

# Accept online payments securely—anytime, anywhere



No matter whether your customers come from down the street or across the globe, offering them payment options across multiple channels is crucial to your success.

At First Data, our global experience across the full payments value chain gives us unique insights into the marketplace, allowing us to develop the most innovative and comprehensive solutions merchants need to leverage more value from every transaction.

First Data eCommerce solutions are no exception. For an ever-changing marketplace, we've created the next generation of online payments. Our state-of-the-art solutions enable you to provide customers with more payment options and safer transactions for a more satisfying shopping experience. At the same time, you'll be able to increase revenue, reduce costs and minimise risks—to realise your full business potential.

**First Data™**



## MEET THE NEXT GENERATION OF ONLINE PAYMENTS

### Comprehensive Payment Options

First Data offers among the widest variety of payment options in the industry—helping you grow your online sales and customer base across multiple channels and geographies.

### Simpler Integrations

Each of our solutions is easy to implement and use—allowing you to quickly realise increased operational efficiencies with minimal integration costs.

### Stronger Security

Better protect your customers and your bottom line from fraud with our industry-leading security solutions.

### Global Expansion Capabilities

Proven scalable solutions allow you to easily expand your global reach and provide your international customers with a seamless and familiar online shopping experience.

### Unsurpassed Reliability

Our optimum processing speeds and intelligent infrastructure with built-in redundancies help ensure uninterrupted service to make certain you're open for business around the clock.

### The Power of One

One partner with deep experience and broad relationships to optimise revenue and enhance the customer experience—across channels, globally.

## OUR eCOMMERCE SOLUTIONS

First Data offers an advanced suite of comprehensive eCommerce solutions built on high-performing and scalable technology that makes it easier for you to maximise your business' online potential.

SOLUTION	FIRST DATA ADVANTAGE	BENEFITS
<b>Core Online Payment Processing</b>	Safe, secure and reliable card-not-present (CNP) payment transaction processing solutions for merchants of any size	Robust payment solutions featuring multiple integration points, extensive payment options and advanced functionality and in-depth reporting
<b>First Data Gateway</b>	Easily accept and manage online payments with a simple service that authorises payments, secures card data and provides back-office administrative support	Quickly and securely accept and manage online payments while reducing risk through various connection options: Virtual Terminal, hosted payment page, Web Service API access
<b>Alternative Payment Solutions</b>	Expand your payment mix by adding payment options such as Visa Checkout, MasterPass, UnionPay, JCB Secure, ApplePay, AndroidPay and SamsungPay	Maximise eCommerce by offering a variety of payment types to attract customers and reduce cart abandonment
<b>Data Vault</b>	Powerful payment card tokenisation and encryption combination protects card data	Significantly reduce the scope, risk and costs associated with PCI compliance without extensive changes to existing processes or hardware
<b>Global Acquiring</b>	Simplify card processing for multi-national eCommerce retailers	Seamlessly establish local market presence through a single source for integration, pricing, funding and reporting
<b>Dynamic Currency Conversion and Multi-currency Processing</b>	An innovative currency conversion solution which enables merchants to process credit card payments and define pricing by currency	Price foreign currency and receive funding in local currency without any foreign exchange management while also earning income on the transactions
<b>Online Reporting</b>	Secure online access to payment management applications	Real-time access to data analytics as well as detailed reporting, benchmarking tools and chargeback tools

# How Does First Data Gateway Work?

You can integrate with First Data Gateway in various ways.

1

For merchants who accept phone or mail order

## Virtual Terminal

Turn your computer into a point of sale and easily accept payments

### Features include:

- Set up automatic recurring payments
- Access reporting and administration tools
- Manage user permission levels
- Accept all major credit card types

2

For merchants with basic eCommerce needs

## Connect

Leverage our pre-integration with over 25 major shopping cart providers to start accepting payments from your website

### Features include:

- Virtual Terminal
- Integrate to customisable hosted payment page or control your customer experience with an iFrame or Direct Post
- Tokenise and securely store customers' card details
- Accept all major credit card types

3

For merchants who develop their own apps

## API

Access First Data Gateway through a Web Service integration with our Application Programming Interface (API)

### Features include:

- Virtual Terminal
- Tokenise and securely store customers' card details
- Accept all major credit card types
- Merchant has full control over the look and feel of the payment

## About First Data

First Data is a global leader in commerce-enabling technology and solutions, serving more than six million merchants around the world—from the smallest businesses to the largest corporations.

**Largest**  
merchant acquirer in the world

**24,000**  
employees globally

**118**  
countries worldwide

**4,000**  
financial institutions

**6 million**  
business locations

**79 billion**  
global transactions per annum

For more information, contact your **business consultants** or visit [www.firstdata.com](http://www.firstdata.com)

# First Data™