



## THE OMNI 3200SE MEETS ALL THE ELECTRONIC PAYMENT NEEDS FOR FLOWER SHOPS

### Merchant Profile

2 employees, family-owned  
business

Walk-in and phone orders

Processes 10 transactions  
per day

Powered by  SoftPay

### Payment System Challenges

As an integral part of the point of sale experience in a flower shop, the payment system should fulfill certain requirements. The payment system can also simplify a merchant's business by making phone and mail orders easy to fulfill:

*Terminals must fit easily into the environment.* The personal ambiance of a flower shop requires that transaction terminals be unobtrusive and quiet.

*Support for phone orders.* Merchants must be able to meet specific requirements in order to obtain the best discount rates on phone orders. The phone order menu item makes it easy for merchants to initiate these transactions.

*Settlement must be easy to remember.* Small shops with few transactions can sometimes forget timely settlement, thereby losing out on the lowest discount rate. Also, clerks don't want to keep consumers waiting while they perform operational transactions.

*Easy accounting.* Transaction flow and accounting procedures must be easy.





## THE VERIFONE SOLUTION

### *Optional Consumer Receipt.*

To save time and costs, especially for phone orders and deliveries, the second consumer receipt is optional; clerks

simply reply “no” to the appropriate prompt.

*Manual Entry Indicator.* If an account number was keyed into the terminal (as in a phone order), an indicator will print on the receipt.

*Address Verification Service (AVS).* For phone or mail orders, merchants will be prompted to enter address data for verification. SoftPay will display the AVS code on the terminal and print it on the receipt.

*Retail Custom Payment Service (CPS).* To ensure that merchants qualify for the discount rates on special transactions (i.e. “card not present”), SoftPay supports all retail Visa CPS requirements.

*Auto-settle.* SoftPay can be programmed to automatically settle within 24 hours to ensure that merchants qualify for the best discount rate.

*Detail Report.* This report simplifies accounting by showing detail for each transaction in the batch by clerk, including clerk ID, partial account number, and amount.



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VERIFONE'S OMNI  
3200SE TERMINAL WITH  
SOFTPAY SOFTWARE IS  
THE IDEAL PAYMENT  
SOLUTION FOR  
FLOWER SHOPS.



### Omni 3200SE

**Sleek, compact design.** The Omni 3200SE fits nicely into the flower shop atmosphere. Only one power cord is required, eliminating the need to string multiple cables and connectors under the counter.

**Two-line terminal.** With two telephone ports in back of the terminal, a second business line is not required.

**Easy user interface.** A familiar ATM-style user interface reduces clerk entry errors for faster and easier transactions.

**Quiet, fast printing.** High-speed thermal printing reduces noise and speeds transaction time, resulting in better customer service. A “clam shell” printer facilitates drop-in loading virtually eliminating paper jams.