

# PAYware Mobile

*Accept payments with your iPhone™.  
With confidence.*

05.27.10



## PAYWARE MOBILE

The Complete Payment  
Solution For Small Businesses  
On-The-Go

# Wide Variety Of Small Businesses On-The-Go



BOOK FAIRS



COMPUTER REPAIR



CARPENTRY



TOWING



ART DEALERS



DOOR TO DOOR SALES



ELECTRICAL



PET GROOMING



REPAIR



CATERING

- Jewelry vendor
- Handyman
- Architect
- Art dealer
- Carpenter
- Restaurant delivery
- Electrician
- Avon lady
- Caterer
- Personal trainer
- Music teacher
- Interior designer

## What Do All These Small Businesses Have In Common?

Self employed

Multi taskers

Watch the bottom line

Juggle finances

Crunched for time

Early adopter

Cash only

Mobile

iPhone user

# The Solution: PAYware Mobile

---

## Introducing PAYware Mobile from VeriFone, the proven leader in secure payments.

Gives customers exactly what they want ... a simple, secure way to pay with their credit cards.

Just swipe, sign and email the receipt. It's that easy. So now merchants will never miss a sale.

Save

Simple

Secure

# Save

---

There are lots of payments apps out there. But using an app alone without a card encryption sleeve can be costly. With a card-present solution, merchants can take advantage of lower transaction fees.

- Save money by avoiding “card-not-present” transaction fees
- Save time and eliminate manual entry errors by swiping cards
- Eliminates check handling fees
- Improves cash flow
- Simplifies cash management
- Captures previously missed sales

# Simple

---

When merchants turn their iPhone into a secure payment device, they'll never miss another sale. Combine the robust payment app plus a durable card encryption sleeve to create complete payment solution.

- Quickly converts iPhone into a mobile payment device
- Easily accept credit cards anywhere
- Works with all major US processors
- Eliminates human error from manual entry
- Easy navigation with a familiar interface
- Streamlined ergonomic card encryption sleeve is custom fit for iPhone
- Simple signature capture and instantly emailed receipts

# Secure

---

Rely on the mobile solution developed based on years of expertise in payment security. Card data is encrypted from the moment a card is swiped so sensitive, unencrypted cardholder data never enters iPhone.

- Never stores sensitive card data and significantly reduces merchants' liability risks
- PA-DSS approved for the highest security available
- Compliant with all major card brands' security standards
- Signature capture provides verifiable proof of purchase
- Real-time payments, hosted data center, monitoring 24/7
- Provides end-to-end security with VeriShield Protect
- Backed by 30 years of payment expertise

# Solution Details

# Follow the Leader. Anywhere.

Merchants now can accept payments everywhere with the complete solution from the company that defines payments.



## PAYware Mobile

PAYware Mobile is an iPhone payment solution comprised of an **app**, **card encryption sleeve**, and **gateway**. Simply swipe a card, capture a signature, and ring up sales - with rock-solid security and reliability - wherever business happens.

# Application

- Simple user interface: Maximum usability; order of prompting, menu design, user interface
- View daily sales / transaction details and perform batch settlement remotely from iPhone
- View transaction history via the app or via the gateway portal
- Email receipts to customers with customized layouts and fields to highlight special promotions
- Location with latitude and longitude points identifies transaction location to aid with dispute resolution



Security PIN



Card Swipe Entry



Email Receipt



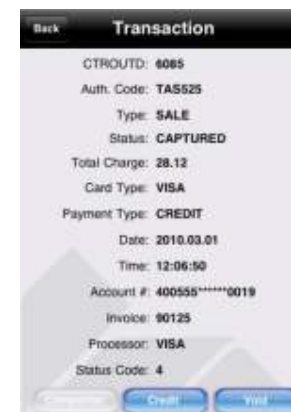
Signature Capture



Application Settings



End-to-end Encryption

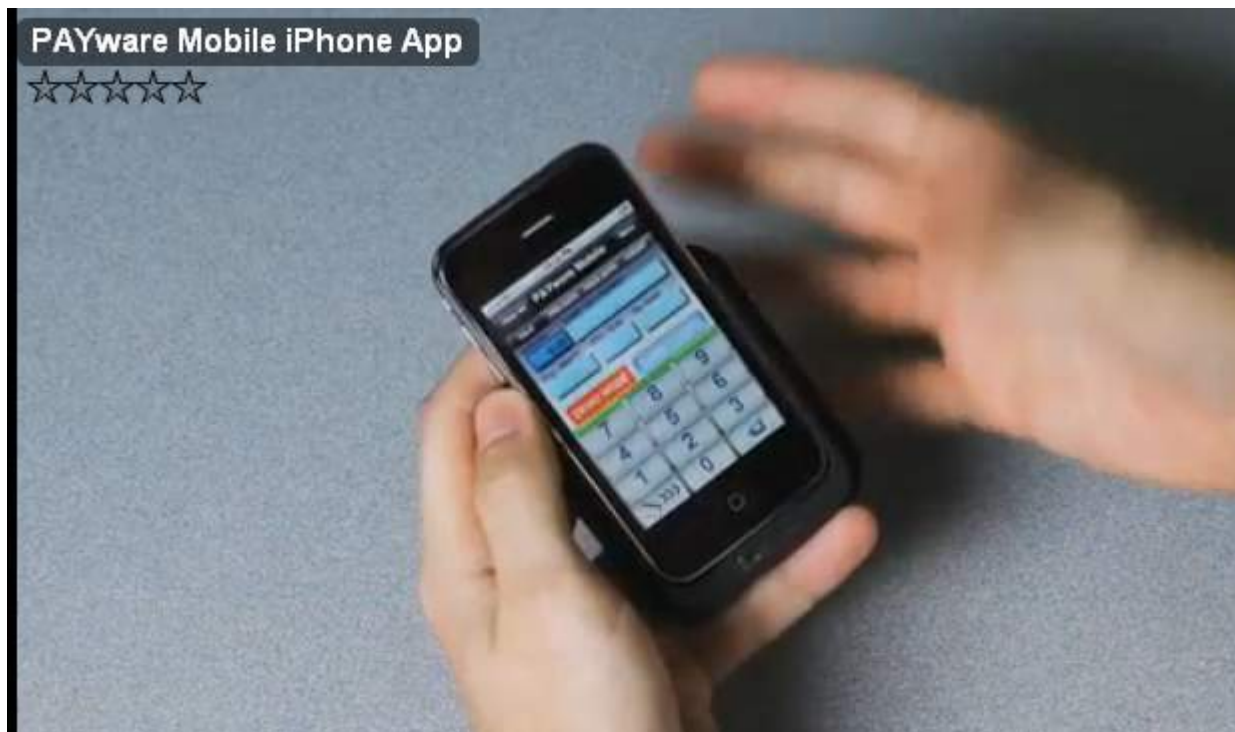


Transaction Details



Transaction Log

# App Demo



[View in Browser](#)

# Card Encryption Sleeve



Easily slides on to and firmly attaches to iPhone 3G and iPhone 3GS



Card slot properly designed for error-free card reads

VeriShield Protect encryption head instantly encrypts cardholder information

LED indicator illuminates to indicate when it's time to swipe the credit card



Integrated capacitive stylus extends normal consumer habits with signature capture

Mini USB pass-through charging connects with any off-the-shelf mini USB charger

# Card Encryption Sleeve Demo

---



[View in Browser](#)

# Gateway

- Works in conjunction with VeriFone's hosted gateway service, PAYware Connect
- Manage entire estate of devices including countertop and iPhones
- On demand sig capture and receipt retrieval
- Enables merchants to efficiently manage their business with extensive reporting - such as transaction history, post settlement and transaction search
- Lets account administrators activate, manage and even deactivate iPhones that are lost or stolen
- Extensive search capabilities find specific transactions and gives robust summaries to enable quick and easy balancing

The screenshot displays the VeriFone Merchant Management Console interface. At the top, the VeriFone logo and 'PAYware Connect' are visible. The user is logged in as 'ml@bys' with Merchant Code '4200010001' and Merchant 'KHEIRA COMPANY'. The console includes a navigation menu with options like 'Transaction Processing', 'Reports', 'Recurring Billing', 'Settlement', 'Account Admin', and 'Help'. The main content area shows an 'Open Batch Summary Report' for 'DAVIS MERCHANT SERVICES'. The report includes the merchant's address (123 Happy Street, Savannah, GA 31406) and the report period (Start Date: 2009.07.21 00:00:00, End Date: 2009.07.21 23:59:59). A table summarizes transactions by type and media type.

		Trans Count	Trans Amount
<b>Transaction Type</b>			
CREDIT	POST_AUTH	1	\$10.00
CREDIT	SALE	3	\$30.00
		4	\$40.00
<b>Media Type</b>			
CREDIT	MC	3	\$30.00
CREDIT	VISA	1	\$10.00
		4	\$40.00

Open Batch Summary Report Page 1 of 1

# Gateway Demo



[View in Browser](#)

# Accept Card Payments Wherever Business Takes You

Home | Contact Us | Resellers

DETAILS, DETAILS Q'S & A'S GET STARTED

Secure Solid

A payment  
**REVOLUTION**  
is at hand.

Save Portable

**PAYware Mobile**  
Accept Payments With Your iPhone. With Confidence.

Get Started  
**NOW**

Accept card payments wherever your business takes you.  
Now there's nothing standing between you and the sale. Expand your customer base, reduce transaction fees and break down barriers to business growth with the simple swipe of a card. With PAYware Mobile, credit card processing is as mobile as your iPhone.

Available on the  
**App Store**

- Increase sales volumes
- Expand your customer base
- Reduce transaction fees
- Break down the barriers to business growth

Visit [www.paywaremobile.com](http://www.paywaremobile.com) to get started