



The application framework flexible enough to  
meet all merchant electronic payment needs  
and lower the cost of operating Omni terminals

## VERIFONE SOFTPAY SOFTWARE

Designed

to **MAXIMIZE** merchant satisfaction *and* leverage your terminal investment, SoftPay from VeriFone is a powerful application that provides **COMPREHENSIVE** payment capabilities.

By providing an extensive set of **READY-TO-USE** payment modules, SoftPay delivers a solid framework for continual growth that enables you to quickly and cost-effectively meet **EVOLVING** industry and merchant needs. You can start out with full function payment transaction capabilities, then as you grow simply add new payment options like loyalty programs and e-purse.





### A Powerful Architecture for Maximum Flexibility

SoftPay puts VeriFone's 20 years of unmatched transaction expertise at your disposal in a robust application framework for industry standard payment functions.

SoftPay is composed of a rich set of state-of-the-art, pre-certified transaction building blocks that seamlessly link into a complete merchant-ready application. This architecture makes it easy to tailor SoftPay functionality to meet your unique requirements.

Adding the payment capabilities you need is fast and easy. You simply select the appropriate building blocks from VeriFone's extensive library to easily create custom payment applications. Or, you can work with VeriFone's application experts to tailor a solution for your unique needs. Either way, you'll speed your time to market with the competitive features you require.

With SoftPay, you'll never have to play "catch-up" as new standards emerge. VeriFone updates SoftPay to meet the most current payment transaction standards such as EMV. And VeriFone protects your SoftPay investment by adding new features and functions that meet your merchants' changing needs.

### The Power of Turnkey Merchant Solutions

SoftPay makes keeping and attracting merchants easier by offering pre-packaged applications that provide complete solutions for a wide range of industries, including retail, restaurant, lodging, and rental businesses. These SoftPay applications are individually tailored to deliver a turnkey solution for each business type, including all the specific features that are unique to merchants in each industry.

Your merchants will like SoftPay because of its ease of use and manageability. ATM-style menus for transactions and functions make SoftPay easy for clerks to use, minimizing training time and the potential for errors. And one-touch keys for frequently used functions simplify reporting, printing, and adjusting. In addition, SoftPay gives merchants the power to tailor applications to their own needs by changing the language displayed and adding merchant messages to the receipt lines.

SoftPay applications offer complete solutions tailored to meet merchant needs in each industry.

### SoftPay Industry Solutions

INDUSTRY	MERCHANT TYPE	
<b>SoftPay Retail</b>	General Retail	Small Grocer
	Specialty Retail	Parking Lot
	Mail/Phone Order	Movie Theater
	Beauty Salon/Spa	
<b>SoftPay Restaurant</b>	Fast Food	
	Bar	
	Family Style	
	Fine Dining	
	Banquet/Catering	
<b>SoftPay Lodging*</b>	Hotel/Motel Front Desk	
	Bed & Breakfast	
<b>SoftPay Rental*</b>	Auto Rental	
	Equipment Rental & Leasing	

\* May not be available in all regions.

## The Power to Lower Cost of Ownership

SoftPay was designed to powerfully leverage your hardware and software investment by reducing your total cost of ownership.

For instance, SoftPay separates host interface code from terminal and transaction definitions, so you can add new functionality without having to re-write or re-certify the whole application. And, when you work with VeriFone to write your payment application, you can increase your return on investment through quicker time to market. With SoftPay, you'll reduce the cost of keeping your applications up to date, and improve merchant retention by being fast to market with new features.

Because SoftPay is the only payment solution you need for all Omni terminals, it reduces your Help Desk costs. All SoftPay operations are the same regardless of what Omni terminals you have installed. This means your Help Desk only has to support one

application, also making terminal deployment and support faster, easier, and less costly. And, SoftPay's ease of use results in fewer merchant errors, and means fewer calls to your Help Desk for routine operations questions.

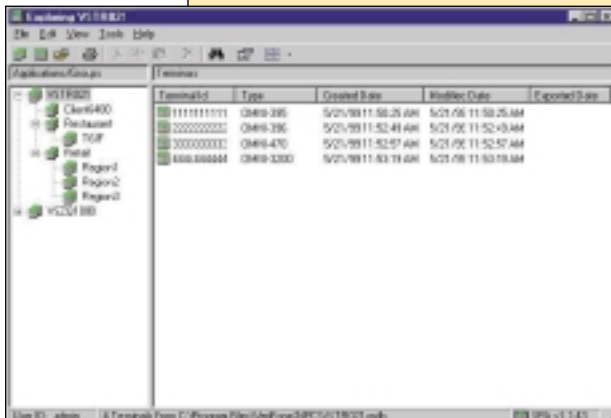
## SoftPay's Long-term Dividends

SoftPay from VeriFone is the ideal payment application for any merchant environment. Built to leverage the strengths of VeriFone's payment knowledge and hardware capabilities, SoftPay reduces costs and delivers bottom-line value to merchants, resulting in greater merchant attraction and retention.

With complete payment functionality, unprecedented freedom of choice, and compatibility with a broad range of terminals, SoftPay is the best single merchant payment solution for today, and tomorrow.

## Simplify Terminal Configurations with SoftPay Assist

VeriFone's SoftPay Assist option makes configuring your SoftPay application **FAST AND EASY**.



SoftPay Assist is a convenient MS Windows-based tool that **INCREASES THE FLEXIBILITY** of your SoftPay application by making **CUSTOM CONFIGURATIONS** easier.

Simple-to-use features let you painlessly change key items like menu order, host communications, passwords, parameter defaults, and other market specific elements. By **TAILORING** the user interface to your specific needs, you can give your SoftPay application its own unique look.