

Powering Payment Processing

Process Payments from Existing ECRs using TransNet™ Payment Engine

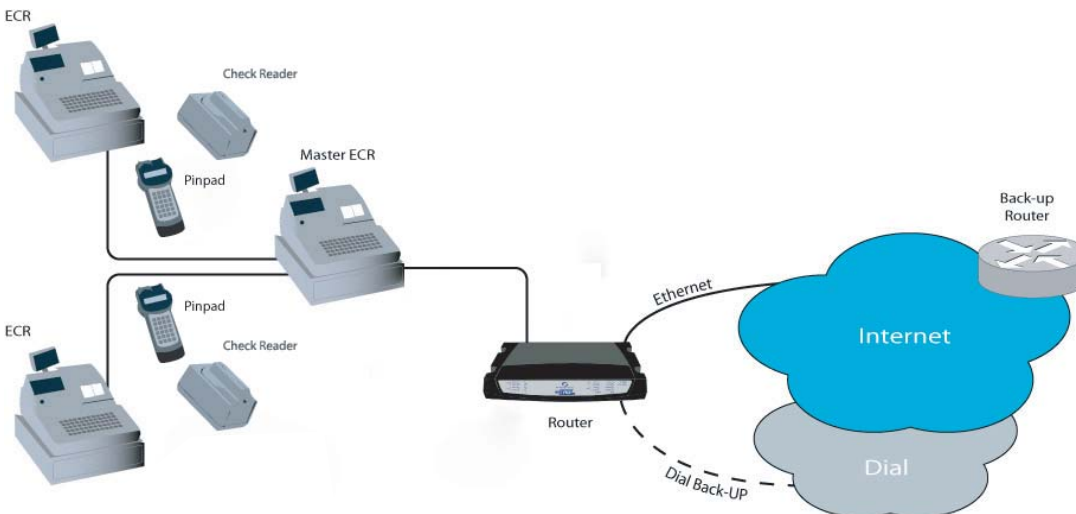
The Challenge:

As standards evolve and new payment methods have gained popularity, the Electronic Cash Register (ECR) remains the reliable workhorse of the retail payments industry. However, the way ECRs have been designed creates limitations in their ability to accept PIN debit purchases or integrate peripherals. In addition, industry developments such as Visa's Payment Card Industry Data Security Standards (PCI DSS) have brought into question the ECR's role moving forward. Wishing to retain these familiar and reliable machines, merchants are looking for a way to integrate newer payment technologies and standards with their existing ECRs.

The Solution:

Merchants are turning to the TransNet™ AXP, the industry's first fully secure, router-based payment processing solution. Teaming Precidia's leading edge payment engine with Cisco Systems market leadership in secure IP networking offers merchants a cost effective route to achieving secure, IP based transactions using existing ECRs.

The TransNet payment engine is a transaction processing application, which can be downloaded and run on a router platform. Available platforms include Cisco's Application eXtension Platform (AXP), offered in several popular Cisco models. Another platform for TransNet is Precidia's POSLynx220 payment router. The TransNet payment engine application is downloaded into the selected router, handling the transaction from card swipe to authorization. TransNet's Virtual Terminal feature delivers a user friendly ECR transaction interface.



TransNet accepts credit, PIN debit, gift and other card transactions from many popular ECR models, including Sharp, Datasym and NEC. TransNet manages the transaction until its completion at the processor's host. The NetVu™ management server ensures that transaction logs, data and PCI compliance status are fully accessible from a standard web browser, placing control of the transaction squarely in the hands of the user and their service providers.

Secure, cost effective payment solution for:

- Restaurants
- Retail
- Hospitality



Benefits:

The TransNet AXP solution transforms existing ECRs into broadband payment processing machines running fully PCI compliant transactions. Key benefits of this payment processing option include:

Secures Cardholder Data

- Leverages the expertise of the industry's most trusted names in secure networking and IP payments
- unique router-based design delivers fully PCI and PABP compliant transactions
- PCI and PABP compliance is constantly monitored and updated as new threats emerge, ensuring hassle-free ongoing cardholder data security.

Processes PIN Debit Easily

- Offers fully integrated PIN debit solution without any additional equipment
- Delivers low transaction fees, by routing direct to processor

Virtual Terminal Feature Completes Offering

- TransNet-VT includes a virtual terminal, a simple user interface for entering card and transaction data for processing

Cost Effective

- leverages the merchant's existing capital investment in ECRs
- offers ongoing operational savings, lowering the total cost of ownership, from more efficient provisioning to easier maintenance, resulting in significant return on investment
- built-in PABP and PCI compliance eliminates need for costly audits and recertifications
- transaction fees will be reduced for many businesses, since they can now route transactions directly to the processor's host, eliminating the middleman

Advanced Management and Reliability

- management tools unprecedented in the industry, delivering 24/7 access to transaction data and diagnostics files
- management suite facilitates simple remote deployment, making it very cost effective for processors and support organizations
- unique router model offers a simple redundancy model, for enhanced reliability

Powerful User-Controlled Functionality Creates Business Opportunities

- removing the payments function from the ECR offers the user greater control over the payment function
- application or specification changes can be deployed to multiple locations at the click of a mouse
- processors and network providers can expand their offerings beyond payments, creating new revenue streams.

"TransNet is a key plank in Cisco's core unified communications strategy. It's unique design, when coupled with Cisco's router, delivers the industry's most secure, convenient and cost effective payments alternative for small business and retail, mobile business, and other users. This strategic partnership will further entrench Cisco in the key retail payments market, by bringing a better solution to segments of the market previously underserved by existing payment processing options"

-Jenko Hwang, Cisco Systems

For a list of the ECR models working with TransNet today, visit: www.precidia.com/certifications

Find out more about how to get TransNet working for you.

www.precidia.com/payments

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