First Data Mobile Pay™
Wireless Payment Solutions

Accept payments wherever you go by turning your mobile device into a point-of-sale terminal

Go Beyond: First Data Mobile Pay™

In your business, the point of sale is an ever-moving destination. Wherever your customers are, that's where you'll go – which means you need a payment solution that's as mobile as you are. However, your transaction volume might not justify the expense of purchasing a mobile payment terminal, leaving you in the position of handling credit card information in an inefficient and unsafe manner, such as by writing numbers down to call in later. As an alternative, you may be accepting checks on faith, exposing you to the possibility of loss.

The Solutions

With the First Data Mobile Pay™ solutions, you can offer fast, safe and flexible payment processing anywhere you go by using your existing smart phone.

First Data Mobile Pay™ App

Once you've downloaded the application from the App Store℠ or Google Play™, a handy encrypting card reader device plugs into your iPhone®, iPad®, iPod touch® or Android™ smartphone or tablet, enabling you to slide your customer's credit card to capture a sale. Because the card is physically present, you avoid the higher card-not-present processing rates associated with hand-keyed transactions.

Web-based First Data Mobile Pay™

Purchase no additional equipment; just use the data-enabled mobile phone you always carry, navigate to the First Data Mobile Pay URL, and enter and transmit the customer's credit card number.

With either solution, you can accept payments wherever you have wireless coverage with your current data plan provider. Payments are processed in real time, with an e-receipt generated and sent to the customer via e-mail as soon as the transaction takes place.

Made for Your On-the-Go Business

→ Home and repair services – HVAC, plumbers, garage door installation

→ Limousines and taxis

→ Towing services

→ In-home sales – home décor, cooking, beauty products

→ Specialty and charity events – art shows, auctions

Built-in Security

Whichever solution you choose, you can be assured your customer's card data is safe, because the numbers are encrypted and truncated instantly, whether you swiped a physical card or entered the numbers into the browser. Both Card Security and Authentication Verification Service are supported to further guard against fraud.

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First Data™

Benefits of the First Data Mobile Pay™ Solutions

→ Maximize your mobile phone investment by turning it into a payment terminal

→ Accept payments in real time from virtually anywhere

→ Reduce your processing fees – pay lower card-present rates with the First Data Mobile Pay app and encrypting card reader that allows you to swipe physical credit cards

→ Save money – no additional equipment or software to buy with the First Data Mobile Pay browser-based solution

→ Offer more flexible and secure payment options

→ Grant transaction capability to up to five users with the browser-based version

→ Help your customers choose the payment method they prefer while keeping their credit card information safe

→ Convey a cutting-edge, professional image to your customers

Features

→ Compatible with iPhone®, iPad®, iPod touch® and Android™ smartphones and tablets (as well as BlackBerry for the web-based version)

→ Secure login with username and password

→ Easy-to-use interface requires minimal training

→ Support for all major credit card types

→ Real-time mobile processing

→ Fraud protection tools

→ SSL encryption technology

→ Real-time reporting capabilities

→ Account manager to add or remove users (browser only)

→ Ability to store a list of inventory items

→ Tracking of cash sales

→ Automatic prompts for tips and tax

→ E-receipts delivered to customer, yourself and two others

→ SMS receipts (rates may apply)

→ 24/7 customer support

Payment Solutions for Maximum Performance

Around the world every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. We leverage our unparalleled product portfolio and expertise to deliver processing solutions that drive customer revenue and profitability. Whether the payment is by debit or credit, gift card, check or mobile phone, online or at the point of sale, First Data helps you maximize value for your business.

For more information, contact your Sales Representative or visit firstdata.com.

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