

# First Data® POS Value Exchange<sup>SM</sup> Retail Solution

First Data teamed up with Microsoft® and Hewlett-Packard® to create an easy-to-use, dependable and affordable solution that helps streamline your retail business for greater profitability.

Designed to replace a cash register, the multi-tasking First Data® POS Value Exchange<sup>SM</sup> Retail Solution helps you process payments, manage inventory, track sales, control costs, improve customer service and better guide business decisions. Through this combination of a personal computer, business management software and a payment processing system, you can leverage the combined value of three industry leaders: First Data, Microsoft and Hewlett-Packard.

## The Challenge

Specialized merchants want to compete with larger retailers while maintaining their uniqueness and offering a superior level of customer service. The POS Value Exchange Retail Solution offers the necessary tools to be competitive while allowing you to minimize the time spent on store operations and focus more on the customer experience.

## The Solution

The First Data POS Value Exchange Retail Solution easily integrates with back-office functions and provides flexibility for future enhancements. It also streamlines your store operations and helps you better manage every aspect of your business.

By integrating payment processing with back-office tools that you're already using from trusted technology companies, you free up time to focus on your customers and create more personalized service. As a result, you greatly improve customer satisfaction and retention.

## Here's How It Works

The POS Value Exchange Retail Solution consists of three retail-designed components: a personal computer powered by an Intel® processor at the point-of-sale, a software package leveraging Microsoft technology that handles inventory and customer management, and integrated First Data payment processing that allows you to process a variety of payment types.

This solution processes all major credit cards, including Visa®, MasterCard®/Diners Club®, Discover® and JCB®, as well as PIN and signature debit transactions. It also supports gift cards and, through peripheral products, you can process paper checks using the TeleCheck® Paper Check Acceptance service.

You can use the intuitive Microsoft wizards to implement the software quickly and get your store up and running smoothly. You can even set up prompts for your cashiers to remind them of cross-selling opportunities.

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## Industries Served

- Retail
- Convenience stores (without petroleum)
- Single location merchants or independently managed locations

## Help Your Business

- Speed up check-out time with built-in transaction processing
- Check prices, inventory availability and stock location with ease
- Create tailored sales programs to drive store traffic
- Eliminate time-consuming, paper-based tracking
- Decrease the amount of time spent on store operations
- Prompt cashiers regarding cross-sell and up-sell opportunities for increased average ticket sale
- Track customer visits and purchase histories to offer more personalized service
- Identify sales trends in every department and category to optimize stock levels

## Help Your Customers

- Expand range of payment options
- Get personalized attention

## Features

- Intuitive wizards for easy implementation
- Product support from trusted companies
- Touch-screen functionality
- Real-time, customizable sales activity and inventory reports
- Retail-tested hardware for optimal performance in the most demanding locations
- Automatically generate purchase orders based on reorder points and restock levels

## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your  
First Data Sales Representative  
or visit [firstdata.com](http://firstdata.com).