

First Data™ Retail Solution



First Data has created an easy-to-use, dependable and affordable solution that helps streamline your retail business for greater profitability.

Designed to replace a cash register, the multi-tasking First Data™ Retail Solution helps retailers process payments, manage inventory, track sales, control costs, improve customer service and better guide business decisions. Through this combination of a personal computer, business management software and a payment processing system, you can enjoy the capabilities the big retailers enjoy at a price that fits your small business.

The Challenge

Many small to mid-size merchants want to compete with larger retailers while maintaining their uniqueness and offering a superior level of customer service. The First Data Retail Solution offers the necessary tools to be competitive while allowing you to minimize the time spent on store operations and focus more on the customer experience.

The Solution

The First Data Retail Solution easily integrates with back-office functions and provides flexibility for future enhancements. It can help streamline your store operations and help you better manage every aspect of your business.

By integrating payment processing with your back-office tools, you free up time to focus on your customers and create more personalized service. As a result, you greatly improve customer satisfaction and retention.

Here's How It Works

The First Data Retail Solution consists of three retail-designed components: a retail-hardened personal computer powered by an Intel® processor at the point of sale, a robust retail software package that handles inventory and customer management, and integrated First Data payment processing that allows you to process virtually every payment type.

This solution processes all major credit cards, including Visa®, MasterCard®, Diners Club®, Discover® Network, American Express® and JCB, as well as PIN and signature debit transactions. It also supports gift cards and, through peripheral products, you can process paper checks electronically using the TeleCheck® ECA® service.

This integrated solution is designed to be up and running quickly, while our over-the-phone training allows you to ask questions and become familiar with your system. Intuitive operation helps provide the features and benefits you need and keeps your business running smoothly.

First Data™ Retail Solution

Industries Served

- Liquor Stores
- Convenience Stores
- Car Washes
- General/Specialty Retail
- Florists
- Clothing/Apparel Stores
- Dollar Stores
- Cellular/Electronics
- Gift Shops
- Cosmetics
- Chain Stores
- Rental Stores

Help Your Business

- Speed up checkout time with built-in transaction processing
- Check prices, inventory availability and stock location with ease
- Create tailored sales programs to drive store traffic
- Eliminate time-consuming, paper-based tracking
- Decrease the amount of time spent on store operations
- Prompt cashiers regarding cross-sell and up-sell opportunities
- Track customer visits and purchase histories to offer more personalized service
- Identify sales trends in every department and category to optimize stock levels
- Minimize theft and shrinkage

Help Your Customers

- Expand range of payment options
- Get personalized attention and offers



Features

- Touch-screen functionality
- Real-time, customizable sales activity and inventory reports
- Retail-tested hardware for optimal performance in the most demanding locations
- Automatically generate purchase orders based on reorder points and restock levels
- Installation support, training, customer service and a three-year warranty—with no monthly maintenance fees

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.

First Data™ Retail Solution

Features

Benefits

POSIFLEX 6615 CPU Base System With Point-of-Sale Software	<ul style="list-style-type: none"> → Processor: 1.5 GHz Celeron M → Video Memory: Dynamic Video Memory up to 128 MB → Power supply +12V DC power adapter, 80W → Operating System: Windows WEPOS → Hard Drive: 40 GB SATA
15" LCD Touch-screen Monitor	<ul style="list-style-type: none"> → Large, bright display for easy reading in all lighting situations → Sturdy design to withstand the demands of a touch screen in a retail environment
Posiflex Thermal Receipt Printer (Serial RS-232)	<ul style="list-style-type: none"> → Requires no power supply when used with the HP rp5000 → Great for graphics, logos and promotions. 8 dots/mm print resolution, up to 180 mm/sec throughput speed → Prints up to 38 lines per second on a 90-mm roll
Built-in Mag-Stripe Reader	<ul style="list-style-type: none"> → USB interface for easy connectivity. Process credit, debit and gift cards with ease → Automatically distinguishes between magnetic data formats (AAMVA and CA DMV) → Ability to read up to three tracks of information with a single swipe in either direction
Logitech Deluxe 250 USB Standard Keyboard	<ul style="list-style-type: none"> → Features full QWERTY, programmable U.S. 104-position key layout
Bar Code Scanner	<ul style="list-style-type: none"> → Fast performance at 100 scans per second shortens checkout lines and enhances customer service → Improves the accuracy of pricing and inventory tracking by scanning products with bar code technology → Working range from contact to 17 inches
Lockable Cash Drawer	<ul style="list-style-type: none"> → Ample storage in a deep under-till compartment holds coin rolls and packaged bills → Receipt printer interface enables cash drawer to connect directly to the HP USB thermal receipt printer
PIN Pad	<ul style="list-style-type: none"> → Accept personal identification number (PIN) based transactions
Payment Flexibility	<ul style="list-style-type: none"> → Accept all major credit cards, including Visa®, MasterCard®, Diners Club®, Discover® and JCB®, as well as gift cards and PIN- and signature-based debit transactions → Through peripheral products also process paper checks through the TeleCheck® Paper Check Acceptance service

Optional Items (available for an additional fee)

Wireless Scanner	<ul style="list-style-type: none"> → Allows the convenience of employee mobility
Zebra Bar Code Printer	<ul style="list-style-type: none"> → Ease of pricing promotions and merchandising
Additional Cash Tray	<ul style="list-style-type: none"> → Increased accuracy of cash handling
Pole Display	<ul style="list-style-type: none"> → Easily communicate purchase totals to customers

*For Check Product bundle, an MICR reader printer is included in place of the thermal receipt printer.

First Data Retail POS Solution

First Data Global Leasing Terms:

- If you have an existing relationship with FDGL, see the terms below.
- To establish a relationship, contact: Claudia Susinno – 631-683-6343 – Claudia.Susinno@firstdata.com
- First Data will split fund this product so iPayment doesn't have to take payment from the agent up front. This unit will ship for no up front cost on leases only. First Data will confirm receipt of the product then fund TASQ directly for equipment fees. The agent will receive the flat funding amount below. You will need to indicate on the iPayment Deployment Request form that it's a lease.
 - *****Note***** the tax and shipping costs are not deducted up front from the agent's portion of the lease funding. This is due to the unit having to be approved for lease and shipment prior to these amounts being calculated. Those costs are invoiced to iPayment from TASQ and will be charged back to the agent as you would have already received these amounts with your payment.

Leasing Terms Available for Tier B Merchants and Higher

Equipment	Term	Flat Payment	Flat Funding \$
Standard Retail Bundle	36	\$220	\$1,238.11
Standard Retail Bundle	48	\$175	\$1,223.89
Addn'l Retail Bundle	36	\$210	\$1,100.01
Addn'l Retail Bundle	48	\$165	\$1,025.38
Standard Check Bundle	36	\$235	\$1,295.25
Standard Check Bundle	48	\$185	\$1,222.40
Check Addn'l Bundle	36	\$225	\$1,157.15
Check Addn'l Bundle	48	\$180	\$1,172.14

Summary of Products/Pricing - Purchased through iPayment (no lease)

ITEM	Agent Cost
Standard Retail One Station Bundle	\$4,399.99
Standard Additional Station	\$4,289.99
Check Retail One Station Bundle	\$4,729.99
Check Additional Station	\$4,289.99
RETAIL - ONE STATION BUNDLE - Includes	
Computer "Brain" CPU/Touch Screen Monitor	Do Not Open Sticker (2)
Large Logo Plate	Paper (6)
Ethernet Cable	Merchant Customer Service Sticker
Flash Drive for Brain	MID / Help Desk Sticker (2)
Check Reader Magnetic Stripe Reader (MSR)	Merchant referral letter
Cash Dispenser Cash Drawer	Visa Cardholder info security letter
Printer Thermal Receipt Printer-Serial	PC America Software Manual
Scanner Barcode scanner	One ethernet cable
PIN Pad (Verifone 1000 SE - Nashville / TDES)	Bundle Keyboard
System Software	Merchant Insider Flyer
PIN Pad Serial Cable	Pinpad Caution letter
Power pack for the pin pad	POS VE Mag Strip Reader Cards (5)
Serial to USB Connector cable for Pinpad	Label Sheet
Barcode Scanner USB Cable	Barcode Scanner box sticker
2 Gig Thumb Drive	Barcode Scanner sticker
ESET Antivirus Software	Barcode Scanner sticker for cord
Large Logo Plate (2)	Pinpad sticker for product box
First Data Welcome Envelope	Pinpad sticker for cord
Sales Drafts	FD logo stickers to cash drawer, thermal printer (Qty 2 total)
Credit Slips	First Data logo stickers to cash drawer, thermal printer
Imprinter Palte	Pinpad Caution letter
POS VE Mag Strip Reader Cards (Qty 5)	3 Year Warranty
RETAIL - ADDITIONAL STATION BUNDLE - Includes	
"Brain" CPU/Touch Screen Monitor	Power pack for the pin pad
Magnetic Stripe Reader (MSR)	PC America Software Manual
Cash Drawer	1 Blue Boxes

Thermal Receipt Printer-Serial	Help Desk Sticker - outside cashdrawer
Barcode Scanner - symbol LS2208-SR20007R-K	One thernet cable
8 Port Router	Bundle Keyboard
PIN Pad (Verifone 1000 SE - Nashville / TDES)	First Data logo stickers to cash drawer, thermal printer
Second System Additional Software	Barcode Scanner box sticker
PIN Pad Serial Cable	Barcode Scanner sticker
Serial to USB Connector cable for Pinpad	Barcode Scanner sticker for cord
Barcode Scanner USB Cable	Pinpad sticker for product box
ESET Antivirus Software	Pinpad sticker for cord
First Data Name Plate (2)	Pinpad Caution letter
Do not open sticker (2)	MID / Help Desk Sticker (place inside cash drawer) (2)
Paper (6)	3 Year Warranty
RETAIL W/CHECK - ONE STATION BUNDLE - Includes	
"Brain" CPU/Touch Screen Monitor	Imprinter Plate
Large Logo Plate	Do not open sticker
Ethernet Cable	Paper
Flash Drive for Brain	Merchant Customer Service Sticker
Magnetic Stripe Reader (MSR)	MID / Help Desk Sticker
Cash Drawer	Merchant referral letter
TPG Check Reader Thermal Printer	Visa Cardholder info security letter
Barcode Scanner - symbol LS2208-SR20007R-K	PC America Software Manual
PIN Pad (Verifone 1000 SE - Nashville / TDES)	Blue Boxes
System Software	One ethernet cable
PIN Pad Serial Cable	Bundle Keyboard
Serial to USB Connector cable for Pinpad	First Data logo stickers to cash drawer, thermal printer
Power pack for the pin pad	Check Reader box sticker
Barcode Scanner USB Cable	Check Reader sticker
2 Gig Thumb Drive	Check Reader sticker for cord
ESET Antivirus Software	Barcode Scanner box sticker
First Data Name Plate	Barcode Scanner sticker
First Data Welcome Envelope	Barcode Scanner sticker for cord
Sales Drafts	Pinpad sticker for product box
Merchant Insider Flyer	Pinpad sticker for cord
Credit Slips	POS VE Mag Strip Reader Cards (Qty 5)
3 Year Warranty	
RETAIL W/CHECK - ADDITIONAL STATION BUNDLE - Includes	
"Brain" CPU/Touch Screen Monitor	Merchant referral letter
Magnetic Stripe Reader (MSR)	Visa Cardholder info security letter
Cash Drawer	PC America Software Manual
TPG Check Reader / Thermal receipt printer	1 Blue Box
8 Port Router	One ethernet cable
Barcode Scanner - symbol LS2208-SR20007R-K	Bundle Keyboard
Pin Pad	First Data Name Plate
Second System Additional Software	Check Reader box sticker
PIN Pad Serial Cable	Check Reader sticker
Serial to USB Connector cable for Pinpad	Check Reader sticker for cord
Power pack for the pin pad	Barcode Scanner box sticker
Cable for the TPG CheckReader/Thermal receipt printer	Barcode Scanner sticker
ESET Antivirus Software	Barcode Scanner sticker for cord
First Data Name Plate	Pinpad sticker for product box
Paper	Pinpad sticker for cord
MID / Help Desk Sticker	Injection Line
Pinpad Caution letter	3 Year Warranty
ADDITIONAL ITEMS AVAILABLE	
	Agent cost
Base Mount Pole Display Serial	\$87.44
Zebra Barcode Printer Optional	\$299.22
Roll of barcode labels	\$9.05
Barcode Printer box sticker	\$0.39
Barcode Printer sticker	\$0.39
Barcode Printer sticker for cord	\$0.39
Serial cable for Zebra label printer	\$5.59
MS POS Back Office Software	\$266.17

FD POS Retail and Value Exchange Restaurant Systems Process Flow

1. Fill out Merchant Application completely with specific sections as follows:
 - Equipment Section:
 - “Front-end”: Check Nashville box
 - Check “Software” box and type in POS Retail or POS Value Exchange Restaurant
 - Indicate With Check or Without Check in “Software” field as well
 - Type in XP Prof POS v 2.0 in “Software Version”
 - Lease Section: **ONLY IF MERCHANT IS OPTING FOR A LEASE THROUGH FIRST DATA GLOBAL LEASING (FDGL) AND SALES PARTNER HAS A RELATIONSHIP WITH FDGL...**
 - Fill out applicable lease factors and obtain merchant’s initials.
 - If the merchant is not opting for a lease, payment information will need to be indicated on the Deployment Form. **Due to higher than normal equipment cost, payment for equipment is due upon equipment order and there will not be any approved deferred billing. If leasing POS System, FDGL will split fund cost. Please indicate on the Deployment form this is a lease so we do not double charge.**
 - Comments Section:
 - If merchant wants additional accessories indicate these accessories on the “Comments” lines.
2. Submit application and Deployment Form to iPayment New Accounts Department (1 business day if application package is complete). **Please ensure Deployment Form is included with Merchant Application.**
3. New Accounts will process merchant application and, if approved, will place merchant on the FD Nashville front-end and will obtain the CMS MID and TID required for ordering the POS device.
4. Once MID and TID are created and equipment payment has cleared, iPayment will place order for POS device through First Data. (Up to 5 business days for First Data to process order). iPayment Deployment Department will email Sales Partner confirmation that order has been received and will email confirmation once the order has been completed.
5. The POS bundle packages are shipped to the merchant’s location within 10 business days of order completion. The software will be preinstalled and configured with the Nashville merchant ID for immediate processing when the system is installed. Someone must be present at the time of delivery as FedEx requires a signature. If a lease option is being chosen, the equipment will not be shipped until First Data Global Leasing approves the lease.
6. Merchant will be contacted by Nurol to schedule the over the phone installation once the unit is in transit (approximately 1 week from POS device order completion date). In person installs are still available upon request, a minimal install fee may apply,

Important Notes:

- Power must be supplied at the merchant’s checkout location with proper surge protection.
- Merchant must have high speed internet access with connection at the checkout.
- Merchant must have adequate counter space available.
- For under the counter wiring, the countertop must have a grommet hole drilled at least 2” in diameter.
- Merchant should NOT plug any unsupported peripherals into the system. Unsupported peripherals (ie: MP3 players, PDAs, etc.) have proven to affect system performance and reliability.
- Merchant should NOT open boxes containing the POS device when the system is received from FedEx. The installer will open all boxes when they arrive to install device.
- Installer will process a test transaction to ensure device is working properly.

What is NOT included:

- Data migration of merchant’s inventory into Microsoft Point of Sale.
- Setting up a network connection between existing back office PC to the new POS system.
- Integrating the new POS system with an existing accounting system or store website.

Leave a copy of this document with the merchant and ask them to initial each section of your copy.

First Data Retail Solution Sales Confirmation Check List – BEFORE YOU ORDER

Merchant Initials: _____

- An electrical outlet must be supplied at each point of sale station with proper surge protection.
- **High speed internet access is required with connection at the checkout; dial-up and wireless will not work.**
- You must have adequate counter space available (see your sales representative for system dimensions); any old systems must be removed from area.

All of the above items must exist for a successful phone installation to take place. If any of the above items do not exist the install may not be completed resulting in a billable follow up installation.

- For under the counter wiring, the countertop should have a grommet hole drilled at least 2" in diameter.

WHAT TO EXPECT NOW

Merchant Initials: _____

Timing

- It will generally take up to 5 business days to process your applicable application(s).
- After approval, allow up to 5 business days for delivery of your new POS system.

Product Delivery

- It is assumed the DBA address loaded on the account record will be the delivery and install address.
- Someone must be present at the time of delivery—a signature is required. Do not open the boxes.

Installation

1. When you receive your system, **DO NOT OPEN THE BOXES.** Once all pre-wiring has been completed, contact our installation partner, pcAmerica at **(800) 722-6374 X 277** to schedule your over-the-phone installation.
2. pcAmerica will confirm your pre-wiring and internet requirements are complete prior to approving the installation.
3. If you require an on-site installation, please contact pcAmerica and they will work to get an installer to your location for an additional fee. This fee will be assessed directly from pcAmerica to the merchant.
4. The installer will contact you via phone at the agreed upon date and time and walk you through the installation. Please set aside 2 hours for the installation but in general it will take less than that to complete the install.
5. Please do not add unsupported peripherals or software to the system. Unsupported peripherals (i.e.: MP3 players, PDA's, etc.) may impact system performance and reliability.
6. Training is not a part of the installation and is scheduled separately

Training

- Once your system is installed, contact pcAmerica at **(800) 722-6374 X 277** to schedule your "Getting Started" phone training
- An additional hour of customized phone training is also provided free of charge. To take advantage of this additional hour of training, contact pcAmerica at the number above to schedule your second hour of free phone training. The topics discussed in this training will be dictated by you and your specific needs. If additional training is required beyond the 2 hours of free phone training, you are able to contact pcAmerica at the number above to schedule additional fee based training
- If you are utilizing First Data to electronically process your checks please contact First Data at **(800) 366-1054**, choose option 4, then choose option 2 to receive training regarding check warranty and your responsibilities under the Fair Credit Reporting Act (FCRA).
- You will be contacted for Gift Card Training, if applicable.

WHAT IS NOT INCLUDED

Merchant Initials: _____

- Data migration of your inventory into Cash Register Express. pcAmerica can assist with importing data for a fee.
- Setting up a network connection between existing back office PC and your new POS system.
- Integrating the new First Data Retail Solution system with an existing accounting system (Quickbooks) or store website.
- Support for peripherals or software not purchased from FDC
- Support for Quickbooks Accounting Software
- Anti-virus protection beyond the first year is not included with this bundle. It is the merchant's responsibility to keep anti-virus software active and up to date. Issues caused by a virus are the responsibility of the merchant to resolve.

ADDITIONAL INFORMATION AND RESOURCES

- Wireless connections between the POS, the internet, and the other units in the store are not supported.
- Additional training tools will be available on your computer desktop as reference materials.
- For customer support call **(800) 342-5729**. You will find this number on a sticker attached to your cash drawer.
- If you purchased an optional barcode printer, supplies can be obtained by calling pcAmerica at **(800) 722-6374 X 280**.