

## First Data Rapid Connect®

Fast, simple integration of multiple payment applications through a single interface

Coding to specific payment interfaces can be a challenge. Multiple sets of specifications. Lengthy certification cycles. Lack of specialized support. All these obstacles cause frustration for developers, increase costs and slow the release of applications that facilitate payments.

The Rapid Connect® solution offers developers and merchants a streamlined way to create, test, certify and deliver payment-rich applications anytime and anywhere – all through a single interface.

### **Expedite development of applications that leverage First Data's global payment reach**

Using the Rapid Connect comprehensive development resource portal, you can quickly and easily integrate a wide variety of payments services into any partner or merchant application in the US and Canada.

### **Integrate a wide range of products through a single interface**

Get instant access to our universal message format that's tailored to industry-specific requirements. It's fast, it's simple, it's intuitive.

### **Get certified fast**

Now developers can test online with automated diagnostic tools that recognize and remedy failure points, speeding up code review and significantly decreasing certification time.

### **Drive commerce to any point of acceptance – globally.**

Not only can developers set up and test their applications, but they can also ensure important compliance with multiple, global requirements. It's a proven infrastructure that fluidly scales, rapidly evolves and integrates securely to create a predictable and personal purchase experience.

## At a Glance

### Developer Benefits

- Instant access to universal message format (UMF) tailored to integrator's specific requirements
- A single XML interface to access all Payment Services
- Create your own API for Rapid Connect by translating the WSDL through your choice of development framework
- Perform self-test with detailed results at any time; setting your own pace
- Automated certification
- Faster, easier on-boarding
- Specialized support

### Merchant Benefits

- Faster access to the latest payments technologies
- Create new loyal customers-layered security with TransArmor®
- Single payment provider with global reach
- Quicker on-boarding
- Supports VISA®, MasterCard®, AMEX® | JCB®, Discover® and Interac®

# FIRST DATA RAPID CONNECT®

## Simplify development. Streamline integration. Drive innovation.

The Rapid Connect solution is the single point of integration to First Data payment types, industries and platforms for companies in Canada and the US.

### What can you accomplish with Rapid Connect?

Meet your merchants' increasing requests to accept mobile payment transactions

Redeem prepaid offers at the point of payment.

At the same time, you increase your overall payment security at the POS.

### My Projects: Accelerate Time to Market

Log into Rapid Connect and enter a new project in **My Projects**. Select the Application Types, Industries, Payment Types and Transaction Features that you want to include in your application.

After creating your project, you'll get a customized software development kit (SDK) based on your project requirements, offering much easier development and testing. You'll get tailored specs that specifically meet your requirements, test cases that are unique to the functionality that you selected and reference guides, code snippets, XML schema and other automated tools to help speed up the development process.

### Sandbox: Simplify Testing in Real Time

Test "on the fly" and on your own timeline using the **Sandbox**, a powerful test environment offering automated diagnostic tools. You can conduct a variety of test transactions and instantly view and analyze log files for faster fixes.

When you have successfully processed and passed the test transactions, you're ready to submit your application for certification. With our automated certification process, you can complete nearly 90% of the testing yourself to help speed your time to market.

### FAQs: Get Answers Fast

Extensive online help and easy-to-use **FAQs** are readily available throughout the process so you get immediate assistance with trouble-shooting, site navigation and project creation.

### Easy access to innovative payment technologies

First Data's ability to work with **merchants of all sizes** gives us valuable experience to provide you best practices, educational materials and a global view to help you get the most from payment acceptance.

Not only does our dedicated partner team deliver innovative payment technologies, but we'll **share our knowledge of advanced processing strategies** so you gain greater insight into the topics, trends and technologies that are shaping the new era of the empowered consumer.

By partnering with us, you'll be able to **accelerate growth for your clients, customers, merchants** – and yourself!

Contact a First Data Business Consultant at 1.866.228.6184 or visit [www.firstdata.ca](http://www.firstdata.ca) to learn more.