



THE OMNI 3200SE MEETS ALL THE ELECTRONIC PAYMENT NEEDS FOR SMALL, UPSCALE RETAILERS

Merchant Profile

Two employees plus owner
Intimate environment
Processes 10 credit
transactions per day
High average ticket value

Powered by  SoftPay

Payment System Challenges

As an integral part of the point of sale experience in a small, upscale shop, the payment system should fulfill certain requirements:

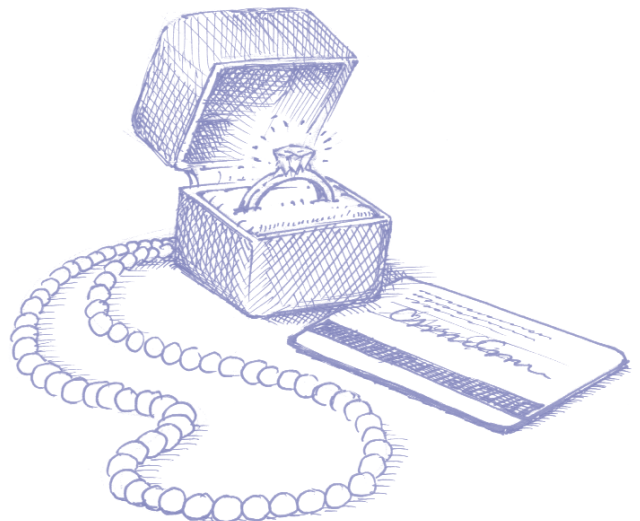
Terminals must fit easily into the environment. The sophisticated ambiance of an upscale store requires that transaction terminals be unobtrusive.

Settlement must be automatic and 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.

Chargebacks must be reduced. With high transaction values, proper procedures need to be easy to follow.

Accounting procedures must be easy. Without full-time bookkeeping staff, accounting must be quick and simple to reduce time and error.

Systems must support fraud control. High average ticket values mean that fraud must be kept to a minimum.





THE VERIFONE SOLUTION

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

After-hours Settlement. SoftPay can be configured to settle after business hours so consumer transactions aren't affected.

Card Ranging. Payments are simplified because the software automatically prompts for the appropriate card type. Clerks don't have to remember different procedures for each card type.

Imprint Card. SoftPay reminds the clerk to manually imprint the card if the mag-stripe read fails. This allows the merchant to qualify for charge back rights by following association regulations.

Detail Report. This report simplifies accounting by showing transaction detail, including partial account number and amount.

Batch History Report. The last seven batch totals are printed in a concise report so merchants don't have to contact the acquirer for this information.

Fraud Control. SoftPay supports account truncation and other measures to reduce fraud.

VERIFONE'S OMNI
3200SE TERMINAL WITH
SOFTPAY SOFTWARE IS
THE IDEAL PAYMENT
SOLUTION FOR SMALL,
UPSCALE RETAILERS.



Omni 3200SE

Sleek, compact design. The Omni 3200SE fits nicely into upscale environments. A "clam shell" printer facilitates drop-in loading virtually eliminating paper jams, and a single power plug reduces counter clutter.

Dual phone lines. The terminal uses two telephone lines, eliminating the need for a second business line.

Quiet, fast printing. Rapid thermal printing reduces noise and speeds transaction time, resulting in better customer service.

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



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