

PCI COMPLIANCE ALERT

First Data created a mandatory PCI Compliance Assistance Service Program in 2009 due to the lack of industry success with self-regulating compliance. Since so many merchant processors have First Data relationships, the reach is huge. **Security Metrics** administers the program and has a mandatory annual fee and compliance certification requirement. Merchants **MUST return the PCI Compliance Validation form by the date specified in the letter received. If you do not return the form, or are not PCI Compliant, you'll be charged \$19.95/month.** All fees are deducted from your merchant account. **Fast Facts:**

- Merchants will receive one annual bill per Federal Tax ID. That's what customers have been reporting though we're still waiting for firm confirmation.
- Merchants must return a form for each merchant ID- a letter and form are sent automatically. The \$19.95 non-compliance fee can be applied to all your merchant accounts.
- If you have multiple merchant accounts at the same physical location, you can simply copy the same response form and change the merchant number at each location.
- All CenPOS clients will receive a PCI certificate via email from me to submit with your PCI Compliance certification.
- The Security Metrics form requires the same data established by the PCI Security Standards Council. Visit their web site for loads of good information.
- If you receive a phone call from anyone doing a 'random audit' of your PCI Compliance, do not answer their questions until you have completed the PCI DSS SAQ and know the answers.

DEBIT CARD USAGE DOUBLES

Last year I wrote that Debit typically equals 20-30% of retail transactions. Due to the economy, usage is now in the 50% range for retail and we're seeing up to 30% in B2B, which in prior years was maybe 5%. This presents an opportunity for all retailers to reduce costs and risk by increasing pin debit penetration. **Fast Facts:**

- **Nationally, retailers only convert 5-20% of debit to pin-debit. With CenPOS, the average is 86%.**
- Under \$100,000 annually, it will take you 1-2 years to recoup the cost of a \$100-125 pin-pad. Why? Low volume and low average pin code entry.
- Over \$1,000,000/mth retail all companies should look at CenPOS, our payment technology that works with any processor.

CENPOS FEATURE ALERT

New features are continually added. Grant permissions to users only if you know what the feature is for. All accounts are set to **settle** automatically. If you grant a user **SETTLEMENT** permissions the "Batch" button will appear in the credit/debit functions list. **"Batch" settles the entire merchant account immediately**, not just for the user who presses the button.



Christine Schantz-Speedy

*Payment processing solutions
for Mid-size businesses*

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REFERENCE

Virtual Transaction Manager — A feature of Chase Paymentech Resource Online which enables you to see data after batching out.

3Dmerchant.com is continually updated to provide my FPS and CenPOS customers and prospects information they ask about.

- Offers wholesale POS equipment
- Direct agent for CenPOS
- Direct agent for First Payment Systems

URL's

- ▶ www.3Dmerchant.com/blog
- ▶ www.3Dmerchant.com/cenpos
- ▶ www.pcisecuritystandards.org
- ▶ www.cenpos.com
- ▶ Cenpos Virtual Terminal
<https://www.cenpos.net>
- ▶ Email news@3dmerchant.com to request an electronic copy of this or future newsletters for your organization.

BE GREEN

Email news@3dmerchant.com if you'd prefer to receive our newsletter via email. To change or add recipients to our printed newsletter, fax your changes to 954-942-9804.



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Increase Pin debit to reduce costs



LEARNING STATION

Is there anything that can be done to mitigate the frequency of hitting a specific rate?

If the rate on corporate cards goes up, you pay more. You can't change the fact that people are using corporate cards. Are you hitting the best or worst rate for the card transaction? We review every account, every month to look for problem areas. CenPOS removes human and 'static terminals' from the equation, automatically processing every transaction at the lowest rates possible.

Over 100 updates were made to interchange in the Fall 2009 update. With 97% of your costs coming from interchange, managing interchange will continue to play a vital role in controlling costs. A large number (20% of transactions maximum) of EIRF or Corporate Standard may indicate a closer examination of your account is needed.