



First Data™ FD300 Multi-Merchant Terminal



www.datagenesis.com

The Challenge:

In locations where multiple merchants or separate business entities share a single payment processing terminal (such as a doctor's office or a beauty salon), it is often difficult to determine which business the sales should be credited to. When all sales are lumped together, it can take hours of sorting through the monthly statement to accurately track individual sales. In addition, older terminals may not accept the wide variety of card and payment options that today's customers prefer to use. This can slow down the payment process at checkout and even hurt sales.

The Solution:

The First Data™ FD300 terminal is an ideal solution for operations that need to keep track of sales from separate businesses housed at the same location. Its multi-merchant capability allows the merchant to conveniently designate which business the sale is applied to at the time of purchase, all with one point-of-service terminal. The merchant still receives a single, easy-to-read statement, but each transaction is designated by the specific business.

The FD300 accepts virtually all payment options, including Visa®, MasterCard®, Diners Club®, American Express® and Discover®*. The large, intuitive, color touch-screen interface is easy to understand, reducing training time and user errors. Transactions take just seconds through the Internet Protocol (IP) connectivity, with dial-up as a backup. It provides outstanding performance, reliability and security for high-volume, multi-user merchants.

Here's How It Works:

Easy-to-follow prompts on the screen guide the initial setup. In just a few minutes, a merchant is ready to use the FD300 terminal to accept credit cards, as well as PIN and signature debit cards, Electronic Benefits Transfer (EBT) cards and gift cards.

In a multi-merchant arrangement, each business selects its name at the time of the transaction. This allows the system to keep track of all sales by specific business. Transactions are menu driven and touch screen actuated. As a security feature, customer receipts show only the last four digits of the card number as a protection against fraud and identity theft.

* Some conditions apply on combining Discover® Network and American Express® on one statement. Call for details.

Industries Served:

- Specialty (spas, nail, hair salons, gift shops)
- Physician and Dentist Offices
- Quick-Service Restaurants
- Legal Firms
- Automotive
- Convenience Stores
- Retail
- Small Grocery Stores
- Bars and Clubs

Help Your Business:

- Separate transactions by business in multi-merchant locations
- Perform backend reporting that streamlines accounting for multi-merchant locations
- Complete transactions and generate receipts quickly
- Accept all major credit, debit and gift cards
- Improve customer service
- Lower training and maintenance requirements
- Adapt to future payment systems

Help Your Customers:

- Spend less time waiting at checkout
- Use almost any form of payment
- Protect identity and reduce fraud with security protection tools

Features:

- Large, easy-to-use color touch screen display
- Windows CE Operating System
- Fast downloads via IP with dial-up as backup
- Accepts virtually all payment options
- Complete diagnostics for support and installation
- 32MB Flash / 32MB SDRAM memory
- Five USB ports, two serial ports, phone and modem ports for current connectivity and future expansion
- High-quality manufacturing design for durability
- Wi-Fi enabled (optional)

**For more information, please contact
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