

Integrate data insights with mobility solutions to deliver a complete customer experience.

Mobile point-of-sale (mPOS) solution

verizon^v

Elavon

Verizon has teamed with Elavon, a leading global payment solutions provider, to deliver a complete, seamlessly integrated, tablet-based mobile point-of-sale (mPOS) solution. Elavon has combined the powerful capabilities of talech's mPOS software, Elavon's fully encrypted payment-processing platform and customer loyalty program, mPOS peripherals and the nation's most reliable 4G LTE network from Verizon to help you provide a more engaging customer experience.

Delivered on the nation's largest 4G LTE network, the Elavon mPOS solution provides powerful, rich analytics to help businesses enhance customer engagement.

Many consumers are accustomed to personalized, convenient and data-rich online shopping experiences. Naturally, they also expect a similar in-store experience – but with even more customized engagement. Armed with smartphones for quick access to product information, they're equally prepared to purchase from your store location, an online site or a competitor. And the experience they encounter increasingly determines where the sale is made.

Securely process mobile payments.

- Fully encrypted, secure payment processing platform
- The nation's second largest payment processor
- More than 1 million business customers around the world

The in-store experience will continue to evolve as retailers strive to create ideal shopping environments. To help facilitate this retail evolution, basic mPOS services have improved the customer experience by providing convenient checkout options and eliminating lines to cash registers.

However, retailers who fail to equip their associates with mPOS devices connected to marketing resources, inventory and analytics systems will miss valuable loyalty-building opportunities. To help you deliver a retail customer experience that goes well beyond the typical mobile financial transaction, Verizon has joined forces with Elavon to provide a complete turnkey mPOS solution.

Provide more than a mobile sales transaction.

We deliver reliable wireless connectivity And the nation's largest 4G LTE network

with services from Elavon, a leader in secure mobile payment processing and integrated rewards and loyalty programs. Elavon combines Verizon network capabilities with talech iPad®-based software and an assortment of hardware components to deliver more personalized customer experiences.

The talech mPOS software not only transforms the Apple® iPad into a mobile cash register, but it is also a versatile business management solution—enabling you to better serve your customers. And you get all of it for an affordable price, helping to keep your costs down and your business moving. Designed to help you easily engage customers, empower staff, and increase sales, the Elavon® mPOS solution allows you to:

- Generate valuable customer insights through an intuitive mobile interface.
- Connect back-end systems for simplified data analytics processing.
- Help in-store staff provide more personalized service.
- Gain on-the-spot access to product inventory data, details and pricing.
- Incorporate retail hardware and software that is easy to set up and use.

Flexible tools to gain deeper, near real-time customer insights

Keep your staff informed about their customers and simplify back-office operations with greater business analytics. Through an

easy-to-use iPad interface, store employees can perform multiple sales functions and quickly access customer data for enhanced customer engagement.

The mPOS solution provides rich analytics and anytime, virtually anywhere access so you can become more informed about your customers. Store your data in the cloud so it's instantly available whenever you update it, and get near real-time reporting to always understand your business growth.

In just a few taps, you can access actionable, near real-time customer data; take orders anywhere in the store; easily apply discounts; manage inventory in real time; analyze consumer data; accept multiple payment types; and view daily sales reports. You can quickly understand and share customer insights about visit frequency, spending, recent visits and preferences as well.

Create more interactive, personal in-store experiences.

Equip salespeople with tablets connected to customer data, marketing systems and personalized product offers to help them better serve their customers. If a shopper wants to order an out-of-stock item from another store, locate matching accessories or pay for their items while finishing up in the dressing room, your staff can quickly deliver on those expectations.

The mobility and freedom to sell more

Your customers are increasingly mobile, and business happens everywhere. Leveraging the Verizon 4G LTE wireless network, the mPOS solution extends the point of sale to wherever your customers happen to be—inside your business, at an offsite location, virtually anywhere.

With product and customer information right at their fingertips, your salespeople can anticipate customer questions, quickly call up their purchase history and guide them toward the benefits of purchasing a particular item.

Elavon's Fanfare loyalty program provides an easy-to-use loyalty, gift-card and special-offers solution to deliver rewards to your customers at the point of sale. With Fanfare, you can quickly target consumers with offers and promotional campaigns to attract new customers; drive additional sales and revenues; and build more personal, relevant customer relationships.

Trust Verizon with your data.

The Elavon mPOS solution runs on a secure, private Verizon machine-to-machine (M2M) network.

Safeguard identities and customer data.

With built-in security features, the mPOS solution provides secure connectivity to help protect against tampering and fraudulent use through strong device identity and access controls. Payment processing is handled securely via a secure private network from Verizon and Elavon's fully encrypted payment-processing platform, helping protect payment data throughout the payment process.

Ideal for retail and restaurant applications

Retail use case

- **Product variations and sales tracking.** Create and apply sizes, colors or styles to your items. Track sales by each variation.
- **Real-time inventory management.** View and edit inventory as you take orders so you always know when it's time to restock.
- **Barcode label printing and scanning.** Scan items in register mode to add them to orders. Add items with pre-existing barcodes directly into inventory. Print barcode labels using a standard work or home printer.
- **Integrated reporting.** Analyze sales, inventory and customer metric reports in near real time.
- **Loyalty and gift card programs.** Offer integrated loyalty rewards, special offers and gift cards.

Restaurant use case

- **Simplified order management.** Easily customize orders by creating and applying variations such as size, add-on and exclusion options.

- **Adjust tips.** Apply tips on printed receipts or on the device.
- **Print to multiple printers.** Automatically detect multiple printers (main, kitchen, expo, bar). Create and send orders to a group of printers with one click.
- **Loyalty and gift card programs.** Offer integrated loyalty rewards, special offers and gift cards.

Quickly deploy easy-to-use mobile equipment.

The Elavon mPOS solution is operated with the iPad 2 and above or iPad Mini® tablets running Apple iOS version 6.0 and above.

Complementary hardware options include:

- MMF Val-u Line® cash drawer (16"x 16")
- MagTek® uDynamo card readers
- Socket Bluetooth® barcode scanner
- Star Micronics TSP650ii Bluetooth printer
- Star Micronics TSP143 thermal printer (LAN)
- Star Micronics SP700 impact printer—kitchen
- Heckler Design WindFall C tablet stand

Contact Verizon.

Learn more about Elavon's turnkey, tablet-based point-of-sale solution. Contact your Verizon sales representative at <https://www.findmyrep.vzw.com>