

Freedom of Choice Means More Money To Your Bottom Line

\$\$\$ ON THE NET® increases efficiency, compliancy and profits with the flexibility to connect any payment processor or PMS/POS system

CONTROL IS ESSENTIAL IN TODAY'S MARKETPLACE



Today, business moves at the speed of light. The competitive environment, especially in the payment-processing arena, means relationships can change sooner than

planned. Merchants must be empowered with maximum control over their payment systems to properly manage such a rapidly changing environment. The old ways no longer apply.

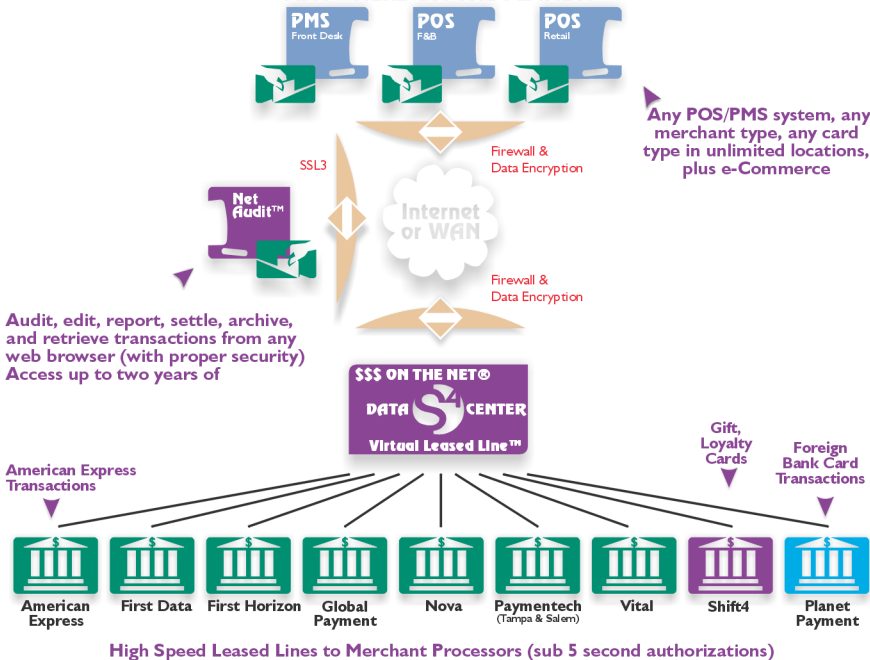
EMPOWERING MERCHANTS FOR OVER 12 YEARS

Shift4 approaches card processing from a different perspective. We believe that control and cost savings does not come from switching processors or PMS/POS systems. It comes from a credit card system....from the transaction gateway that links all these players together. We've spent the last 5 years establishing leased-line connections and network interfaces to the leading processors and PMS/POS providers. As a result, our independence from a single merchant processor or PMS/POS system allows us to focus solely on delivering maximum cost savings, compliancy, speed, fraud protection and security to our hospitality customers worldwide that are processing millions of transactions each month.

NOW THE WEB MAKES IT EASY

With \$\$\$ ON THE NET, Shift4 delivers these benefits in a cost effective, secure and reliable, web-based solution. Using only a web browser, properties can audit and edit transaction batches prior to settlement, run reports and access archived batches for charge back defense all via the Internet using only a web browser. \$\$\$ ON THE NET allows you to edit a transaction batch, prior to settlement, thus lowering your charge back risk and saving on interchange fees.

MANAGE ONE OR 1000's OF PROPERTIES FROM ANY WEB CONNECTED PC FROM ANYWHERE ON THE PLANET!



\$\$\$ ON THE NET® HOSPITALITY



"\$\$\$ ON THE NET is the first web-based, card-present, secure, and reliable, universal transaction gateway that lets you manage payments for one or 1000's of properties from any web browser!"

KEY BENEFITS

- ▶ High-speed, low-cost TCP/IP frame connections to all major processors
- ▶ Works seamlessly with your existing systems so front-line staff needs no additional training
- ▶ Sub 5-second authorizations for decreased check-in times and increased guest service
- ▶ Unmatched fraud protection and security
- ▶ Low up-front costs and easy installation
- ▶ Process direct to American Express, eliminating processor fees (can save you up to \$.17+ per transaction)
- ▶ Reduce or eliminate dial-up communications costs
- ▶ Access up to two years of transaction data in seconds
- ▶ Record "post check-out" charges and other extended information
- ▶ Dramatically reduce month-end reconciliation time
- ▶ Gift card, loyalty card and private label card functionality built in
- ▶ 24/7 manned customer support



MORE FEATURES, MORE CONTROL, MORE PROFITS

Imagine managing credit card and stored-value transactions in real-time from a single web browser for one or thousands of locations. Just as important, imagine having control and freedom with regard to your PMS, POS, CMS,



wireless device or online e-commerce system. It works seamlessly with your current software so front-line associates

need no additional training. We maintain high-speed leased line connections to all leading processors so you can use one, or more than one.

Switch easily. No reprogramming. You're in control.

Get card-present rates with any web-enabled and card-reader equipped PDA

UNCOVER MORE PROFITS

Over the years our hospitality customers have recovered, and continue to save, millions in lost profits through increased card association compliancy, fewer downgrades, reduced charge-backs and direct to American Express processing. Today, fraud is a rapidly growing source of lost revenues. Internal fraud costs the Industry millions each year. Yet it often goes undetected. **\$\$\$ ON THE NET®** includes FRAUD SENTRY™ which gives property managers the power to control and eliminate internal fraud. Many properties have a substantial number of transactions for bank cards issued by foreign banks. **\$\$\$ ON THE NET** gives you the ability to receive rebates on the foreign exchange of these bank card transactions.



YOUR PMS/POS IS NOW GIFT-CARD READY

Gift and frequent customer card use is exploding as merchants discover their potential for increased profits. **\$\$\$ ON THE NET** facilitates your PMS/POS



systems to accept gift and loyalty cards. Now you can implement your own private label card programs throughout your entire enterprise easily without the high transaction fees of banks and processors.

BOTTOM LINE. . . MORE PROFITS

This unprecedented control and robust feature set means only one thing...more money to your bottom line. Since **\$\$\$ ON THE NET** is a secure and reliable Internet-based solution with 24/7 manned support, your IT department

stays focused on their current workload, and not on your credit card system.

ACTIVATE THE BENEFITS IN DAYS, NOT MONTHS

Getting started is easy. Shift4 maintains all the complex "banking" data so all you do is input a Merchant/Profit Center ID into your PMS/POS to activate your service so that you can start maximizing your bottom line immediately.



BANK/PROCESSOR INDEPENDENT

- ▶ Automatic updates for highest compliance and fewer downgrades
- ▶ Flexibility to easily change merchant relationships
- ▶ Simultaneously supports multiple processors
- ▶ CVV2 and address verification (AVS) included

UNIVERSAL CONNECTIVITY

- ▶ Compatible with all leading PMS/POS providers, wireless devices and e-commerce systems
- ▶ Simultaneously supports multiple PMS/POS vendors

UNMATCHED FRAUD PROTECTION & SECURITY

- ▶ Uncover and eliminate internal fraud with Fraud Sentry™
- ▶ Patent-pending DUKPT with MTE encryption technology and SSL3 128-bit security

INCREASE ACCOUNTING EFFICIENCY

- ▶ Dramatically simplify merchant statement reconciliation
- ▶ View transactions in real time for one property or 1000's
- ▶ Economical transaction based pricing

MAXIMUM CONTROL OF PAYMENT TRANSACTION DATA

- ▶ Access transaction history at any time
- ▶ Full reporting in Adobe® PDF (printer friendly) format
- ▶ Electronic Signature Capture
- ▶ Canadian INTERAC® & U.S. Debit

PRIVATE CARD PROGRAM READY

- ▶ Includes advanced features for activating gift card and frequent-customer cards
- ▶ Establish rules by card, profit center, property, or groups of properties
- ▶ Bank and processor independent
- ▶ Consumers recharge cards on-property or online



PHONE (702) 597-2480
(800) 265-5795

FAX (702) 597-2499

WEB www.shift4.com

EMAIL Info@shift4.com

