

THE ERA OF THE SAVVY SHOPPER • INGENUITY FROM THE INSIDE OUT
HACKING THE POS • DOING BUSINESS TODAY WITH THE TOOLS OF TOMORROW

paybook

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BuyFi

Incredibly accurate retargeting through a suite of data-fueled solutions.



RevTrax

The coupons of the future will be synced to your phone.



flexReceipts

Better receipts for the customer. Marketing space for the merchant.

Bar raisers.

Here's to the partners, the coders, and everyone else taking the payment experience to the next level.

The Era of the Savvy Shopper

It's time to say goodbye to a fragmented shopping experience—and to wasted minutes at checkout.

Shoppers today are cozying up to the convenience and comfort of online shopping, seeking that same sense of familiarity in store—usually to their disappointment. It's an era of swift decision-making—of “browse in person, buy online.”

Now, it's up to merchants to meaningfully engage shoppers, better utilize their time at the checkout, and close the gap between online and in-store shopping.

But merchants don't have to shoulder this responsibility alone. Verifone provides a secure, yet open, digital ecosystem to innovatively connect people, products, and services. Say hello to Verifone Commerce Platform.

Small and large retailers can now customize the point of sale with creative apps that appeal to both their consumers and their brands. Merchants now have the power to positively impact the checkout experience, to engage consumers when, where, and how they prefer.

With apps that foster convenience and provide more personalized interactions, Verifone Commerce Platform allows consumers to get more out of in-store—to enjoy a point-of-sale experience that goes beyond just payment.

Ingenuity from the Inside Out

Verifone and Intel® are partnering to change the payments industry for the better.

It's easy to imagine a better checkout experience, but to bring it to fruition requires powerful technology and the right people. Working together, Intel and Verifone are aiming to achieve just that—new and exciting, point-of-sale solutions. Cutting-edge POS devices like Verifone Carbon, powered by the Intel® Atom™ Processor, enable merchants to accomplish more while giving consumers greater and more engaging experiences.

“It's amazing. Because of Intel, we can now make products that are more similar to new smartphones than old credit card machines,” says Hitesh Anand, VP of Product, Commerce Enablement & Mobile.

We recently sat down with Vanessa Foden, Retail Market Manager, IoT Solutions at Intel, to better understand how the IoT solutions can help retailers tackle the problems the industry is facing today and create a better shopping experience for the consumer.

“We're dealing with the same retailer concerns but we're approaching them differently,” says Foden. “How do you keep people engaged in your store? How do you provide a unified commerce experience? How do you keep track of the items in your store and have sales promotions and synch up everything so that you have complete transparency and control?”

Together, Verifone and Intel have become more intelligent about addressing these problems.

“Now, everything can be connected. And it's all about that processor. It has better capabilities. It's Verifone supercharged.”

With faster speeds, our new devices can run third-party, non-payment apps with ease, so that merchants can customize the checkout experience with value-added services—such as UPC-based offers and loyalty rewards—triggered seamlessly within the payment flow.

But with smarter technology, we need to be smarter about security. Because new POS devices contain more personal data than ever, protecting sensitive information against hackers has never been more important.

“In the past,” Vanessa explains, “a small business may not have been too concerned with a security breach on a single transaction. But now, it's not just about the one transaction; it's about the risk to the consumer and the integrity of the brand.”

That is why Intel launched the Intel® Data Protection Technology for Transactions (Intel® DPT) and Verifone created Secure Commerce Architecture (SCA)—both offer a combination of authentication and end-to-end encryption designed to secure sensitive cardholder data from the moment a transaction is initiated, all the way to the bank. Our security systems create a transaction path that directly routes data from the payment terminal to the bank's servers, which means that no sensitive information touches the POS platform, its system memory, or the POS's operating system.

With the speed and innovation of Intel, Verifone is exploring new possibilities for payment devices. With the current rate of technology innovation, will it soon be the new normal to have voice-activated payments? Wearables? Retina scanners? All we know for sure is that anything is possible.

HACKING THE POS

We launched our first Appathon to introduce Commerce Platform and our developer kit to a group of specially selected developers. Here's what happened...

Tal from Abreezes Technology set up his laptop and faced the judging panel.

“I wanted to start from scratch and try something different on this platform,” he began. He then went on to explain his creation. Pulse is an app that alerts merchants on their smartphones when they’ve made a sale. It’s an excellent way to stay on top of the business from afar. Two days prior, this app didn’t exist.

Meanwhile, CoinOut, a company dedicated to changing the way we handle cash transactions, presented their app concept for Commerce Platform and explained how, with just a tap, a consumer could completely digitize their change. Imagine getting only bills back when you pay in cash and having your extra change sent to your bank account or a charity of your choice.



Verifone’s first Appathon hosted 22 companies and almost 50 developers for two days. The challenge: Develop an app using our developer kit that works with next-gen Verifone devices, and present a working prototype to a judging panel by the end.

Coordinator of the event and Global Product Marketing Manager, Lindsay Durfee, said that the event was a huge success.

“The Appathon marked a tremendous first for Verifone. Not only did we strengthen our relationship with the developer community, but the Appathon was a great example of Verifone’s commitment to transforming the point of sale.”

Whether aimed at merchants or consumers, the new apps broaden the checkout experience and satisfy today’s generation of consumers who have come to expect more personalization in all aspects of the sales process.

“The current shopping experience is in a state of flux,” explains Antti Rautiainen, Verifone’s Director of Developer Support. “We’re under-utilizing the time consumers spend at the checkout counter—this time could be spent providing additional services. Verifone’s Commerce Platform is the ideal solution. It will provide any number of apps that can be deployed to keep the consumer engaged throughout the transaction. Plus, it challenges developers and companies to come up with innovative solutions to transform the consumer shopping experience and generate new revenue opportunities.”

This was especially evident during MoZONE’s pitch. MoZONE, a company that specializes in proximity marketing, created an app that would allow customers

to sign up for a loyalty program during checkout with just their phone number. The app would then be able to recognize a customer by the presence of his or her mobile phone. In other words, as soon as customers re-entered the store, MoZONE’s app would identify them and send a personalized text message that could contain information about products, video content, and even coupons.

When asked to predict what the future of the in-store consumer experience will look like, Hitesh Anand, VP of Product, Commerce Enablement & Mobile says, “Spurred on by advances in financial technology, the payments industry continues to evolve at pace. And this spread of technology is opening up trade and creating new opportunities for business. The rapid adoption of smartphones and tablets is leading to a convergence of the offline and online worlds, further opening the value chain to innovative outsiders, large and small. This paves the way for unique experiences in the future of smart commerce.”

That’s where the real value of the Appathon will be experienced—in the store and at the terminal. The more Appathons Verifone hosts, the more the developer community will be encouraged to build more sophisticated apps, and the more rich and engaging the payment experience will become. After all, with this kind of technology capable of being implemented in just two days, imagine what could be done in two weeks, two months, or two years. The possibilities are endless, and this is only the beginning.



Most Innovative
BuyFi

BuyFi collects and stores valuable customer data in a powerful CRM, and then offers retargeting through a suite of interrelated marketing automation solutions.



Best Business Use Case
RevTrax

RevTrax’s SaveInStore app improves the coupon experience by creating universally accepted mobile coupons.



Most Popular
flexReceipts

flexReceipts delivers digital receipts to a customer’s phone or email address. The receipts can also act as a marketing platform.

Doing Business Today With the Tools of Tomorrow

Commerce Platform has everything you need to maintain better control over your devices and create a 21st century customer experience.

The benefits of a more connected world are innumerable—just ask Siri. But the drawback is that business owners need to step up their game to meet the demands of a connected world. Consumers are used to the digital experience, which provides them targeted ads and offers, and a smooth checkout experience with currency conversion, prepopulated discount codes, and much more.

To survive, the in-store experience has to rival the online experience. And we have the solution.

Commerce Platform is a suite of services and applications available on all next-gen Verifone products that provides merchants and estate owners with the necessary tools to create an experience that truly rivals the one online.





App Marketplace

Much like Apple's App Store, the Verifone App Marketplace offers a range of downloadable applications designed to help you improve the POS experience. These apps can be merchant-facing, consumer-facing, or both! Browse the Marketplace for apps that provide such services as:

Consumer

- Personalized offers/coupons
- Loyalty and pay with points
- Product ratings
- Digital gift cards
- Media and advertising
- Charity donation

Merchant

- Inventory
- Reporting
- Time card
- Live support
- Bill payments
- Order management



Estate Management

With Verifone Estate Manager, merchants get complete visibility and control over all of their payment devices. This one backend portal simplifies device operations, reduces support costs, and delivers rich media content with the click of button.

- A unique "heartbeat" feature regularly monitors the status of devices within an estate
- Anytime, anywhere access to your estate information via your mobile device
- Perform essential tests on devices in question—collect data, run reports and gain valuable tools such as screenshots and detailed operating system data logs—to help perform sophisticated root-cause analyses
- Simplified content management and delivery, providing easier opportunities for cross-selling and upselling with rich media content
- Scheduling options let you easily define specific dates and times when content should appear on your devices



Security Services

World-class security is the foundation that upholds Verifone's Commerce Platform. Our Secure Commerce Architecture (SCA) removes the POS from the certification process, so merchants can install and uninstall apps with no impact on payment security or PCI compliance. Verifone also provides a secure Commerce Gateway for apps to communicate directly to the app server, eliminating the need for POS or terminal recertification.



Developer Portal

Developer Portal allows developers access to all the essential tools necessary to create innovative apps that'll run on all next-gen (and select legacy) Verifone devices.

In addition to a developer kit, we provide training and support every step of the way, from app inception to deployment. Apps communicate with third-party services through Verifone's secure Commerce Gateway, which is PCI DSS-compliant, providing flexibility for developers and minimizing payment solution complexities.

"During the Verifone Appathon, developers told us they could achieve more during the first day with our developer kit than they could in two weeks with a competing solution," states Antti Rautiainen, Head of Developer Support at Verifone.

Terminal Commerce Apps for the payment terminal can be developed using HTML/CSS/JavaScript; and Android Commerce Apps for the merchant-facing, tablet side of Verifone Carbon can be built using Java.



This Is the Future

A conversation with Patty Walters,
Senior Vice President of EMV
Corporate Strategy at Vantiv.

Explain Vantiv's relationship to Verifone.

We have a long-standing relationship based on an opportunity to leverage Verifone's technology in the Vantiv channels of business. We are doing a lot together—more now than ever. And it is incredibly beneficial for both companies. Our relationship is very deep and wide—ranging from national to mid-market, to small mom-and-pop shops, to provide technology for the changing payment industry.

What are your typical merchants like? What are their pain points? What are they looking for?

More than ever, they have to respond to change very quickly. Change can be disruptive and expensive. The value we bring to these businesses is to assist in the angst associated with change, and to create an opportunity for the merchant to save money, invoke stronger security and create new sales.

Are you excited about Verifone Carbon?

Very excited. Carbon is an excellent example of bringing technology to eliminate the burden of change in the marketplace. It has the latest security and flexibility to meet the needs of a large group of businesses, from small retailers to health care providers and beyond.

How do you feel Carbon will grow your SMB strategy? What kinds of businesses do you think would be early adopters?

Carbon is a secure platform that can be used differently for different merchants. A large retailer might see it as the opportunity to bring mobility to their business. The way they use Carbon might not be the same as a mom-and-pop

business, but they both get a smart terminal with advanced features, better security, the standardization of EMV and other payment types, and many other benefits.

In the last five years, we've made tremendous strides in the payment industry and Carbon is a great example of that. The beauty of Carbon doesn't just lie in its physical appearance—it's what's behind all of that. The fact that we can make updates online, in a secure way, is a tremendous advantage for merchants. In years past, a merchant may have needed to purchase new hardware or wait for an update. Carbon has the security to allow seamless updates for the merchants.

What do you think the shopping experience will be in five years, 10 years?

It's going to evolve with our use of mobile. The in-app experience will become much more common. We will find ourselves surrounded with more opportunities to pay—customers will have so many choices in how to purchase, and merchants will have more options in how they engage with customers. Customers want the payment experience to be frictionless, easy, simple, and quick. Carbon will help businesses do this, now and into the future.

