

First Data® POS Value Exchange™ Solution



Powerful POS solutions brought to you by . . .





First Data® POS Value ExchangeSM Solution



Services by Cardservice International

First Data teamed up with Microsoft and Hewlett-Packard to create 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® POS Value ExchangeSM solution helps you 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 leverage the combined value of three industry leaders: First Data, Microsoft and Hewlett-Packard.

The Challenge:

Specialized merchants want to compete with larger retailers, while maintaining their uniqueness and offering a superior level of customer service. The POS Value Exchange 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 POS Value Exchange solution easily integrates with back-office functions and provides flexibility for future enhancements. It also streamlines your store operations and helps you better manage every aspect of your business. By integrating payment processing with back-office tools that you're already using from trusted technology companies, 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 POS Value Exchange solution consists of three retail-designed components: a personal computer at the point-of-sale powered by an Intel® processor, a software package leveraging Microsoft® technology that handles inventory and customer management, and integrated First Data payment processing that will allow you to process a variety of payment types.

This solution processes all major credit cards, including Visa®, MasterCard®/Diners Club®, Discover® and JCB®, as well as PIN and signature debit transactions. It also supports gift cards and, through peripheral products, you can process paper checks through the TeleCheck® Paper Check Acceptance service.

You can use the intuitive Microsoft wizards to quickly implement the software and get your store up and running smoothly. You can even set up prompts for your cashiers to remind them of cross-selling opportunities.

Industries Served:

- Retail
- Convenience store (without petroleum)
- Single location merchants or independently managed locations

Help Your Business:

- Speed up check-out 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 for increased average ticket sale
- Track customer visits and purchase histories to offer more personalized service
- Identify sales trends in every department and category to optimize stock levels

Help Your Customers:

- Expand range of payment options
- Get personalized attention

Features:

- Intuitive wizards for easy implementation
- Product support from trusted companies
- 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

A Name You Can Trust:

We've been working with financial institutions and merchants for years, increasing our understanding of what you need to grow your business. We're a leader in payment processing solutions, serving over 4.6 million merchant locations. Put our expertise to work for you. Whatever your need, First Data stands ready to help.

For more information, please contact us at 1-800-634-7221.



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Product Features & Benefits

FEATURES	BENEFITS
Rp5000 CPU Base System with Point of Sale Software	<ul style="list-style-type: none"> • Windows® XP Embedded (SP2) • Intel® Celeron® Processor 2.50 GHz 400 MHz 128 KB • 80 GB (7200 rpm) SMART hard drive with 1GB memory • 256 MB DDR SDRAM available memory
15" LCD Touchscreen 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
Thermal Receipt Printer*	<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 130 mm/sec throughput speed • Prints up to 38 lines per second on a 90mm roll
Magnetic 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
POS Keyboard with Integrated Touchpad	<ul style="list-style-type: none"> • Features full QWERTY, programmable U.S. 106-position key layout with 28 configurable keys • Compact 14 inch form factor offers optimum space efficiency
Bar Code Scanner	<ul style="list-style-type: none"> • Fast performance at 100 scans per second shortens check-out lines and betters 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 allows 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
Microsoft Dynamics™ Point of Sale Software	<ul style="list-style-type: none"> • Efficiently manage and track inventory within a particular store • Automatically generate purchase orders based on reorder points and restock levels • Import item, customer and supplier information from Microsoft Excel® software • Integrate sales information with QuickBooks accounting software or Microsoft Office Small Business Accounting
OPTIONAL ITEMS (available for an additional fee)	
Wireless Scanner	<ul style="list-style-type: none"> • Allows the convenience of employee mobility
Barcode 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 a MICR Reader Printer is included in place of the Thermal Receipt Printer.

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