



First Data® POS Value ExchangeSM Solution



www.firstdata.com

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 your sales representative.