



First Data®
DataChoice®

Help improve your business performance with easy access to your data.

In today's fast-paced, competitive environment, you rely on data to make informed, strategic decisions about your business. But with the amount of data that a business generates, you need to access and manage it quickly, and in a useful way.

DataChoice simplifies the data analysis process and puts more than 18,000 data points at your fingertips.

Our solution turns your payment processing data into knowledge about your business. Our web-based interface enables you to quickly query data and output reports so that you can implement programs and policies that can help:

- Increase revenue opportunities
- Improve customer satisfaction
- Increase customer retention

Benefits to Your Business



Informed Decision Making

Turn your payment processing data into knowledge about your business. Our web-based interface enables you to quickly query data, and output reports



Data Availability

Convenient anywhere, anytime access through the internet. Fully automated processing enables scheduling and delivery of data, reports, and notifications activities



Customization

Canned templates and reports, as well as custom reports and ad hoc queries available – limited only by the physical data

Customized to your knowledge needs.

Your business information needs are unique. Rather than overwhelm you with data that doesn't add value, First Data will work with you to select from more than 18,000 data elements available from our files. DataChoice also can integrate data from other systems and sources, so that you have a single point of access search for the data you need.

Timely, automated insights.

In addition to accessing data ad-hoc, you can also create reports, dashboards and queries that can be scheduled for distribution. Rather than setting a reminder to pull data on a monthly or weekly basis, DataChoice's scheduling capabilities allow for distribution of timely data in an automated fashion. The output from these scheduled queries can be emailed to a defined distribution list of business stakeholders. The scheduling and distribution features of DataChoice allow you to create true set-it-and-forget-it reporting that provides timely and relevant data to all the necessary stakeholders.

First Data® DataChoice®

At-a-glance

- More than 18,000 data variables available, customized to your needs
- Convenient anywhere, anytime access over the Internet
- Simple-to-use interface
- Run reports and export data
- Technical support available

Easily access the data that drives your business.

Add any of First Data's files to your custom DataChoice solution.

- Authorizations
- Bonus/Rewards
- Card Activation History
- Card Issuance Forecast
- Cardholder Masterfile
- Collateral
- Collections
- Commercial Card
- Company Card
- Custom Fees
- Customer Presentation Instrument
- Data Link
- Debit Transactions
- Dynamic Fees
- Falcon Auth Data (FAD)
- Flap File
- Fleet
- Footprints
- IDP Reports:
- CD-121 Ledger Activity Report
- CD-072 Report of Adjustments
- CD-882 FLAP Balances Activity Report
- CM-051 Cardholder Management Report
- Merchant Transactions
- Method Level Override
- MSR (Statement)
- Posted Monetary
- Product Control File (PCF)
- Security Masterfile
- Token Audit Log

For more information, contact your Account Executive, or visit FirstData.com.

First Data®