

# VeriFone VX 520

Countertop Payment

Terminal



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# Agenda

## VeriFone VX 520 Countertop Terminal

- Selling the VX 520
- Solution Details
- Benefits of the VX 520
- What is EMV
- Setup Process & Paperwork
- Sales Support



# Why VeriFone VX 520?



## Proven Performance

- Powered by the advance VX Evolution platform.
- Runs on the time-tested Verix Operating System.
- Over 11 million devices in the market and counting.
- Industry's fastest processor with Dial and Dual Com connectivity options.



# Why VeriFone VX 520?

## Next Generation Features

- Built-in terminal lock protects from any unauthorized updates aiding with merchant retention.
- PCI PTS 3.0 certified, EMV certified and features VeriShield Total Protect for end-to-end security.
- Smart Card Readers (Contact & Contactless/NFC).



# Why VeriFone VX 520?



## Extended-Life Design

- Capable of running multiple payment applications.
- Backlit screen & keypad for low-light environments.
- Ergonomic design and small footprint .
- A uniquely designed rear comm ports area, neatly connect cables under device for cleaner countertops.



# VeriFone VX 520

Robust Performance That Leads and Exceeds



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# Selling the VX 520



## Value Proposition

The most advanced countertop payment device, the VX 520 offers enhanced connectivity, unrivalled memory and unprecedented processing speed. Built with long-lasting components, flexible connectivity options and brilliant backlit screen. All grounded by the time tested stability of the VX platform. The VX 520 works harder, faster and longer.



# Selling the VX 520



## Merchant Considerations

- Cost is a primary consideration.
- Volume does not justify a costly POS solution.
- Security is a leading concern.
- Transactions are simple.
- Sales are processed in a one ECR or countertop environment.





# Selling the VX 520



## Who is the VX 520 Customer?

- A merchant who....
  - wants an affordable payment terminal.
  - wish to check-out customers quickly.
  - desires to accept multiple payment types.
  - need a PCI compliant payment terminal.
  - requires a solution for a countertop environment.



# Selling the VX 520

## Target Verticals

- Quick Service Restaurants
- Cafes, Delis, Coffee Shops
  - Neighborhood Food Markets
  - Specialty Retail Stores
    - Retail Automotive, Parts & Paint
    - Business Office Environment



# VeriFone VX 510

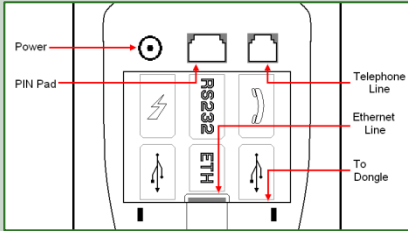
## Payment Solution Details



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# VX 520 Terminal Features

VX 520 Model	VX 520 Features & Specs
Manufacture	VeriFone
Processor	32-bit ARM 11, 400 MHz
Memory	160 MB Standard Support up to 500MB
Display	128 x 64 pixel graphical LCD with backlighting Supports up to 8 lines x 21 characters
Card Readers	Magnetic Card Reader Smart Card Reader (Contact and Contactless/NFC)
Keypad	12 telephone style alpha-numeric keys, 4 programmable functional keys, 4 ATM keys, 1 switch (ON) key
Peripheral Ports	<ul style="list-style-type: none"> <li>Power port</li> <li>RS-232 Serial port</li> <li>Ethernet port</li> <li>RJ-11 Telephone port</li> <li>Host USB port</li> <li>Client USB port</li> </ul> 
Printer/Paper	<ul style="list-style-type: none"> <li>Thermal printer, 24 lines/second, Graphic capabilities</li> <li>Single-ply 58mm x 25 m paper (40mm and 38 diameters)</li> </ul>
Dimensions/Weight	<ul style="list-style-type: none"> <li>8.0" L x 3.4" W x 3.0" H</li> <li>500 grams</li> </ul>



# VX 520 Solution Details

## Communication Options

- Dial and IP with Dial Back-up

## Transaction Storage

- 998 Transactions Per Batch

## Capture Type

- Host Capture (HCS)
- Terminal Capture (TCS)

## Batch Method

- Auto-Close
- Manual Terminal Initiated

## Support Type

- Class A



# VX 520 Solution Details



## Supported Card Types

- Credit
  - Visa, MasterCard, Discover
  - American Express, JCB
- Signature and PIN Debit
- Gift Cards / Store Value Cards
- EBT Cards
- Fleet Cards



## Supported Industries

- Host Capture – Retail and Petroleum
- Terminal Capture – Retail and Restaurant

# VX 520 Solution Details

## Supported Peripherals

- VeriFone PIN Pad 1000SE
- VeriFone SC5000
- VeriFone PIN Pad Vx810
- VeriFone PIN Pad Vx820
- VeriFone Omni Mx830



# VX 520 Sales Partner Benefits

The *Terminal Lock* feature protects from any unauthorized updates aiding in merchant retention.

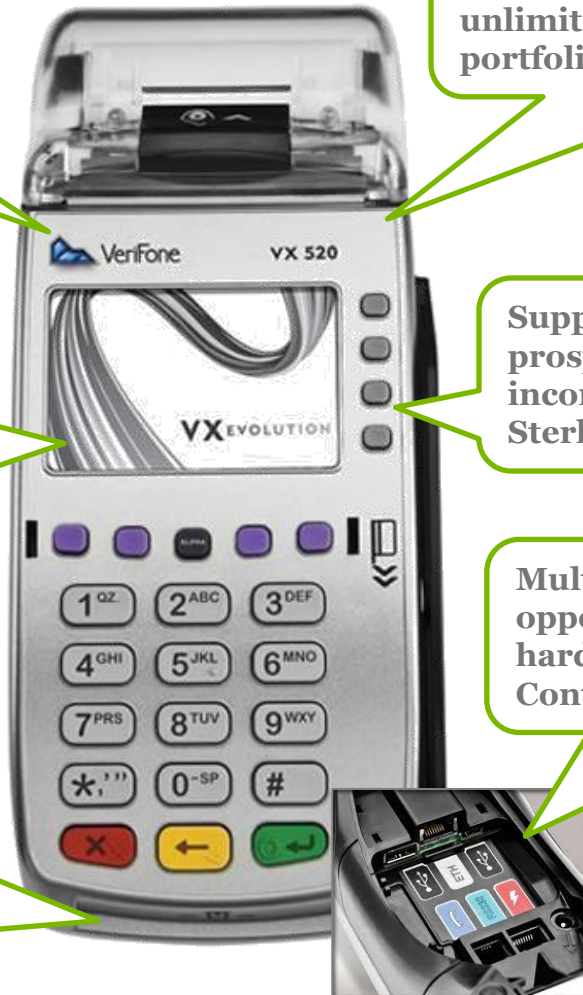
Supports Retail, Restaurant, Petroleum industry types affording unlimited opportunities to grow your portfolio.

Compact design keeps countertops free of clutter making it viable add-on sale to every ECR sale.

Supports gift cards offering the prospect of earning additional income for SPREE Gift Cards and Sterling Rewards cards.

EMV ready with built-in smart card reader eliminates the need for the merchant to replace terminal in the future aiding in merchant retention.

Multi-port design provides an opportunity to sell additional hardware such a PIN pad or Contactless Reader.





# VX520 Merchant Benefits



High speed printer reduces customer wait time and keeps line moving.

High contrast screen with backlit display and bold menu prompts making it easy to read.

Compact design keeps countertops free of clutter and making it hand-over friendly.

Blue backlit, metal dome keypad designed for one million key presses.

Smart card (Contact) reader for the evolving world of payment processing and EMV.

Quick-release for effortless drop and feed paper replacement, virtually eliminating paper jams.

Smart Card (Contactless/NFC) reader for the evolving world of payment processing and EMV.

ATM function keys making payment and transaction selection easy, while also preventing errors.

Multiple ports make adding a PIN pad or Contactless reader simple.

Communication port area neatly connects cables under the device.



# What is EMV?

## EuroPay MasterCard Visa (EMV)

- Global standard for the implementation of chip cards for the purpose of facilitating an electronic payment transaction.
- EMV chip cards contain an embedded secure chip (often referred to as chip card or smart card) that provide strong transaction security features.
- Effective technology to protect against duplicate card fraud.



# What is EMV

## EMV versus Magnetic Stripe Transactions

- Unlike magnetic stripe transactions, where typically only the card's track 1 or 2 data containing the card number and validity dates is processed, every chip card transaction contain dozens of pieces of information to be exchanged between the card, the terminal and the acquiring bank's host.
- Requires the terminal to perform many stages of complex processing.



# What is EMV?

## EMV Enabled Hardware

- Chips embedded in cards contain encrypted data, which is accessed by the reader in the terminal.
- The terminal sends a code, or “cryptogram” to the processor, validating the card and the cardholder.
- EMV cards can be either “contact”, requiring insertion into the terminal, or “contactless” where the card is held near contactless reader.



# VeriFone VX 520

## Setup Process & Paperwork



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# Setup/Ordering Forms - MPA



## New Merchants Only

### EQUIPMENT SET UP INFORMATION

<b>Hardware Terminals:</b> <input type="checkbox"/> Purchase Equipment <input checked="" type="checkbox"/> Reprogram Equipment				<b>Software Terminals/Cash Registers:</b> <input type="checkbox"/> OnCall CAPTURE <input type="checkbox"/> SPOT <input type="checkbox"/> Sterling VT/Gateway <input type="checkbox"/> VT Admin E-mail				<b>Batch Closure Request:</b> • Host Capture Auto Close <input checked="" type="checkbox"/> Off (HCS defaults to 5am ET)  • Terminal Capture <input type="checkbox"/> On <input type="checkbox"/> Off (Default is manual close)  • Upload Time (ET) Military Time				<b>Industry Type:</b> Retail: <input checked="" type="checkbox"/> (HCS) <input type="checkbox"/> (TCS)  <input type="checkbox"/> MOTO (HCS) <input type="checkbox"/> Lodging (TCS) <input type="checkbox"/> Restaurant (TCS) <input type="checkbox"/> Auto Rental (TCS)											
Manufacturer	Type	Part #*	Qty																				
VeriFone	VX 520	M252-653-A3-NAA-3	2																				
				<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Type</th> <th>Version/App Code*</th> <th>Qty</th> </tr> </thead> <tbody> <tr> <td>PC Software/ VAR (include version)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cash Register/ Datacap</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>					Type	Version/App Code*	Qty	PC Software/ VAR (include version)				Cash Register/ Datacap							
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Other:  *Required for PCI compliance				<b>VAR:</b> Contact Name:  E-mail:  Phone:  <b>Peripherals:</b> Printer Type:				<b>Standard Features:</b> • Address Verification <input type="checkbox"/> Off (Default is On)  • CVV2 (Default is On) <input type="checkbox"/> Off  • Invoice Number <input type="checkbox"/> Off (Default is Auto Generate)  • Cashier/Clerk Numbers <input checked="" type="checkbox"/> On (Default is Off)  • Debit (Default is Off) <input checked="" type="checkbox"/> On  • Fraud Protection <input type="checkbox"/> Off (Default is On)*  <b>*Waiver of Fraud Protection.</b> If Fraud Protection is turned OFF, the merchant agrees to the following statement.  <i>I understand that by removing the Fraud                  Protection Feature, fraudulent cards could be                  accepted through my payment terminal. I will                  not hold Sterling Payment Technologies or any                  of its partners liable for such transactions.</i>															
<b>Communication Type:</b> <input type="checkbox"/> Dial Access #: _____ <input checked="" type="checkbox"/> High Speed <input type="checkbox"/> Mobile - CDMA <input type="checkbox"/> Mobile - GPRS <input type="checkbox"/> Third-Party Gateway <input type="checkbox"/> NETePay				PIN Pads:    Vx 805    M280-703-A3-wwA-3    2  Other:				<b>Restaurant Features:</b> • Server Numbers (Default is On) <input type="checkbox"/> Off • Tab Options (Default is On) <input type="checkbox"/> Off • Tip Adjust (Default is On) <input type="checkbox"/> Off • Tip Calculator (Default is On) <input type="checkbox"/> Off • Tip Processing (Default is On) <input type="checkbox"/> Off															
								<b>Retail Tip Features:</b> • Sale + Tip (Omni) <input type="checkbox"/> On <input type="checkbox"/> Off															

# Setup/Ordering Forms - EQR



## New & Existing Merchants

EQUIPMENT REQUESTED						
Qty		NEW	REFURB	Model/Description	Serial No.	Price
<input type="text" value="2"/>	Terminal	<input checked="" type="checkbox"/>	<input type="checkbox"/>	VX 520		\$ XXX.XX
<input type="text"/>	Printer	<input type="checkbox"/>	<input type="checkbox"/>			\$
<input type="text" value="2"/>	PIN Pad	<input checked="" type="checkbox"/>	<input type="checkbox"/>	VX 805		\$ XXX.XX
<input type="text"/>	Check Reader	<input type="checkbox"/>	<input type="checkbox"/>			\$
<input type="text"/>	Other	<input type="checkbox"/>	<input type="checkbox"/>			\$
<input type="text"/>	1000 SE mBox PIN Pad	<input type="checkbox"/>	<input type="checkbox"/>			\$
<input type="text"/>	9-Pin Cable & DB9 Cable	<input type="checkbox"/>	<input type="checkbox"/>			\$
<input type="text"/>	Male to Male Null Modem Cable	<input type="checkbox"/>	<input type="checkbox"/>			\$

# VeriFone VX 520

## Sales Support



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## Phone Support

- Advanced Technical Support @ 1-800-856-9621
- Reseller Relations @ 1-800-591-6098, Opt. 3
- Sales Support @ 1-800-383-0561, Opt. 3



# Thank You

