

PayEdgeSM Mobile Wallet Solution

Flexible, secure virtual wallet enables mobile payments to help you stay competitive



Go Beyond: PayEdge

The use of mobile devices for payments is accelerating at an aggressive pace. In order for merchants to stay competitive, they need a simple, ready-to-go solution to help them increase relevancy with their customers in today's rapidly evolving mobile payment environment. PayEdge offers merchants a cloud-based mobile payment solution that does not require NFC and has the flexibility to work within any mobile application or strategy. By leveraging the stability of the TeleCheck platform, this ACH-based mobile wallet facilitates secure, low-cost payments for merchants and expands the consumer's phone from a communication device to an all-in-one purchasing device.

First Data Advantages

This flexible, easily integrated mobile payment solution seamlessly connects the dots of the mobile ecosystem, helping merchants create a deeper customer relationship while improving operations flow, lowering cost, and increasing revenue within a secure environment.

Security and Reduced Compliance	<ul style="list-style-type: none"> → Cloud-based design stores payment account details outside of the merchant environment → Compliance requirements minimized by utilizing a secure token to replace payment data → Offload risk of fraud through warranty coverage
Simplicity and Lower Cost	<ul style="list-style-type: none"> → ACH used for lowest cost payment steering → Simplified integration and product stability by utilizing TeleCheck connectivity → Multiple methods of payment in development (no additional merchant integration will be required) → No new NFC hardware costs; NFC is supported but not required
Flexibility and Control	<ul style="list-style-type: none"> → Easily integrates with existing loyalty program and/or application → Merchant retains control of the customer relationship and application interface → Private-labeled offering to enhance multi-channel interaction

MOBILE IS HERE

- **Smartphone penetration** increased to 44% in 2011, more than doubling over a two year period. – Nielsen
- The number of smartphone users is set to increase to 106.7 million in 2012. – eMarketer
- 73% of shoppers with smartphones prefer to reference their mobile device while in-store. - Accenture, reported by Internet Retailer, 2010)
- 70% of iPhone owners report using applications on their smartphone's web browser to help them while shopping in-store, and 41% are making purchases directly from their phones. - Chadwick Martin Bailey and iModerate Research Technologies, 2011)

PayEdge

How It Works

From enrollment through check-out, First Data's PayEdge solution provides a simple and secure payment acceptance solution anywhere a customer wants. PayEdge manages the account verification and storage of the customer's payment details in the registration process, secures the payment details through an automated token delivered to the merchant, authorizes and guarantees the payment transaction and

provides settlement and reporting for fast funding and account reconciliation. Throughout the process, the merchant manages the coordination with their existing loyalty program and owns the customer experience and controls the preferred checkout process and execution.



Consumer Value

- **Leverages a device always on hand**
 - There are approximately 5.3 billion active mobile phone accounts today (Global mobile statistics 2011, mobiThinking, July 2011)
- **Fast checkout experience; can cut down or eliminate checkout lanes**
 - 56% of people believe mobile can make the shopping experience more enjoyable. (Source: Lightspeed Research, 2011)
- **Personalized experience with a merchant's loyalty program/discounts**
 - "Companies can boost profits by almost 100 percent by retaining just 5 percent more of their customers" - F.P. Reichheld (author The Loyalty Effect)
- **No payment details stored with the merchant; eliminating security concerns**
 - Of the 12 PCI requirements, tracking and monitoring access to network resources and cardholder data was mentioned by 37 percent as causing the most compliance issues. (eWeek.com Survey 2011)

Payment Solutions for Maximum Performance

Around the world every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. We leverage our unparalleled product portfolio and expertise to deliver processing solutions that drive customer revenue and profitability. Whether the payment is by debit or credit, gift card, check or mobile phone, online or at the point of sale, First Data helps you maximize value for your business.

For more information, contact your Sales Representative or visit firstdata.com.