

MAXSTORE

One Platform Connects Everything



MAXSTORE

September 2022

01 Introduction



02 Application Store and Marketplace



03 Advanced Terminal Management System



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05 Deployments

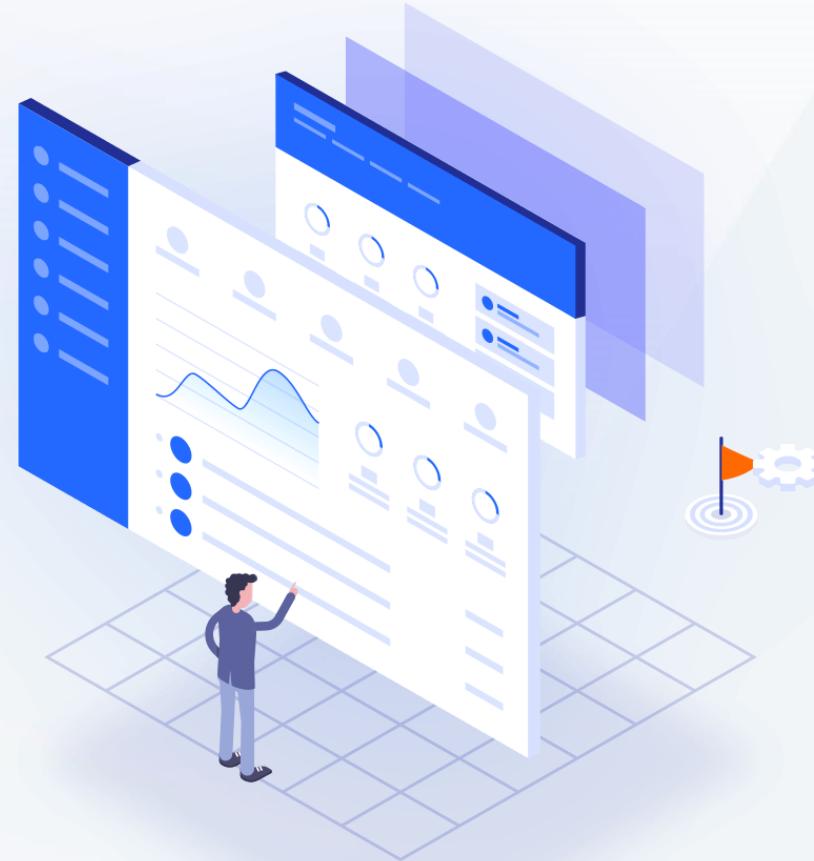


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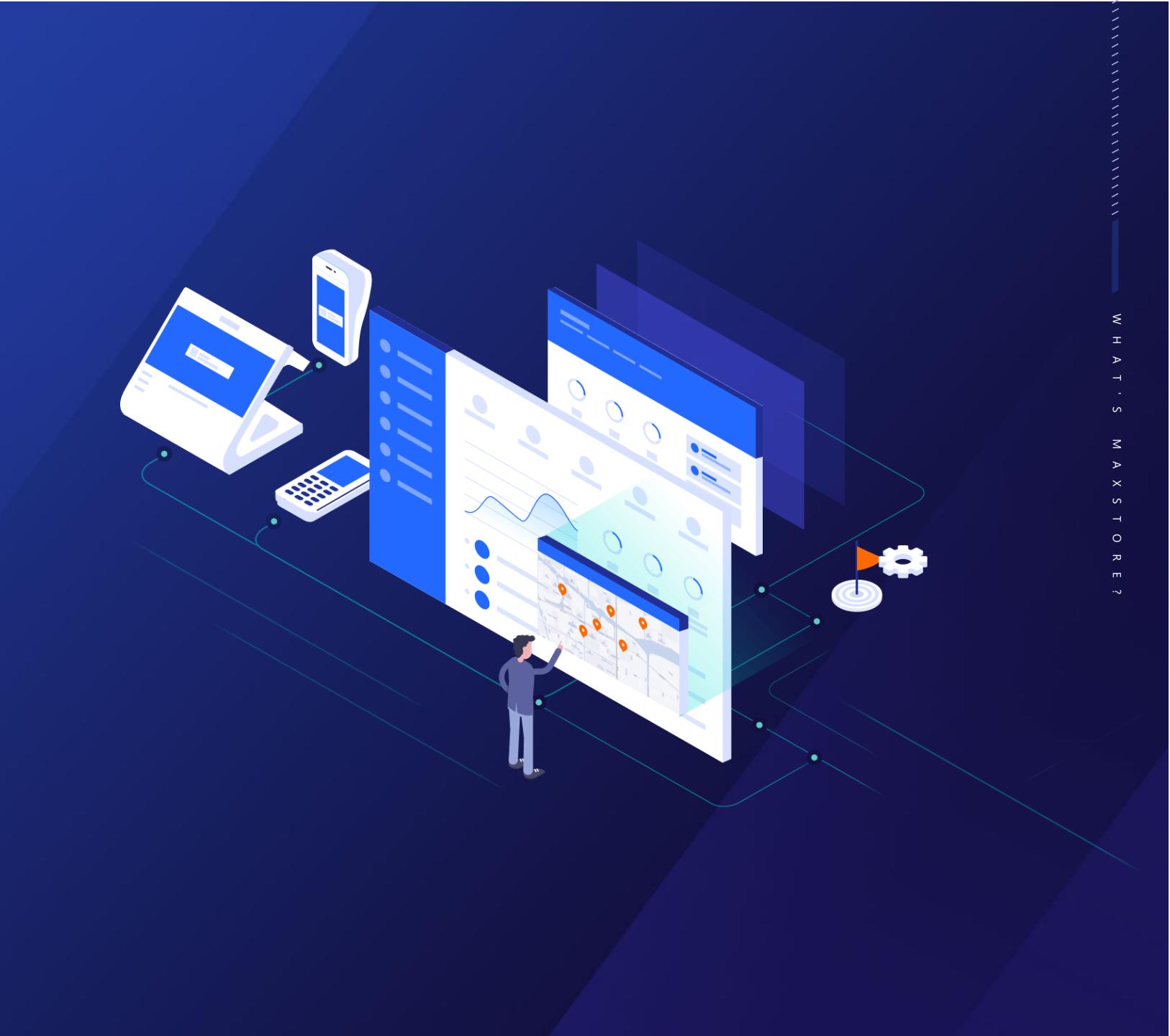
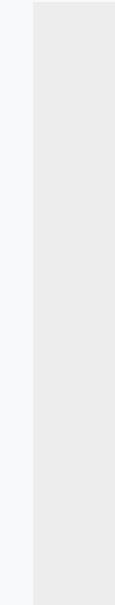
Introduction

- What is MAXSTORE?
- MAXSTORE Ecosystem
- MAXSTORE Components



What is MAXSTORE?

The reference MDM and
Application Store platform
for the Payments Industry





Application Management



Advanced Terminal Management



Value Added Services



PART 02

MAXSTORE Marketplace

- Your Branded Marketplace
- App Approval
- App Distribution



02

Your Branded Marketplace

MARKETPLACE

A Branded Marketplace

Have your own independently branded marketplace up & running in minutes.

Take your business to a whole new level by differentiating from competitors.

1

Admin Center

2

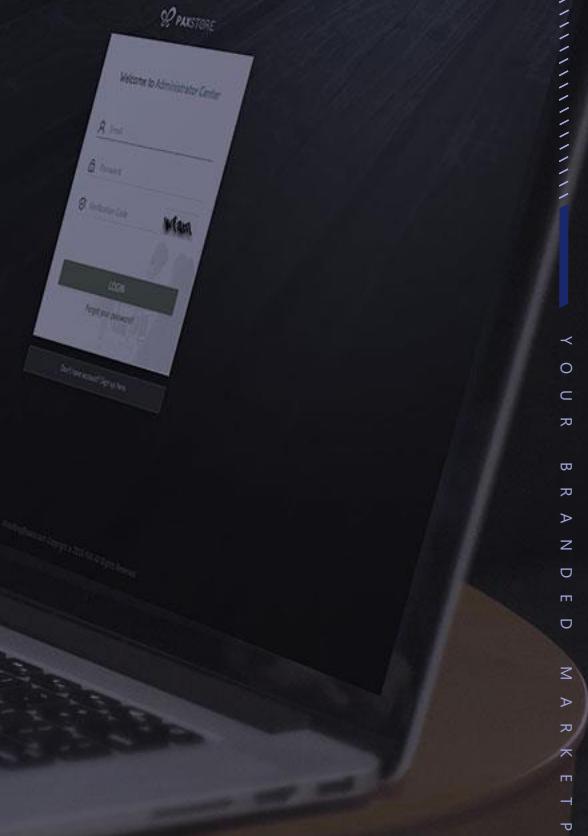
Developer Center

3

Marketplace Portal

4

MAXSTORE POS Client



App Approval

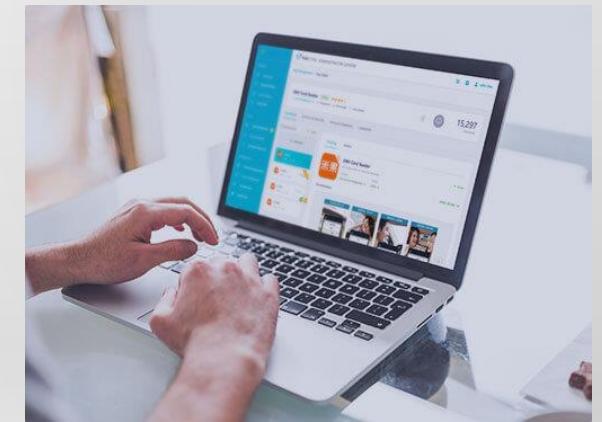
Apps in your marketplace CAN ONLY be approved by you, before being published for availability on your estate of merchant terminals. You take total control of the application process.



Application subscription from the
MAXSTORE Global Marketplace



Approval of applications submitted by
your own local marketplace developers



Online/Offline APKs



App Specific Distribution

Various ways to manage app distribution:

- Distribute apps to specific resellers or sub-resellers, or specific merchant categories.
- Grey distribution: App version level.



Merchant App Solution

One app can be linked to a specific merchant category. Only those terminals in this merchant category can access such merchant specific apps. PSPs can create 'app bundles' for certain merchant categories, thus ensuring that merchants can easily get what they expect.

PART 03

Advanced Terminal Management System

- Any Terminal in One Marketplace
- Bulk Terminal Management
- Terminal Monitoring
- Terminal Remote Control
- Real-Time App Push & Parameter Management
- Firmware (OTA) Updates



All Terminals in One Marketplace

Connect any Android POS terminal or any Android standard devices

Now also PAX Prolin and Monitor terminals supported



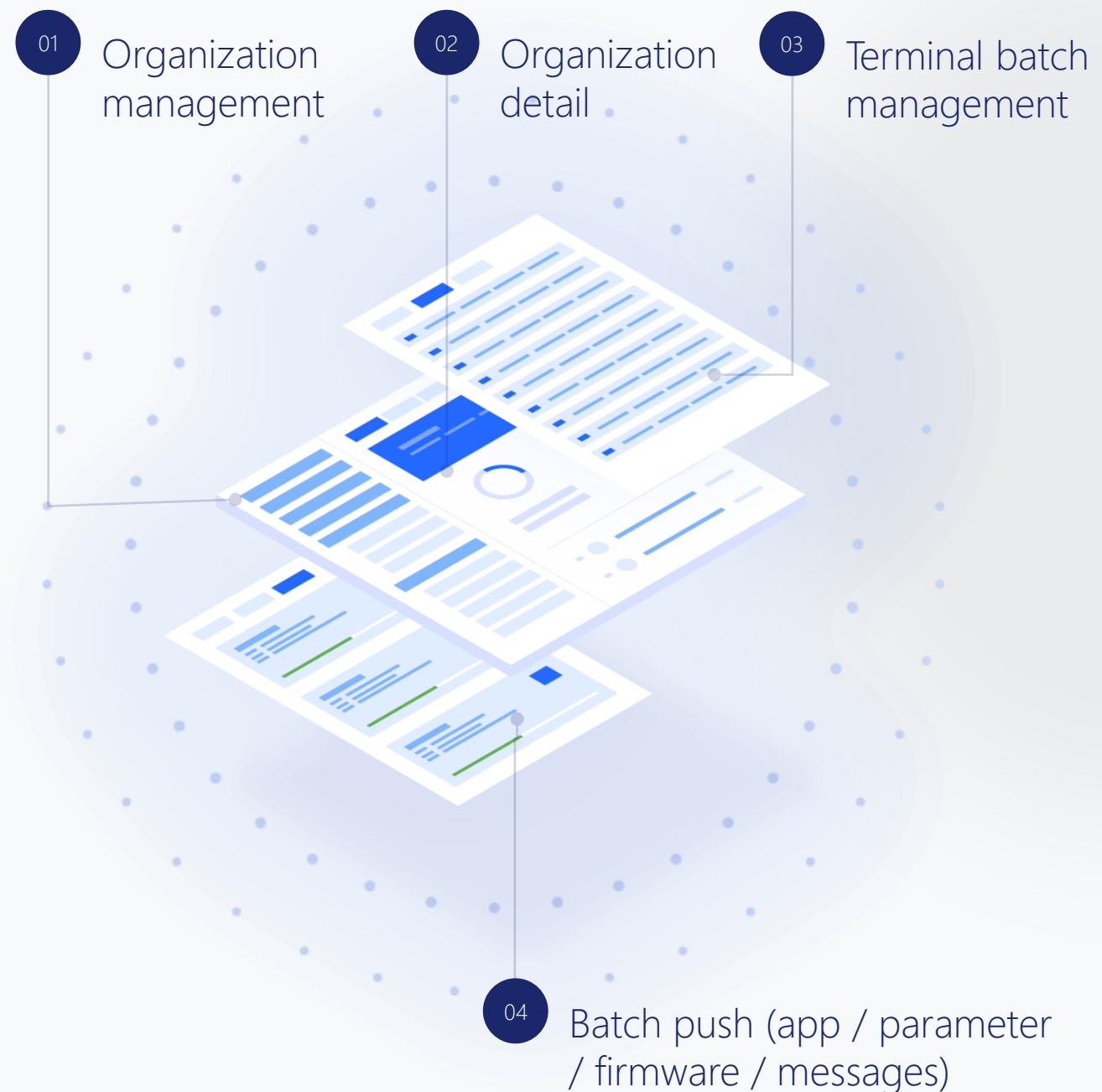
03

Bulk Terminal Management

ADVANCED TERMINAL MANAGEMENT

Bulk Terminal Management

A D V A N C E D T E R M I N A L M A N A G E M E N T



B U L K T E R M I N A L M A N A G E M E N T

Terminal Monitoring

Harness the power of the cloud with real-time views & representation of your estate of deployed terminal hardware.

MAXSTORE can monitor and query individual devices for a huge amount of information, including:

- **CPU usage**
- **Data usage**
- **Geolocation**
- **Installed apps**
- **Battery power**
- **Memory usage**
- **Hardware status**
- **Firmware versions**
- **Online time statistics**
- **Peripheral device info**

Operation log & terminal logcat are effective tools to help diagnose problems.

Powerful data management & statistical reports from your estate of terminals.



Terminal Remote Configuration

You can perform remote control functions for each individual terminal, no matter how remotely located:

- Remotely change GPS, APN, WiFi, Terminal Setting Pane Password, Brightness, Volume, Sleep Time, Language, etc.
- Enable or disable terminal hardware devices
- Send notifications from cloud to terminal
- Remote download terminal PUK
- Lock-down terminals remotely
- Restart terminals remotely

See new AirViewer functions further on



Real-Time App Push & Parameter Management

MAXSTORE administrators can push app & parameters from cloud to terminals remotely:

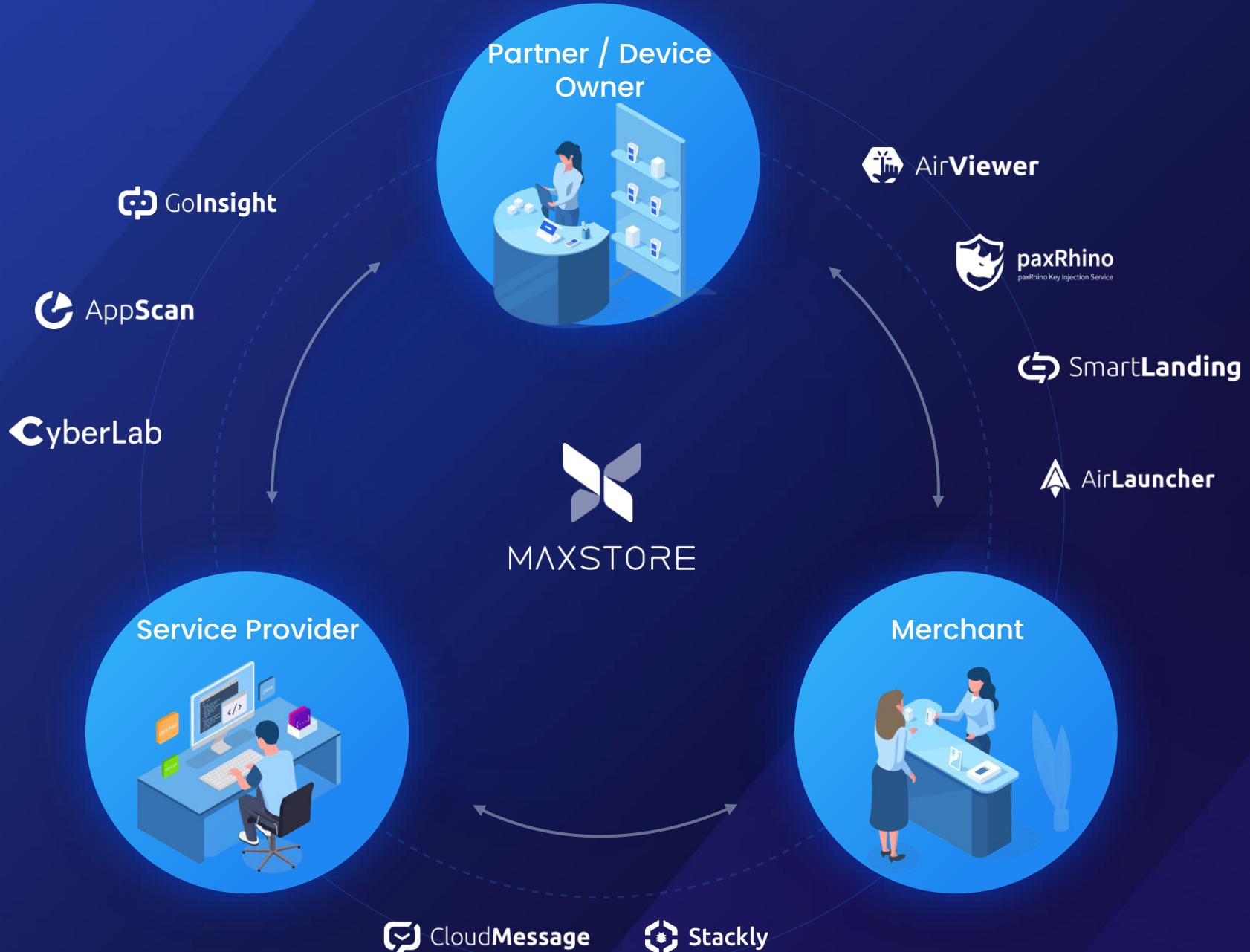
- Install or uninstall apps remotely
- Push app parameters from cloud to terminal
- High-performance concurrent connections & fast download speed

Firmware (OTA) Updates

OTA updates provide simple & secure management for terminals:

- A secure & scalable global cloud network to push firmware updates over the air
- Fast downloads routed via MAXSTORE and telco networks allow patches to be applied, thus avoiding costly recalls, warranty claims, or security breaches







AirViewer

AirViewer is a remote assistance tool that allows customers to remotely share & control their POS terminal from anywhere, at any time, over the Internet.

Remote Desktop:

Allows customers to share the POS terminal desktop.

Remote Control:

Allows administrators to remote control the POS terminal, operate the POS as if right in front of them.

Check out the **AirViewer** video: <https://vimeo.com/349555351>



Introduction

Insights is a cloud-based data analytics service, which lets customers turn raw data into useful business insights by providing an advanced data platform to perform data aggregation, transformation and analysis.

Dashboard

To empower customers to reap the benefits as soon as they are engaged, **Insights** comes with a modern dashboard with pre-built MAXSTORE product analytics. Through it, customers can visualize and interact with multiple metrics that complement MAXSTORE's embedded reporting and query functions.



Thoughts

Insights delivers flexibility to data sourcing and processing, regardless of speed, variety and volume of data. Our professional services team is on hand to help you and, as our suite of tools develop, to provide access to our channel partners and customers for data integration projects.

Vision

As we develop & release more metrics for MAXSTORE and related value-added service products, we will be integrating and embedding them within **Insights**. Tools for customized data integration will also be gradually made available so that our customers can gain deeper business-specific insights.



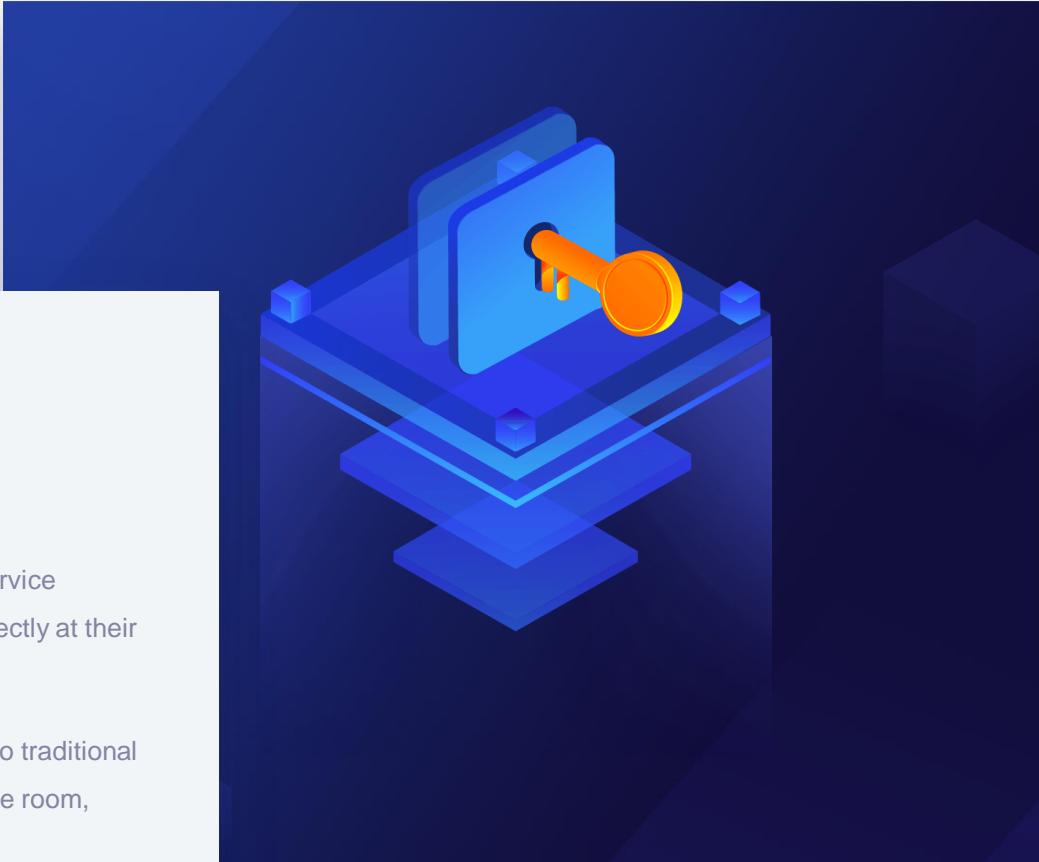
GoInsight

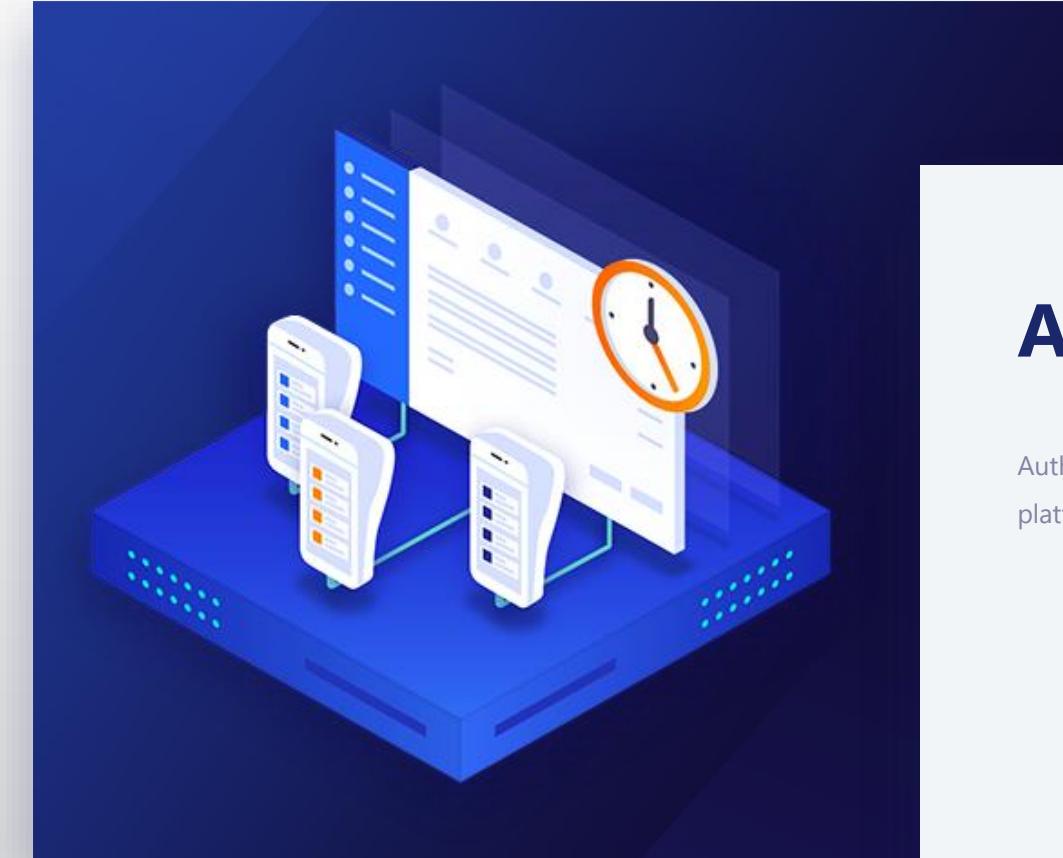
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Rhino RKI

Online Remote Key Injection (RKI) allows acquiring banks & payment service providers to automatically, quickly and securely perform key injection directly at their merchant's in-store point of sale locations.

Rhino RKI is a cost-effective, fast and highly secure alternative service to traditional Local Key Injection (LKI) which physically takes place in a certified secure room, saving time & money on terminal logistics deployments.





AirLauncher

Authorized 3rd party systems are allowed to synchronize data to the MAXSTORE platform through a WEB API.

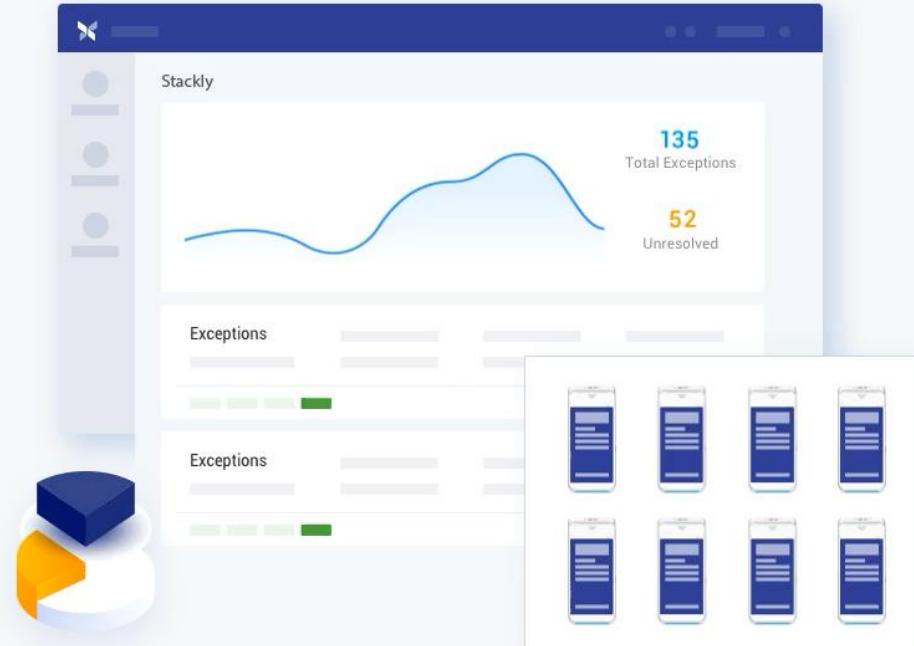


CloudMessage

This is mobile notification service, that enables 3rd party PayDroid application developers, as well as marketplace administrators, to send relevant message data and information from MAXSTORE servers directly to terminal applications.

CloudMessage is a great tool for marketing, promotion & assistance services!

For PAX PayDroid terminals, there is no need to install GMS resource packages.



Stackly

Stackly is a real-time exception reporter that helps developers track, prioritize, analyze, and fix stability issues to improve the App quality. It brings you an efficient way to troubleshoot your apps

- Accurate Positioning
- Comprehensive Analysis
- Flexible Handling



AppScan

This web security scanner service automatically identifies & detects 4 common application vulnerabilities, including cross-site-scripting (XSS), Flash injection, mixed content (HTTP in HTTPS), and outdated/insecure libraries.

AppScan enables early identification and delivers very low false-positive rates. You can easily set up, run, schedule, and manage security scans whenever needed.



C CyberLab

CyberLab is an online test automation platform that enables you to connect to test terminals remotely, upload and test your applications, record manual testing for future automated test runs, develop and execute test scripts. The comprehensive solution includes contact, contactless and magnetic card simulators and PIN entry robots for secure payment application testing.





3rd Party API Integration

Authorized 3rd party systems are allowed to synchronize data to the MAXSTORE platform through a WEB API.



90

Countries

200

Marketplaces

6,500,000

Terminals Connected

2300

Developers

7000

Software Apps

Learn More

www.paxtechnology.com/MAXSTORE

www.whatspos.com

