



Money-Saving Payment Services Save Time and Increase Revenue “the BrandsMart Way”

→ **CLIENT**
BrandsMart USA

→ **CHALLENGE**
Customize and integrate advanced payment processing services to meet the unique needs of a multi-location, high-volume retailer

→ **SOLUTION**
TeleCheck Electronic Check Acceptance® (ECA®) service
First Data Dynamic Currency Conversion

→ **RESULTS**
Successful integration with existing systems; faster customer checkouts and reconciliation; reduced bank transaction fees; incremental revenue

→ **First Data customizes its products to integrate smoothly and profitably for high-volume retailer.**

With 10 high-volume appliance/electronics stores in Georgia and South Florida, BrandsMart USA demands efficiency, consistency and integration from all its systems, including payment processing. Where other companies have been unable or unwilling to adapt their products to “the BrandsMart way,” First Data has successfully customized and integrated both its TeleCheck ECA and Dynamic Currency Conversion services with existing BrandsMart systems.

“First Data thinks like a retailer,” says BrandsMart Executive Vice President Lary Sinewitz. “They listen, they work with us, and their products are helping make us more effective, more efficient and more profitable.”

THE CHALLENGE

One of the largest volume-per-store retailers in the United States, BrandsMart USA operates 10 appliance and electronics stores in Georgia and South Florida, each one featuring more than 500 brand names and 50,000 items. An enterprise that large demands efficiency, consistency and integration across all its operations, especially payment processing.

"My job is to make us more efficient in everything we do," says Executive Vice President Lary Sinewitz. "And 80 percent of our customers pay by check, credit or debit card. So when someone comes to me with an idea for making those payments easier or more efficient, I'm ready to listen. But my first question is always, 'Can you do it the BrandsMart way?' We know what works for us, and new ideas have to be compatible with that. More than anybody else we deal with, First Data is always able to make its ideas work our way."

THE SOLUTION

First Data works with BrandsMart to improve its payments efficiency with its TeleCheck Electronic Check Acceptance (ECA) and First Data Dynamic Currency Conversion (DCC) services.

"With our old check acceptance system, it took at least twice as long for a customer to pay by check than with cash or a credit card," Sinewitz says. "With TeleCheck, we run the check through the scanner just like we would with a card, verify the customer's driver's license, and we're done. And First Data was able to integrate TeleCheck with our end-of-the-day reconciliation systems, so that process is automated and streamlined too."

DCC is especially useful at BrandsMart's South Florida stores, where customers are often international tourists. DCC also automatically converts the price to the customer's home currency at a guaranteed rate of exchange.

"We can tell the customer the exact price of the purchase in his or her home currency," Sinewitz explains. "It's easy for us and transparent for the customer—no surprises for anybody when the bill gets processed. And we get a percentage of the currency conversion fees, too. DCC creates benefits for our customers and for us."

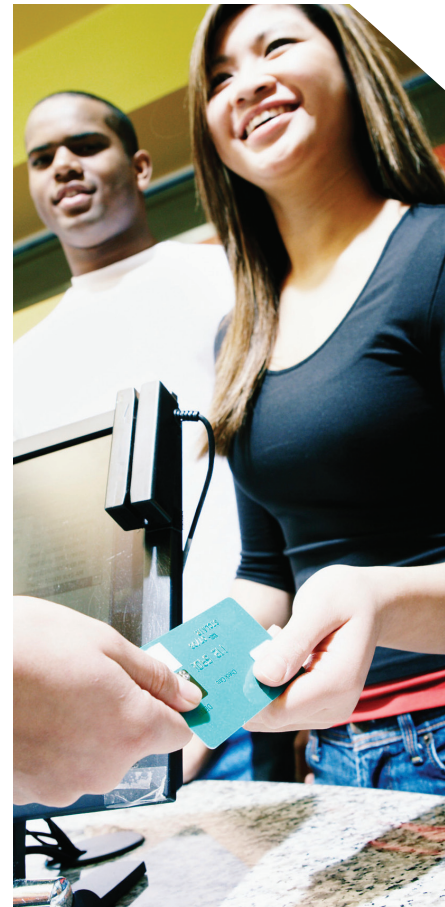
THE RESULTS

Both TeleCheck ECA and DCC are achieving BrandsMart's goals of making purchases easier, faster and more efficient—for both the retailer and its customers.

"First Data adapted its systems to integrate with ours," Sinewitz says. "And it made implementation easy. With DCC, we started at a single store—one that does a lot of tourist business. First Data trained our staff, then spent two more days with them, watching transactions go through and addressing any issues. Once we got the first store going, the rest were easy."

With TeleCheck, faster check acceptance means happier customers, and it saves staff time and bank processing fees. "When we close every evening, people are ready to go home," says Sinewitz. "It used to take two hours to reconcile checks for the day, but TeleCheck has cut that time in half. And it saves us money every day. Each store makes one bank transaction at the end of the day for all the checks it has accepted—and pays one bank transaction fee, rather than dozens or hundreds of fees for individual checks."

Most important, First Data continues to prove it can make its services work the BrandsMart way. "Other companies want to tell us how to do it," says Sinewitz. "They want to give us a set of rules, and if those rules don't work, we're out of luck. First Data is always able to integrate its products with our system—to make them work for us."



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— Lary Sinewitz
Executive Vice President
BrandsMart USA