receiving end of a disgruntled driver's "sign language"? Offensive as it was, you probably knew just what that driver was thinking. The driver's actions and opinions were perfectly aligned.

Are your everyday actions in sync with what you believe? It's worth taking some time to examine this.

Let's be clear. I'm not advocating telling off your superior or ranting to a client, but sometimes sales professionals focus on how they should act rather than convey how

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Inspiration

Perhaps you are feeling overwhelmed by your client load, yet you refuse offers of help for fear of appearing incompetent. If others want to come to your aid, it may be more obvious than you've been able to admit that you're in over your head. Wouldn't it be wise to accept the help, form partnerships with your peers and serve your clients better?

If you suspect your actions are not conveying your true feelings and opinions, ask yourself the following questions:

- Has my current behavior made the situation better?
- Who am I helping by acting this way?
- What am I avoiding?
- Who am I trying to protect?
- What would happen if I lived honestly?

You're likely to find that while you are trying to protect yourself and help others, you are actually helping no one and possibly making the situation worse. For instance, if you don't believe what your sales materials say about your products, potential clients will know you are insincere when you make presentations.

Your customers know the difference between people who truly believe in what they're doing and people who say things simply because they think they should. This scenario puts you and your company at an extreme disadvantage.

Acting in opposition to your feelings and beliefs can affect other areas of your life as well. Not only will you have more difficulty attaining goals, you may begin to believe you have no power to shape your career or life.

Alternatively, when your actions are aligned with your values and beliefs, you can accomplish great things. You know what you want and how you feel. You are able to clearly communicate those beliefs to others. You are able to decrease the likelihood of misunderstandings. And you are able to serve both your clients and yourself to the best of your ability.

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Western Payments Alliance *Payments Symposium 2006*

Highlights: The conference will examine the ongoing convergence of paper and electronic payment processes. Topics will range from the future landscape of payments, global perspectives on fraud, data security concerns and legislation updates, to lessons learned from the Gulf States disaster and recovery. Dr. Donald Kohn, Board of Governors of the Federal Reserve System, will deliver the keynote address Monday morning. More than 250 senior payments professionals and 25 corporate exhibitors are expected.

When: Sept. 10 – 12, 2006

Where: The Westin Casuarina Hotel, Casino & Spa, Las Vegas

Registration: Visit www.wespay.org or call 415-433-1230



Electronic Transactions Association *Strategic Leadership and Networking Forum (SLNF)*

Highlights: SLNF is the premiere networking event for all payments industry executives. This year, attendees will hear from Steven D. Levitt, co-author of the best-selling *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*. Also offered will be presentations from industry leaders and coverage of the industry's most pressing issues, including interchange, data security, risk management, and new and evolving collection and risk-based technologies.

When: Sept. 12 – 14, 2006

Where: Loews Miami Beach Hotel, South Beach, Fla.

Registration: Visit www.electran.org or call 800-695-5509



Women Networking in Electronic Transactions (W.net) *Smart or Sexy – Are You Projecting the Right Image?*

Highlights: Women heading to Miami Beach this September for ETA's SLNF should clear their schedules in the afternoon to attend W.net's second meeting of 2006. W.net is a membership-based nonprofit startup organization that seeks to provide women in payments a forum for networking, education, mentoring ... and fun. The upcoming meeting will feature a presentation from image consultant Susan Bigsby (www.susanbigsby.com). For more information, read "W.net: One step at a time," *The Green Sheet*, May 8, 2006, issue 06:05:01.

When: Sept. 12, 2006, 3:00 p.m. – 5:30 p.m.

Where: Loews Miami Beach Hotel, South Beach, Fla.

Registration: Visit www.w-net.biz or e-mail Holli Targan at htargan@w-net.biz



Intele-CardExpo *The Prepaid Show, Fall 2006*

Highlights: Now in its 12th year, this conference draws representatives from diverse sectors of the prepaid industry including manufacturers, issuers and distributors; wireless, DSL and VoIP providers; payments processors and ISOs; corporate and vertical market end-users; and many more. Over 100 exhibitors are expected. A comprehensive educational program led by industry leaders caters to neophytes and pros alike. It offers sessions in three tracks: wireless, retail, distribution and "next gen." Keynote address will be given by Brian Turner, CFO of Coinstar, a multinational company specializing in kiosk and in-lane delivery of prepaid products. He will discuss the impact prepaid products and services have on economic expansion.

When: Sept. 12 – 14, 2006

Where: Mandalay Bay Resort & Casino, Las Vegas

Registration: Visit www.intelecardexpo.com or call 800-883-8353, ext. 102



ATM Industry Association (ATMIA) *ATM Security in the Americas 2006*

Highlights: "Fighting Fraud with Today's Technology and Industry Best Practice" will be the topic for ATMIA's conference. Sessions will cover:

- Identifying the biggest threats to the ATM industry, such as physical ATM crime, global fraud and cyber crime at Windows XP ATMs, and how to defend against them.
- Problem solving related to understanding multichannel security; defeating insider fraud; using tools to combat physical crime; and providing lifecycle security for ATMs and the POS.
- ATM security tools, including strategies, security solutions and best practices, and the Global ATM Security Alliance's efforts to combat all types of ATM crime.

The first breakout session will address solutions to specific crime and fraud types; a second breakout session will cover fraud trends for Canada, Latin America and the United States.

When: Sept. 13 – 15, 2006

Where: Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch, Scottsdale, Ariz.

Registration: Visit www.atmiaconferences.com or call Dana Benson at 605-528-7270

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