

First Data® Payment Software for Windows® Standard Edition 4.0 solution, a well-known and widely distributed payment software product, is a comprehensive and cost-effective alternative to traditional point-of-sale (POS) equipment.

### **The Challenge:**

As merchants grow, so does the complexity of the demands the marketplace puts on them. Many need to access more transaction and customer information than can be acquired at a traditional point-of-sale, and where they take orders needs to be flexible as their business expands. Yet merchants still need their transactions to be processed reliably and quickly, while keeping costs under control and security tight.

### **The Solution:**

The Payment Software for Windows solution transmits payment information over high-speed Internet connections. PC's running Payment Software for Windows solution are better than terminals: they reduce redundancy, free up counter space for products and, by offering a one-time fee for licensing, save the merchant the cost of "per click" fees to process payments. In addition, transaction history is archived for up to nine years for more comprehensive reporting.

### **Here's How It Works:**

The Payment Software for Windows solution supports the payment types you need—now or in the future. It provides full documentation and online help for installation and operation, including network capabilities.

The Payment Software for Windows solution runs on virtually any PC or PC-based POS register platform, supports multiple operating systems and gives you features and flexibility to better manage your payment acceptance. Plus, the Payment Software product line is one of the few full-service, full-feature offerings that is PABP-validated (Payments Applications Best Practices) by VISA® in order to be compliant with all applicable data security standards and practices for payment software providers.

### **Features:**

- Support for retail, card-not-present, restaurant, lodging and e-commerce transactions
- Support for popular wedge swipers, PIN pads and magnetic ink character recognition (MICR) check readers
- Integration help and full documentation
- Help reduce processing time for both merchants and consumers
- Easy end-of-day close-out
- Level II and III support for Visa® and MasterCard® purchasing card transactions
- Corporate Purchasing Card Level II for American Express® transactions
- Recurring and installment transaction billing
- Payment Application Best Practices (PABP) validated by Visa for top-quality security and data encryption

## Help Your Business:

- Accept and process multiple payment types, including credit cards, PIN-secured ATM/debit cards, electronic checks and gift cards
- Retain records for up to nine years
- Network multiple installations to form a multistation terminal
- Grow your payment capabilities along with your business
- Maintain software investment with periodic upgrades
- Integrate with existing POS software
- Pay one-time licensing fee instead of recurring "per click" fees
- Consolidate payments from across business lines into one system
- Eliminate stand-alone terminals

## Help Your Customers:

- Know that transactions meet the current industry standards for security and data encryption
- Choose from a variety of payment methods
- Spend less time waiting in lines to make purchases

For more information, please contact Data Genesis at 855-295-8500 or e-mail [info@datagenesis.com](mailto:info@datagenesis.com).