



# It's Time: WinEPS Electronic Payments

NOW INCLUDED WITH CONNECTED PAYMENTS, WINEPS CONTAINS YOUR COSTS WHILE GIVING YOU THE FULL RANGE OF MONEY-MAKING OPTIONS.

**Tender-Bending,  
PCI/Visa Compliance,  
Electronic Check  
Conversion, Signature  
Capture — and an  
answer to skyrocketing  
transaction fees.  
All yours.**



## **CASH OR CREDIT?**

It used to be so simple. And so inexpensive. But now if your shopper gives your clerk the wrong answer it costs your store a frightening percentage of your profits.

Meanwhile, continuous interchange price increases and new, high-cost card types continue their assault on your bottom line. But your shoppers demand that you support their cards of choice. Sometimes it looks like your only choice is the rock or the hard place.

Of course, signature capture and electronic check conversion (ECC) would take big bites out of your payments expenses – if you could just implement them. And new ACH services such as Pay By Touch virtually eliminate fraud and a lot of cost – if you could just attach them. And gift card services will put plenty of cash on your bottom line with no inventory expense – if you could just hook up with them. Just like the big chains have done.

WinEPS makes sure that independents and regional chains have the full range of electronic payment tools to combat the high cost of transactions. And in concert with Connected Payments, WinEPS will likely outdistance the payments solutions in even the largest retailers today.

For example, WinEPS and Connected Payments can route credit transactions to one processor and checks to a different service. WinEPS even intelligently bends transactions to the lowest-cost tenders and processors based on your specific bank rates and the actual order size and card presented. Other advantages include:

**Auto tender resolution** By using the BIN file and card ranges, WinEPS can determine what tender to display for faster and easier shopper service.

**Credit-to-debit conversion** WinEPS prompts for a PIN on dual-purpose cards so you avoid the highest-cost processing fees.

**Biometrics** Pay By Touch is fully integrated for ultra-low cost payments that offer your

shoppers the ultimate in security and convenience.

**Gift cards** Activations, recharge, balance inquiry and redemption on Blackhawk and other key providers – in-house services too.

**Electronic check conversion** ECC is offered with or without check imaging support.

**Phone card** Activations and updates for additional revenues and profits.

**Triple language support** Shoppers can select from up to three different languages from the PIN pad. You choose which ones.

**Never-fail payments** WinEPS operates on dual machines so your payments processes are always running. Plus store-and-forward with stand-in for uninterrupted processing of transactions in network-down situations. (Works with Connected Payments too!)

**BIN file service** Enables credit-to-debit conversion, and it's provided with Connected Payments.

**Complete real time reporting** And 90-day history (365 with Connected Payments).

**PCI/Visa compliance** Not only are the StoreNext ISS45 and ScanMaster POS platforms compliant, but WinEPS has been fully certified to meet the toughest financial compliance standards.

With MTXEPS' close relationship with StoreNext, WinEPS is more than just integrated with ISS45 and ScanMaster. In fact, WinEPS releases are now fully planned and coordinated with StoreNext POS development, ensuring complete feature-function operability and certification before they're ever released.

And now WinEPS is provided at no charge with all Connected Payments subscriptions. Contact your StoreNext Dealer to learn how quickly and easily WinEPS fits into your store. After all your work, it's important to get paid.

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**WHERE EVERY DAY IS INDEPENDENTS' DAY**

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