

# VeriFone® PAYware Mobile

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



## The Challenge

When you're delivering products or services to homes or businesses, it's not always practical or preferable for your customer to pay by cash, and accepting checks on faith is risky.

Customers prefer to pay by credit or debit card, but wireless mobile terminals are expensive. Without a more affordable solution, many merchants resort to writing down card information to call in later, which can expose you and your customers to potential fraud.

That's why First Data has partnered with VeriFone to turn your smart phone – the one that's with you wherever you go – into an affordable, secure payment terminal.

## The Solution

With VeriFone's PAYware Mobile, your iPhone\* slips snugly into a special sleeve, making it easy for you to wirelessly swipe your customer's card, capture a signature, electronically transmit the payment and email your customer a receipt.

\* iPad and iPod Touch also supported (Wi-Fi only, manual entry of card data)

This innovative device saves you money, because you use the phone you carry with you anyway, rather than having to invest in costly wireless terminal hardware and software. And because the transaction is transmitted electronically and immediately posted, you benefit from fast access to your funds.

VeriFone PAYware Mobile can save you time, too, because it eliminates entry errors as well as the need for you to handle and deposit cash.

## Peace of Mind for You and Your Customers

Not only do you have the ultimate in affordability and convenience, you have the ultimate in security. That's because VeriShield Protect is built into the application, so card data is encrypted the instant the card is swiped, never actually entering your phone.

This multi-layered security complies with the most stringent industry standards. From the customer's point of view, they will have no reason to worry about handwritten card numbers getting into the wrong hands. From your perspective, the complications associated with regulatory compliance are drastically minimized.

## Industries Served

- Home services – HVAC, plumbers, garage door installation
- In-home sales – home décor, cooking, beauty products
- Restaurant delivery
- Event marketing/trade shows
- Charity functions
- Sporting events
- Limos/taxi services
- Towing services
- Mobile retail

## Help Your Business

- Accept payments in real time from virtually anywhere
- Save money – no additional software to buy
- Maximize your mobile phone investment by turning it into a payment terminal
- Offer more flexible and secure payment options
- Grant transaction capability to any number of users
- Convey a cutting-edge, professional image to your customers

## Help Your Customers

- Keep credit card information safe
- Choose the payment method they prefer

## Features

- Patented VeriShield Protect security technology
- Familiar card swipe for ease of use and elimination of handwritten card information
- Real-time transactions
- Access to real-time reporting with extensive search capabilities, robust summaries, settlement status, last transaction processed and more
- PA-DSS validated
- Enabled to send customer receipts via email
- Address verification service
- Access from any PC with Internet access
- 24X7 staffed merchant support line
- Stylus for customer signature included

## 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](http://firstdata.com).