

Payment Essentials™ Product Bundle Solution

Our Payment Essentials solution is designed to help you streamline and simplify your business while giving you top-tier payment processing services, state-of-the-art hardware and terrific 24/7 customer service in one convenient package with one low price. Our goal is to give you the tools you need to make running your business easier and, of course, more profitable.

Benefits

There's nothing small about running a business, and we're here to help make your life easier. By bundling all of these great services into one package, we can help you drive sales up while keeping your costs down. You can process payments quickly and easily and give customers more options for payment when they come to you. With our Payment Essentials solution, you get a compact solution to simplify and maximize your business.

The Promise:

When you partner with us, you don't just get great products and services. You also get our promise:

- To do most everything we can to ensure your business has the tools you need to get paid faster, more efficiently and completely hassle-free.
- To invest in the latest technology so that you always have access to some of the newest innovations for speeding up and simplifying your transactions.
- To provide you with an unbelievable level of service and immediate assistance you expect from a valued partner.

Features

Payment Processing:

- Accept virtually every credit card option and receive consolidated funding from multiple sources. Our single-source solution can provide one statement and same-time settlement for all your Visa®, MasterCard®, Discover® and American Express® Card® transactions (Diners Club®, JBC® and China Union Pay® also included)
- Credit/Debit card funding in some cases as soon as the next business day*
- Debit Card Processing (PIN- and signature-based): One of the fastest-growing consumer-preferred payment options, debit has been shown to increase the average ticket sale over cash and credit.
- Gift Card Processing including 100 gift cards and signage: No matter what size your business is, our gift card program can help provide additional revenue, increased cash flow, higher margin purchases and increased customer loyalty.
- TeleCheck Electronic Check Acceptance® (ECA®) with Warranty: You no longer have to bring checks to the bank or worry about bounced checks (if we approve it, we pay it). It reduces time and inconvenience as well as check fraud risk. Consumers' personal information stays secure because their checks are returned to them.
- Optional Web site development and hosting services: with no setup fees or contract, unlimited storage and bandwidth, access to Web.com Do-It-Yourself (DIY) site-building tool, access to advanced developer features (MySQL/MS SQL Databases, PHP, ASP.NET, etc.) and 24/7 Technical Support

Hardware:

- First Data™ FD200 point-of-sale terminal with debit/credit card reader, fast connections and built-in check reader
- First Data™ FD-30 PIN Pad with debit/credit card reader, PIN input pad and contactless reader

Customer Service:

- Live 24/7 Call Center – one number for all issues.
- Unlimited Online Chat
- Chargeback Concierge

Value Added Services

- 4-Year Terminal Warranty – provides free, prompt (usually next-day) replacement of your terminal.**
- Meet or Beat Guarantee – If we cannot meet or beat your current payment processing rate, we will pay you with a \$200 Visa® Gift Card***
- Voice-authorization backup
- Online reporting
- Electronic statement
- Customized receipt footer messages
- Setup and training
- Automated terminal updates, easy-load printer and fast transaction approvals
- Membership in Small Business online community at www.MerchantInsider.com





The global leader in electronic commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, please contact your sales representative, or visit us at firstdata.com.

*Some restrictions may apply

**Warranty protection applies to terminal defects or malfunctions; the program does not cover terminal defects or malfunctions caused by natural disasters, accidents or misuse. Please note that free shipping does not apply to terminal supply orders.

*** Offer subject to change without notice. Some restrictions and limitations may apply. Merchant processing cost comparison based on all merchant services processing charges shown on a recent processor merchant statement. Limit one gift card per merchant, regardless of the number of business locations. The \$200 will come in the form of a Visa Gift Card. Please allow 6 to 8 weeks for your gift card. Other fees may apply. Offer may be extended, modified or discontinued at any time without notice.