

# CellTrek® Mobile Merchant

CellTrek® Mobile Merchant wireless service from First Data allows mobile users to turn cell phones into portable point-of-sale (POS) terminals.

## The Challenge

Every day, millions of businesses make sales in the field, yet many still have to call in credit card numbers to their home offices where someone manually enters transactions. In these situations, retailers can spend an additional 15 to 20 minutes with each sale, create paper transactions that put them at a higher risk for fraud and chargebacks, pay much higher rates, and wait additional time for funds to be deposited.

## The Solution

The CellTrek Mobile Merchant service, enabled with Bluetooth® technology, makes payment processing truly mobile by processing credit card transactions and printing receipts wherever your cell phone has coverage. It includes the most current cell phone technology and industry-specific software. A "Store and Forward" feature backs up its nationwide wireless network access, allowing you to accept transactions even when you're out of coverage areas.

## Here's How It Works

Ideal for any business that operates remotely, the CellTrek Mobile Merchant solution is a fully enabled POS service that merchants can use to process standard transactions, including sales, voids, reports and refunds. The CellTrek Mobile Merchant solution can complete transactions at a low cost, independently of your office or out-of-town infrastructure. The CellTrek service can complete a transaction in seconds at a card-present rate. It also helps reduce risk, improve cash flow, save administrative and transaction processing costs, and increase employee productivity and sales.

# CellTrek® Mobile Merchant

## Help Your Business

- Process transactions at a lower rate for cost savings
- Increase productivity, save time on each transaction and spend more time with your customers
- Reduce business risk with real-time authorization
- Monitor sales throughout the day and run reports in real-time from an Internet-based PC
- Increase chargeback protection with signed sales receipts
- Increase security
- Simplify sales support
- Present a professional image
- Improve mobile worker efficiency using a built-in Microsoft® calendar, to-do lists, and optional voice and data/e-mail services

## Help Your Customers

- Pay for purchases with greater confidence in accuracy and security
- Know immediately whether a transaction was authorized
- By supplying them with a printed receipt

## Features

- Cell phone bundled with a combination Bluetooth card reader/printer device
- Flexible platform, operating across Microsoft Windows Mobile®-powered devices
- POS software with all industry-standard, card-swiped and key-entered transactions
- Dual track bidirectional magnetic card reader
- Built-in coverage of the AT&T® GPRS network
- Top-quality Bluetooth technology
- Rechargeable batteries
- Large, backlit, graphic LCD display
- Easy-load paper mechanism
- Quiet, graphic thermal printer
- Optional voice and data/e-mail service

## A 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, contact your  
First Data Sales Representative  
or visit [firstdata.com](http://firstdata.com).