

COMPLETE SOLUTIONS FOR THE PETROLEUM AND C-STORE INDUSTRY.

A direct connection to customers, convenience,
and higher profits.

Welcome to VeriFone®

VeriFone's solutions for the petroleum and convenience store industry present you with advanced technology and services backed by over 25 years of expertise. Our solutions include highly reliable point-of-sale and food service kiosk systems with IP connectivity, PCI approved PIN pads and outdoor payment terminals, real-time data reporting and analysis tools, productivity software, dedicated industry partners, and complete service reliability. VeriFone is dedicated to delivering the solutions you need to run your sites more efficiently and grow your business today.

Universality.

VeriFone provides you with new and innovative ways to maximize the margin on every customer experience. From cutting edge PCI approved pay-at-the-pump solutions to proprietary fleet cards that help you develop personal customer relationships, VeriFone technology ensures complete **integration** to numerous partner peripherals that connect you to a universe of retail automation options, and create custom solutions tailored to your business needs.

Proven Uptime & Reliability.

With VeriFone, you have the confidence of knowing a worldwide leader in retail automation solutions is coordinating your support—and your satisfaction. VeriFone's proven solutions are designed to maintain our classification as the most reliable solution in the petroleum/c-store industry. With our turnkey installation and training options and our On-Site Maintenance and Help Desk programs, you can keep your stores fully functional from day one and ensure they are up and running 24/7, 365 days a year.

Migration, Not Obsolescence.

VeriFone products are designed specifically for the demands of the petroleum business and are focused with the strategic planning of your investment in mind. Our solutions have an open systems architecture that adds peripheral management bandwidth and allows for future configuration expandability—even connectivity to other business models.

Relationships.

Our relationship with you, your relationship with your customers—it's how we grow together. VeriFone is committed to providing the best solutions for linking your POS system to loyalty and prepaid programs and industry leading partners that help increase your in-store traffic and profits.

VeriFone products and solutions are designed for you, with input from you and the industry. We don't just provide products. We provide solutions that help you grow your business.

POINT OF SALE SOLUTIONS

Topaz XL™
Ruby SuperSystem®

POINT OF SALE SOLUTIONS AND SERVERS

Sapphire™ Upgrade to Ruby
Ruby PLUS™
V900 and VIPER

UNATTENDED SOLUTIONS

iOrder Food Service Kiosk
Secure PumpPAY

PRODUCTIVITY SOFTWARE

Sapphire Management Suite (SMS)	POP Fuel
Kiosk Management Suite (KMS)	Mix and Match
Ruby Card™	Combo

BACK OFFICE , INTEGRATED LOYALTY, AND ELECTRONIC FUEL PRICE SIGNS

Back Office
Integrated Loyalty
Electronic Fuel Price Signs

ADDITIONAL INTEGRATED SOLUTIONS AND STORE OPTIONS

Car Wash Controllers	EASY ID
Tank Level Monitoring	Prepaid Solutions
Coin Dispenser	Proprietary Fleet
Scanners	Money Order
Generic Networks	Backup UPS with Power Conditioning
Dispensers and DCRs	

MX800 SERIES AND STANDALONE TERMINALS AND PIN PADS

MX800 Series	MX870
MX830	VX 510
MX850	VX 570
MX860	QX720

SERVICES AND CONTACT INFORMATION

Petroleum Help Desk
Training Services
On-Site Maintenance
Standard Warranty
Contact Information

WELCOME TO VERIFONE

Point Of Sale Solutions



Topaz XL

Maximum Flexibility — Industry Only Touch Screen and Keyboard Combination POS

Flexible and Reliable Design

The first of its kind in the petroleum and convenience store industry, Topaz XL offers state-of-the-art infrared touch screen technology along with the familiar 120-key keyboard. This powerful touch screen POS is a sleek and customizable workstation that is rugged, reliable and easy to use. Topaz XL provides all the tools you need for state-of-the-art aesthetics, outstanding cashier

productivity, and efficient store operations. Topaz XL is developed with advanced infrared technology for the ultimate in touch screen durability and necessary for trouble-free performance in the harshest convenience store environments. The large 15" touch screen is designed to be visible in any light and can be easily adjusted to a position that best suits each user. In addition, the robust screen is easily activated with anything from a fingertip to a pencil point — and unlike competitive products that use capacitive touch screen technology, infrared screens never need calibration. Our fast internal processor speeds customers through the checkout.

Graphical and Easy to Use

Topaz XL's simple interface and customizable control panel allow you to easily tailor screen menus based on your store's unique inventory and sales activity levels. Fuel sales are processed using animated, graphical fuel icons that manage up to 32 fuel pumps at one time. The Topaz XL display features an on screen scrolling receipt, and up to 77 soft keys for the utmost in touch screen menu design flexibility.

Display menus and soft key configurations are easily set-up and modified via the Configuration Manager toolkit, accessible from the store or remotely across a secure IP connection. Large sub-menu screens enable cashiers to quickly navigate through daily specials or retrieve time-sensitive food service menus effortlessly. On-screen help menus assist with cashier training and provide quick answers to questions when managers are unavailable for help. An on-screen real time message board provides instant access to vital alerts and other important cashier information.

Valuable Data Analysis and Reporting Tools

Topaz XL provides powerful data analysis, reporting and remote configuration utilities that enable your entire team to quickly and accurately view and share large amounts of store activity data in order to make fast and sound business decisions. Custom reports are easy to set-up, and augment the library that features over 60 standard reports, including daily sales, identify high volume products, perform loss prevention analysis as well as sales trends by shift and cashier, market basket analysis and many more. An electronic journal is included which allows for easy retrieval of transactions by PLU, date, shift, cashier and department.

Topaz XL provides all of the tools that today's convenience retail operators require including integrated fuel control, tank level sensors, barcode scanners, electronic price signs, car wash controllers, back office applications, integrated loyalty programs, fleet card and financial network services, money order, coin changers, and food service kiosk systems.

Benefits at a glance:

- Touch screen and keyboard combination
- Rugged and reliable
- Optimized fuel sales control
- Complete back office integration
- Animated and graphical icon displays
- Customized control panel
- Multi-layer menu structure
- Fast and highly reliable thermal printer
- Fast end of shift/day reporting
- Promotional reminders and receipt previews
- Simplified training
- Easy migration
- 50,000 PLUs
- On-screen help tools

NOTE: Topaz XL comes with Sapphire. See the Sapphire page for complete information.



Ruby SuperSystem

Rugged, easy-to-use POS system that sets the industry standard for uptime and reliability

The Ruby SuperSystem is one of the most reliable point of sale systems in the industry, giving our customers unparalleled uptime. Ruby combines card processing, fuel dispensing, dispenser card reader control, and ECR functions to meet the needs of fast-paced petroleum/c-store

operations—where quick customer turnaround, easy pump control, and accurate record keeping are imperative.

Unparalleled Uptime and Reliability

The Ruby SuperSystem is built by VeriFone, so you can expect reliability. Store managers will have peace of mind knowing that the Ruby is the standard for the highest uptime and reliability in the petroleum/c-store industry. In addition, VeriFone support services are always there to keep the store up and running, 24x7.

Integrated and Flexible

The Ruby provides complete integration to an extraordinary number of partner peripherals, offering you more retail automation options. This integration allows you to easily create custom solutions tailored specifically to your business needs and requirements. The Ruby SuperSystem offers the complete flexibility to choose from major oil networks, generic petroleum networks, all major dispensers and dispenser card readers, back office partners, scanners and much more.

The Ruby SuperSystem has a broad range of pump compatibility, easy-to-understand fuel icons and programmable PLU keys to help simplify sales procedures and expedite service at all your locations. With the Ruby you can quickly read PLUs using a variety of scanning devices. It includes a built-in training mode which minimizes the time and cost of bringing new employees up to speed. In addition, the Ruby provides specialized reporting and tracking features to help you manage all of your business operations efficiently.

Customer Loyalty

Built-in loyalty programs such as POP Fuel, Mix and Match and Combo increase customer retention and in-store sales opportunities. Third party loyalty programs can also be implemented using Sapphire.

Benefits at a glance:

- Highly reliable
- 120-Key keyboard
- Integrated back office solutions
- Built-in loyalty features
- The only industry POS that has a clearly defined migration path
 - Add site controller for enhanced data access
 - Add Topaz for expanded touch screen features and functionality
- More leading industry partners than any other industry POS offering:
 - All major oil networks
 - Major generic petroleum networks for multi-branded jobbers
 - All major dispensers and dispenser card readers
 - Back office partners for inventory and convenience store management
 - Scanners for increased PLU control
 - Car wash, security camera, and tank level monitors
 - Money order, coin dispenser, and proprietary fleet

Point of Sale Solutions and Servers



Sapphire Upgrade to Ruby

Comprehensive Data Management System

Sapphire is a high-powered site controller that operates in conjunction with Ruby or Topaz. It offers the highest reliability and control of mission critical point of sale devices and data. Sapphire's technology was designed to leverage the investment you made in Ruby through ease of migration and true open systems architecture, adding remote connectivity and creating opportunities to integrate new revenue generating peripherals, or updated technologies, such as VeriFone's Topaz, a state-of-the-art touch screen workstation.

Remote Access

Sapphire provides IP connectivity for remote configuration and data transfer via a secure broadband connection. Whether you are in the store or a remote location, you can instantly retrieve sales, inventory and fuel data for all sites by shift, cashier or day, modify fuel prices, roll out a new program or seasonal special with the press of a button, and more.

Investment Protection

Sapphire adds peripheral management bandwidth and allows for future configuration expandability. It includes 16 serial ports (in addition to the 8 ports on Ruby and Topaz) to expand your peripheral connectivity options, ensuring complete integration to numerous partner peripherals that connect you to additional retail automation options.

Fuel Price Management

Electronic fuel price signs allow you to easily change fuel prices on outdoor signage and across the POS (front counter to forecourt) from the back office or remotely. Whether you are in your store, corporate office, or working from home, you can change prices instantly, safely, and accurately—no matter the location or weather.

Easy and Flexible Site Configuration

Sapphire provides 50,000 PLUs, making it fast and easy to add new product lines and improve in-store traffic. In addition, it enables easy price book management with fast, real-time downloads to and from your stores. Using Sapphire you can easily change fuels prices and inventory, edit receipt headers or footers, enhance card-reader displays, set up POP Fuel discounting, and add Mix and Match deals directly from your desktop.

Integrated Loyalty

VeriFone works with a range of loyalty partners to provide you the tools and flexibility you need to ensure your customers come back again and again. With the use of Sapphire, integrated loyalty programs provide extensive reports and detailed records of every transaction. Loyalty programs help you retain your best customers, encourages and rewards profitable customer behavior, and increases customer visit frequency, spending and profitability.

Prepaid Solutions

VeriFone prepaid solutions add significant revenue, drive more traffic to your store, help reduce debit and credit card interchange fees, and provide valuable benefits to your customers. Our integrated prepaid partners can help you provide your customers a convenient way to purchase prepaid solutions -- from long distance prepaid cards to prepaid gift cards -- at their favorite retail location.

Sapphire Management Suite (SMS)

SMS is a group of software modules that provide the advanced reporting and data management utilities of Sapphire. For complete information on SMS, see the Productivity Software section in this brochure.

Added Security Assurance

With the use of Sapphire, VeriFone's base application is validated against the Payment Application Best Practices (PABP) standard, which is intended to protect cardholder data.



Ruby PLUS

Industry Standard for Uptime and Reliability — Now Packed with More Functionality

An Extraordinary Combination

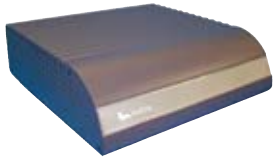
The VeriFone Ruby PLUS solution includes the industry standard Ruby SuperSystem, along with the Sapphire site controller to provide you the competitive advantage of

using the latest technology for integrated peripherals, real-time data access, and simplified remote site management tools in order to better understand your business, reduce expenses, increase revenue, and maximize profits—all at a very reasonable price. The Ruby PLUS solution combines card processing, fuel dispensing, dispenser card reader control, reporting and cash register functions to meet the needs of fast-paced petroleum/c-store operations. It offers customers complete reliability for their sites where quick customer turnaround, easy pump control, and accurate record keeping are imperative.

To learn more about the Ruby PLUS solution, please read the Ruby SuperSystem and Sapphire pages in this catalog.

V900 and VIPER

A Powerful Electronic Payment Server (EPS)



VeriFone's cutting edge V900 Electronic Payment Server, EPS, along with the VIPER payment application, has made standardizing and updating aging applications and hardware platforms effortless. V900 and VIPER separate credit card processing from POS functionality. Regardless of what collection of POS systems your organization manages, you can process payments through VIPER using generic, major oil, and proprietary payment networks without affecting your existing POS software or architecture. Certification of new network features including support for evolving data security standards is streamlined.

Fast, Simplified Card Processing

VIPER, VeriFone's independent payment integration solution, controls all credit card transactions, in-store and at the fuel point, completely independent from the point of sale terminal. Now, upgrading and standardizing payment applications across your organization can be easily accomplished without impacting your customer transactions. Centrally controlled operational parameters allow you to configure and update card processing functionality remotely via a standard Internet connection. VIPER can also be scaled to incorporate multiple card processing hosts including loyalty and CRM.

Unattended Solutions



iOrder Food Service Kiosk

Enhance your customer's shopping experience while maximizing your in-store sales

VeriFone's Food Service Kiosk solution utilizes an easy-to-use touch screen counter top terminal designed specifically for petroleum/c-store food service. Whether it welcomes shoppers at your store's entrance or is conveniently located near the deli counter, this self-service station will add convenience, speed, ease, and enjoyment to your customer's shopping experience.

This Food Service Kiosk solution combines a highly reliable 15 inch infrared touch screen terminal and customizable software configuration tool, Kiosk Management Suite (KMS). This total solution not only enhances your customer's experience but maximizes your store sales and marketing opportunities while increasing store efficiency.

Customers will enjoy the easy-to-use touch screen order entry menus that can prominently display your store's image and all food service options. The kiosk menus can be enhanced with inviting colorful graphics to help promote in-store specials and up-sell suggestions for complementary items. Once customers have placed an order, they receive a bar-coded receipt which includes their order number. Customers can continue shopping while their order is being prepared, and pick up it up at their convenience. They can pay for their food order and other items quickly and easily right at the point of sale counter.

The Food Service Kiosk solution is completely integrated with your VeriFone POS system. Cashiers simply scan the food order receipt along with other items being purchased. For inventory purposes, you can choose to track only priced items or down to the item's detail level (lettuce, tomato, and other zero-priced items). Each of the tracked items exist in your store's price book and all sales feed into existing reports available with the Sapphire site controller.

Benefits at a glance:

- Speeds the ordering process with interactive self-service station
- Helps ensure order accuracy and increases customer satisfaction
- Increases average ticket sizes and profits by promoting high margin menu items
- Adds colorful images for promotions that stand out and increased up-selling opportunities
- Builds orders in a way that makes sense to the customer while providing the kitchen with item detail in a sequence best fit for preparation efficiency
- Integrated with your VeriFone POS system for barcode scanning and journal reporting
- Touch screen is specially designed to be visible in any light and can be easily adjusted to a position that best suits each user
- Utilizes advanced infrared technology for the best touch screen durability
- Configuration tool provides easy to use templates for fast and easy menu modifications
- Content tailored to your company specifications and standardizes your food service operation across all of your store locations

Kiosk Management Suite (KMS) is a web-based software application that provides sites an efficient way to manage kiosk administrative functions and configure and edit kiosk menu screens using easy to use templates. For complete information on KMS, see the Productivity Software section in this brochure.

VeriFone also offers Professional Services for customers who want custom development of their Kiosk configuration, theme and graphics.



Secure PumpPAY

Rugged, Reliable Pay-at-the-Pump Solution — With Full PCI Approval

VeriFone's Secure PumpPAY is a compact, powerful solution for petroleum stations, convenience stores and big box retailers that need to upgrade their existing fuel dispensers with a PCI approved

payment solution. Secure PumpPAY supports DUKPT and the Triple Data Encryption Standard (TDES) which is required for PCI certification and mandatory for all automated fuel dispenser card transactions by June 2010.

Integrated, Retrofit Solution

Using VeriFone's PCI EPP approved outdoor payment hardware, Secure PumpPAY packs the latest payment technology into a compact integrated solution designed to easily replace non-PCI compliant systems in a wide range of dispenser models and card reader terminals. Secure PumpPAY features an ATM-style keypad for speed of entry, screen addressable keys for flexible customer input, and a triple-track magnetic-stripe for fast, easy, trouble-free processing. A built-in contactless reader can support a variety of contactless payment schemes. Plus its large 5.7 inch color display and LAN network interface makes Secure PumpPAY a dynamic digital merchandising solution allowing retailers to highlight bright attention-getting messages to customers while they are filling up their tank.

Rugged and Reliable

Wind, rain, cold, and even fuel or detergent splashes won't stop this rugged payment device, so it's perfectly suited for outdoor pay-at-the-pump dispensers—ensuring it will keep its new appearance for years to come.

Easy Installation

With Secure PumpPAY's compact all-in-one design, retrofit kit installation is simple and economical. The Secure PumpPAY solution is completely integrated with your Ruby/Sapphire and Topaz POS systems and is easy to integrate at a mechanical, electrical and software level — no changes to your inside hardware or software is required. Due to its modular design, PCI certified installers simply remove the old dispenser door panel, reconnect a few cables, mount the payment terminal and thermal printer to the new dispenser door panel, and seal it with the supplied gasket seal kit to meet IP65 standards.

Secure and seamless retrofit solution for existing dispenser models including:

- Dresser Wayne
- Gilbarco
- Tokheim

High Resolution, Fast Printer

Secure PumpPAY integrates a high speed, high resolution printer that can prominently highlight graphics such as company logos and bar-coded receipts for in-store promotions. This thermal receipt printer offers a longer paper roll, reducing the number of paper changes.

More Than Just Secure Payments

- ATM-style keypad, screen-addressable keys and a triple-track magnetic stripe card reader
- Built-in contactless reader supports all U.S. contactless payment schemes
- Large 5.7 inch color display and LAN network interface provide for a dynamic digital merchandising solution allowing retailers to highlight bright, attention-getting messages to customers while they are filling up their tanks
- Housing is constructed from a rugged and durable polymer that is specialized for use in tough outdoor conditions with exposure to adverse weather and petroleum and diesel splashes
- A fast, high-resolution graphics-enabled thermal receipt printer displays store logo or bar coded receipts and includes a wider paper roll, reducing the number of paper changes
- Display screen is recessed 3.5 inches from its tamper-resistant housing, aiding privacy and ensuring that it is clearly visible even in bright sunlight

Productivity Software

Sapphire Management Suite (SMS)

Decision Management Software for Maximum Operational Efficiency

SMS was designed for store owners that want detailed information on what their store is selling, how and when purchases are being made, what time of day sales are coming in, what cashiers are voiding, and more. This invaluable set of tools provides the competitive advantage of using the latest technology for real-time data access in order to better understand your business, reduce expenses, increase sales, and maximize profits. SMS enables busy professionals to remotely access each site for an up-to-the-minute snapshot of sales, cashier activity, modify prices and much more. Sapphire Management Suite consists of four modules:

- **Journal Browser** — The Journal Browser allows you to view the “paper” receipt electronically. It is a fast and easy way to view all store transaction information and filter down to specific line item receipt details. Its convenient electronic format allows for easy downloading into a database software for subsequent analysis.
- **Configuration Manager** — The Configuration Manager provides utilities to easily configure key components of your store remotely including price changes and day and night menu updates.
- **Transaction Manager** — The Transaction Manager allows you to quickly filter, find, and view store data through an easy to use browser-style application. Whether your tracking no-sales or voids, managing loss prevention is as simple as selecting a transaction type and running a real-time report.
- **Report Navigator** — The Report Navigator offers users a fast and convenient way to run standard and custom reports for a single store or all store locations. End of shift and end of day custom reports provide invaluable insight into the overall efficiency of your operation.

Benefits at a glance:

- Simplified access to all store POS data
- View up to the minute sales and cashier monitory reports such as voids and no-sales
- More efficient management of fuel inventory and high margin merchandise
- Make fuel and merchandise price changes instantly
- Remote access to store data improves management response to competitive prices
- Faster access to report data for real-time decision making
- Software is easily installed on any PC and connects to the Sapphire site controller by simply entering the IP address associated with the store

Kiosk Management Suite (KMS)

Software Toolkit for Easy and streamlined Kiosk Configuration and Operation

KMS is a web-based software application toolkit that helps you easily configure and customize kiosk systems, set-up and customize menus, import graphic files and manage the daily operation of your Food Service Kiosk.

Benefits at a glance:

- KMS software is easily accessed from any PC and downloads kiosk menu configurations via the Sapphire site controller
- Easy to use tool for configuring and editing kiosk menu screens using standard menu templates
- Manages administrative functions such as assigning users, permissions and passwords
- Supports multiple languages
- Interfaces with Sapphire site controller to obtain department number and PLU information for use in kiosk menu setup
- Uses graphical images to entice upsells and promote higher margin items
- Manages food preparation sequence to easily conform to existing food service operation
- Tools to accurately manage out-of-stock items
- Easily access PLUs from selected departments straight from Sapphire enabling fast menu price changes
- Import and export capability allows for easy menu configuration duplication among all store kiosks
- On-line Help tools provide convenient step-by-step assistance

POP Fuel Discount

The POP Fuel Discount allows you to reward customers with discounts on fuel when they make a qualifying purchase. This makes it easy for you to reward your customers for behaviors that benefit you. Reward your cash customers, and watch your network fees go down. Increase sales by tying snack sales to a discount on gas. Qualifying purchases can be at the pump or inside at the POS workstation.

Mix and Match

Mix and Match functionality offers a discount when specified items are purchased. The cashier does not need to recognize the items, since your POS workstation keeps track. For example, let the customer purchase any sandwich, any side item, and any drink. If all three are purchased, a discount can automatically be applied. This can be used with a barcoded keytag card, or to give your special shoppers the "sale of the week."

Combo

The Ruby SuperSystem's Combo features works much like Mix and Match in that it is a special price for a combination of items, but it is assigned a specific key on the keyboard and must be recognized by a cashier at time of purchase. For example you could run an "Early Bird" special for purchasing a newspaper and a large cup of coffee. The cashier would have to recognize the special and press the Early Bird key to give the customer the special price.

Additional Software Options



Ruby Card

The flexibility to add the revenue sources you need, when you need it — No special site visit required.

Ruby Cards are memory cards that give you the flexibility to expand your Ruby system's capabilities without a costly POS replacement. With the standard Ruby Card you can upgrade your Ruby to handle car wash sales, proprietary fleet cards, money orders, age verification through the EASY ID function, support for electronic fuel price signs and expanded PLUs. If you just want to increase your PLU count, VeriFone offers a Ruby Card with Expanded PLUs only for an additional 5,000 PLUs.

Benefits at a glance:

- Provides popular features that keep customers coming back
- Provides the flexibility of adding new features at any time
- Most upgrade installations can be done remotely, without a special site visit

Ruby Card:

- **Sell Car Washes at the Dispenser**
You can sell a car wash at both the POS and the DCR. The ability to sell a car wash at the DCR has proven to dramatically increase sales. Ruby and Topaz are compatible with car wash controllers that interface to over 30 different car wash systems. Use in conjunction with the POP Fuel discount for an added customer reward.
- **Use Your Proprietary Fleet Card at the Dispenser**
The Proprietary Fleet Card option works in conjunction with our proprietary fleet partners and allows your customer to use your private label cards at the DCR and inside at the POS. This builds loyalty with local accounts.
- **Money Order.** Ensure checks and balances when selling money orders directly from your POS. This feature provides an easy to use interface to Travelers' Express or Western Union Money Order systems and ensures the payment is in the drawer before printing.
- **EASY ID.** EASY ID ensures compliance with applicable laws for selling age-restricted products. With this option, when tobacco or alcohol is sold, just a swipe of the customer's driver's license will prompt the cashier if the sale should continue. Your POS will even record the fact that you carded on the journal.
- **Remote Price Sign.** This new option allows you to easily change fuel prices from the store or from the home office.
- **Expanded PLUs.** Provides an additional 5,000 PLUs for a total capability of 10,000 PLUs.

Ruby Card with Expanded PLUs Only:

The Expanded PLU Card provides up to 10,000 PLUs for enhanced cashier productivity.

Back Office, Integrated Loyalty, and Electronic Fuel Price Signs



Back Office

Gathering data at the store is becoming more and more important to running a tight operation and improving your bottom line. With your VeriFone POS system, you select the back office package that is right for your business.

Benefits at a glance (systems will vary):

- Create customized reports utilizing XML schemas
- Make informed decisions utilizing real time data formatted to meet your business needs
- Retrieve price and PLU data, period reports and more
- Obtain complete control over profit and loss statements
- Automate payroll time-keeping for payroll time card calculations
- Track accounts payable vendor status and manage multiple vendors using on-screen inquiries
- Calculate inventory turns based on sales automatically
- Analyze gross margin percentages and dollars on purchases by product code
- Ensure accurate management reporting for all aspects of your business

Sapphire Back Office Partners:

- | | | |
|---|-------------------------|--|
| • FACTOR, Inc. | (800) 654-3678 Ext. 201 | www.factor.com |
| • Professional Datasolutions, Inc. (PDI) | (254) 771-7100 | www.profdata.com |
| • RedPrairie | (877) 733-7724 | www.redprairie.com |
| • Service Station Computer Systems, Inc. (SSCS) | (800) 972-7727 | www.sscsinc.com |

Gemcom Back Office Partners:

- | | | |
|---|--------------------------|--|
| • Advanced Digital Data, Inc. | (407) 380-5000 | www.addsys.com |
| • AGKsoft | (508) 995-4934 | www.agksoft.com |
| • AIS/The Scan Group | (888) 304-4870 | www.scangroup.com |
| • Amcom Data Processing, Inc. | (800) 783-8100 Ext.112 | www.amcom.biz |
| • AutoExec Computer Systems, Inc. | (626) 446-6001 | |
| • Aztech Software | (800) 779-8324 | www.storewatch.net |
| • CMI Solutions | (800) 211-5980 | www.cmisolutions.com |
| • Compatible Software Systems, Inc. | (978) 433-2489 | www.css-corp.com |
| • Convenience Store Automation (CSA) | (920) 830-9575 | www.csahorizon.com |
| • Data Makers, Inc. | (920) 788-4225 | www.datamakers.com |
| • DataMax Group, Inc. | (512) 246-4000 | www.DataMaxGroup.com |
| • DM2 Software, Inc. | (800) 866-5151 | www.dm2.com |
| • ezCash, LLC | (256) 319-3470 Ext. 5021 | www.ezcashllc.com |
| • FACTOR, Inc. | (800) 654-3678 | www.factor.com |
| • Professional Datasolutions, Inc. (PDI) | (254) 771-7100 | www.profdata.com |
| • RedPrairie | (877) 733-7724 | www.redprairie.com |
| • Red River Software | (800) 397-0708 | www.redriversoftware.com |
| • Scanning Solutions | (800) 940-SCAN | www.scanningsolutions.com |
| • Series 2k (Sigma Oil Corporation) | (619) 464-5500 | www.series2k.com |
| • Service Station Computer Systems, Inc. (SSCS) | (800) 972-7727 | www.sscsinc.com |
| • Store Chek Systems, Inc. | (800) 338-8331 | www.storechek.com |
| • Success Systems, Inc. | (800) 653-3345 | www.success-systems.com |
| • Summit Software, Inc. | (800) 433-5724 | www.summit-soft.com |
| • TMI Services, Inc. | (817) 429-1961 | www.tmiservices.com |



Integrated Loyalty

VeriFone offers integrated loyalty solutions that will drive more traffic to your site and add customer conveniences in your business. VeriFone works with a range of loyalty partners to provide you the tools and flexibility you need to ensure your customers come back again and again. With the use of Sapphire and the open data exchange of XML, integrated loyalty programs provide extensive reports and detailed records of every transaction.

Benefits of using a Loyalty program with your POS:

- Increased visit frequency, spending, and profitability – drives customer purchases
- Increased customer retention – builds in-store opportunities, prevents loss of valuable customers
- Capturing Data – identifies customers and analyzes their purchasing behavior
- Rewarding Customers – rewarding profitable behavior and measuring the ROI of each reward
- Provides added value and services that motivate desired customer behavior
- Eliminates paperwork for fast and easy purchase tracking and reporting
- Speeds transaction time for customers
- Provide your customers instant gratification with cash-value discounts or cents-per-gallon rollbacks

Loyalty Partners:

- | | | |
|-----------------------------------|----------------|--|
| • Excentus Corporation | (972) 793-6790 | www.excentus.com |
| • Greenbax Enterprises, Inc. | (800) 664-4509 | www.greenbax.net |
| • MetroSplash Systems Group, Inc. | (972) 966-3235 | www.metro splash.com |
| • SmartEcho Technologies, Inc. | (866) 345-5768 | www.smartecho.com |
| • VCMG | (205) 323-4008 | www.vcmg.com |



Electronic Fuel Price Signs

Now your Sapphire based POS system can interface with an Electronic Price Sign, so you can gain the upper-hand on fuel margins and the competition! Quickly and easily change fuel prices on outdoor signage and across the POS (front counter to forecourt) from the back office or remotely from the home office. Whether you are in your store, corporate office or working

from home, you can change prices instantly, safely and accurately—no matter the location or weather. VeriFone's Electronic Price Sign Partner Program is backed by a comprehensive certification and testing process. This process ensures a smooth and seamless transition for you and your customers.

Benefits of integrating your POS system with Electronic Price Signs:

- Manage price changes easily, quickly and safely
- Prices are continuously and correctly displayed, without relying on in-store personnel involvement
- Saves time and money with automated operation
- Accurately display highly visible and legible prices
- An attention-getting advertisement that attracts business
- Quality electronic price signs that reflect your store's quality by presenting a clean, professional image
- Standard interface allows price changes without changing POS System user interface

Remote Fuel Sign Partners:

- | | | |
|--------------------------------------|----------------|--|
| • Daktronics | (605) 697-4790 | www.daktronics.com |
| • Everbrite, LLC | (800) 707-3837 | www.everbrite.com |
| • FutureMedia Displays, Inc. | (972) 770-0000 | www.fmdisplays.com |
| • Novyc Electronics | (514) 683-0300 | www.novyc.com |
| • PWM Electronic Price Signs | (713) 290-0626 | www.PWM.com |
| • Skyline Electronic Price Solutions | (800) 759-9046 | www.skylineproducts.com |

Additional Integrated Solutions and Store Options



Car Wash Controllers - Thinking of adding a Car Wash System? VeriFone interfaces to over 30 different car wash systems.

- Ryko Manufacturing Company (515) 986-3700 www.ryko.com
- Unitec Electronics (800) 486-4832 www.unitecelectronics.com



Tank Level Monitoring - Provide complete control over gallon usage and monitor fuel inventory.

- EBW/Franklin Fueling Systems (800) 475-3291 www.franklinfueling.com
- OPW Fuel Management Systems (708) 485-4200 www.opwfms.com
- Veeder-Root (888) 561-7942 www.veeder.com



Coin Dispenser - Speed the line and reduce errors. Managers get faster shift changes and save 5-7 seconds per transaction.

- Contact your VeriFone Authorized Distributor
- VeriFone (888) 297-7604 www.petro-c.verifone.com



Scanners - Whether you need a high-tech 2-D bar code scanner for scanning state licenses in conjunction with EASY ID or a basic 1-D bar code scanner to move the lines, our partners have options that fit your requirements.

- Datalogic Scanning (800) 695-5700 www.datalogic.com
- Honeywell Imaging and Mobility (631) 827-1126 www.honeywell.com/aidc
- Intermec Technologies Corporation (800) 347-2636 www.intermec.com
- Metrologic Instruments, Inc. (800) 436-3876 www.metrologic.com
- Motorola (631) 738-4720 www.motorola.com
- Opticon, Inc. (845) 365-0090 www.opticonUSA.com

Value Added Resellers (VARs) who carry VeriFone compatible scanners:

- InData Systems (315) 685-8311 www.indatasys.com
- Sales Solutions, Inc. (727) 736-6277 www.salestolutionsinc.com
- SCLogic, LLC (888) 722-6269 www.scllogic.com
- Scan Again / Vector USA (800) 991-3375 x115 www.scanagain.com



Generic Networks - Thinking of connecting to a Generic Network? VeriFone interfaces with the leaders in the industry.

- Alliance Data (972) 348-5257 www.alliancedata.com
- Chase Paymentech Solutions, LLC (813) 351-2233 www.chasepaymentech.com
- First Data Corporation (512) 863-9003 www.firstdata.com
- National Bankcard Services (763) 225-5200 www.nbs-inc.com
- RBS Lynk (727) 942-8790 www.rbslynk.com

For the most up-to-date partner information, visit our website at www.petro-c.verifone.com



Dispensers and Dispenser Card Readers - POS solutions link to all the major dispensers and their card readers, including Bennett, Gilbarco, and Dresser Wayne.

- Contact your VeriFone Authorized Distributor



EASY ID - Help prevent the sale of alcohol, tobacco, and other age-restricted items to minors with EASY ID and a Bravo Ruby Card option.

- Contact your VeriFone Authorized Distributor
- VeriFone (888) 297-7604 www.petro-c.verifone.com



Prepaid Solutions - Do you want to add significant revenue sources, drive more traffic to your store, provide valuable benefits to your customers and help control fraud? Integrated prepaid solutions include long distance cards, prepaid wireless cards, prepaid gift cards, and more.

- InComm (800) 352-3084 www.incomm.com
- PaySpot, Inc. (866) 472-9776 www.payspot.com



Proprietary Fleet - Initiate your own private label cards to build loyalty with local accounts. Allow customers to use your private label cards at the DCR and inside at the POS workstation using the fleet terminal.

- Excentus Corporation (972) 793-6796 www.excentus.com
- Fleetcor (800) 383-5626 www.fleetcor.com
 - Commercial Fueling Network (800) 899-2236 www.cfnnet.com
 - FuelMan (800) 383-5626 www.fuelman.com
 - Mannatec, Inc. (800) 237-9022 www.mannatec.com
- National Payment Card, LLC (561) 210-8630 www.nationalpaymentcard.com



Money Order - Increase your revenue and attract new customers with a money order system.

- MoneyGram International (800) MONEYGRAM www.moneygram.com
- Western Union (800) 444-4670 www.westernunion.com



Backup UPS with Power Conditioning

The power conditioned UPS enhances the reliability of the store system installation by providing an ideal electrical operating environment for the store POS and kiosk system installation, minimizing any electrical problems that may cause downtime.

MX800 Series

MX800 Series PIN Pads

The Multi-Tasking MX800 Series — Payment is Just the Beginning

More than just a secure payment product, the MX800 Series offers petroleum retailers a whole new way of interacting with their customers – in the lane, in the aisle, or anywhere in the store. The MX800 Series consists of four models: the durable and economical MX830, the full color MX850, the wide screen MX860 and the full screen MX870.



MX Solutions is a single family of devices, peripherals and software designed to work together toward a common goal—empowering customers in multiple locations throughout your store. While ordinary POS devices simply process payment and payment-related transactions, with MX Solutions payment is only the beginning. These ground-breaking devices are loaded with the latest in technology to give you virtually endless ways to improve efficiency and your bottom line. Powerful, reliable, secure, durable, and globally ready to meet the demands of today's complex marketplace—MX Solutions is destined to become one of your most valuable assets.

All four MX800 Series products share consistent user interfaces, the same application and a single management application. In addition to handling check-out payments, different MX800 Series models can be deployed as customer order entry devices, price checkers, product locator and information kiosks, contract approval and signature terminals, self-service gift card sales and reload stations, and virtually any interactive customer transaction imaginable.

Each MX800 Series product has been designed to VeriFone's exacting standards of durability, reliability and payment security. The MX800 Series is the only family of products to receive PCI and EMV certifications on all models. The MX800 Series products, whether grayscale or full color all share exceptionally brilliant high resolution screens and are the only terminals on the market capable of supporting full motion video. Built with the most reliable touch and stylus technology, the MX800 Series uses a highly scratch resistant glass screen specially formulated for VeriFone to insure superior graphic images for the life of the product.

All MX800 Series products offer the following benefits:

- A chemically hardened glass screen, four times stronger than competitive product screens (tempered glass)
- A simple capacitive stylus without electronics or moving parts inside to ensure long life
- PCI PED approval from the moment these products were released. All meet Interac, EMV, ROHS and WEEE certifications
- All of the MX800 Series terminals (except the MX830) include vibrant full color displays and the ability to play full motion video to attract consumer interest and leave impactful messages
- A high level form-based development tool, which can create common applications designed to work on the entire series of MX800 Series products
- An open, industry standard operating system, Linux, not a closed proprietary operating system.
- The most robust, strongest and widest selection of cryptographic schemes to provide the highest levels of security.
- Field-upgradeable modules to enhance the functionality of the MX800 Series like Contactless payment readers and scanner modules
- All MX800 Series products support a full line of peripherals including Smart Card Readers, Contactless Readers, Scanners, Printers, Wi-Fi, and Power over Ethernet

Standalone Terminals and PIN Pads

VeriFone is the industry leader in standalone terminals and PIN pads. We offer the best and most secure electronic transaction solutions available, including hardware and a full range of services for debit, credit, checks and smart cards. Most importantly, all of these solutions meet current PCI PED standards.



MX830 — The durable and economical MX830 is PCI PED approved, has a tactile keypad for private PIN entry and helps retailers reach out to consumers with timely, targeted branding and promotional messages on its extremely high-resolution grayscale display. It is the most versatile, economical and durable performer that stands up to heavy use.



MX850 — The full color MX850 is PCI PED approved, has a powerful payment processing engine, a convenient keypad for secure PIN entry, an ultra-crisp color display, and outstanding durability making it the clear choice for retailers. With its scratch-resistant touch screen, non-mechanical stylus, customizable trim plate and laser-etched keypad, the MX850 is built to last for years.



MX860 — The widescreen MX860 is PCI PED approved and as versatile as it is performance-oriented. An industry leading color display ideal for promotional and interactive customer applications is combined with a tactile keypad and large signature capture area to speed customers through lanes.



MX870 — The full screen MX870 is PCI PED approved and combines color, video, and digital sound with highly secure payment capabilities. It is a powerful new way to communicate your messaging directly to your customers, add new revenue opportunities, or dynamically promote new products and services. From contactless to biometric upgrades, the field-replaceable modules allow retailers to conveniently add functionality and expand their investment.



VX 510

This compact design includes a 32-bit processor, integrated thermal printer and PIN pad, dial connectivity plus support for third party value-added applications. The VX 510 is ideal to be handed from clerk to customer for easy PIN entry and dramatically reduces transaction time to just a few seconds.



VX 570

The VX 570 combines superior speed and power to offer exceptional payment processing. It features increased memory to support a wide range of value-added applications, and is available in a wireless option for hand-held attended applications.



QX720

The QX720 is a rugged outdoor payment terminal built tough to handle any weather scenario. It is highly secure and handles all payment types including credit, debit, gift cards, EMV, contactless, and MSR. It is an ideal solution for late night pass-through windows.

Services

VeriFone is focused on serving our customers with unsurpassed responsiveness and technical expertise. We offer a wide range of services designed to deliver the best combination of technology, products and support to our customers.

Petroleum Help Desk

VeriFone's Petroleum Help Desk Service is staffed 24/7/365 with fully-trained professionals, eager to help anytime you need assistance — from your simplest procedural question to complex software diagnosis to POS system reconfigurations. Our technical staff is continuously trained on the latest VeriFone products, software applications, and partner interfaces. With access to a vast knowledge database to quickly obtain information for troubleshooting, our staff is prepared to answer your questions quickly and correctly. We understand that keeping your site up and running is money in the bank — getting your problem resolved and back to your customers is our top priority.

Training Services

VeriFone offers training to customers on all Petroleum products including the Ruby SuperSystem, Sapphire Management Suite, and Topaz XL. There are several regional locations throughout the US offering classroom training for both the Ruby SuperSystem and Topaz POS system.

Live Webinars for the Sapphire Management Suite are conducted on a monthly basis by VeriFone's Clearwater facility. In addition, the SMS Tutor CD is available to all customers purchasing the Sapphire Management Suite. This CD introduces the SMS applications, includes Fast Facts which are definitions relating to functionality and Quick Demos that demonstrate how to perform a specific task. Talk to your VeriFone Sales Representative for more details. VeriFone's Clearwater Training Administration Center can be contacted by email: [i_trngregistration@smokestack.verifone.com](mailto:itrngregistration@smokestack.verifone.com) or by phone: 727.953.4270.

On-site Maintenance

VeriFone's On-site Maintenance service covers all system components: POS system console, site controller, power supply, printer, customer display, cash drawer, and cables. In addition, it automatically includes VeriFone's Help Desk – 24 hours a day, 365 days per year. One call into our Help Desk is the only call you will have to make. When a problem requires onsite diagnostics or support, we will dispatch a VeriFone Authorized Service Contractor (VASC) to your site. You can relax knowing that there will be no hidden charges once repairs have been made. Our On-Site Maintenance service includes parts and labor, and our repair technicians use only Genuine VeriFone Parts.

Standard Warranty

VeriFone guarantees that all of our products are free from defects and will meet our rigorous standards for reliability and performance for years of trouble-free service. VeriFone-branded products all come with a minimum 13-month manufacturer's warranty from the date the product is initially shipped from VeriFone's facility. If products under warranty are found to be defective, VeriFone will either repair or replace the affected product at no cost to our customers.

And much more...

VeriFone also offers the following services. For more information visit www.verifone.com.

- Buyer Protection Service
- Deployment Service
- Professional Services
- Project Management
- Secure Terminal Audit
- Secure Terminal Retirement
- Software Help Desk
- Training Services

Additional Product Information

For additional product and services information visit our website at www.petro-c.verifone.com.

Contact Information

- **General Sales or Service Inquiries**

If you would like to find a distributor in your area or have general sales or service inquiries, [please email petrosolutions@verifone.com](mailto:petrosolutions@verifone.com)

- **Sales Support**

Our Inside Sales Support Representatives are here to help you with questions regarding placing orders for VeriFone products or services, the status of your order, product availability, shipping and more.

[Contact our Sales Support Representatives at \(888\) 297-7604.](tel:8882977604)

- **Client Services Inquiries**

VeriFone's Client Services can assist you with questions regarding training, help desk, project management, on-site maintenance and equipment maintenance.

[For Client Services inquiries call 1-800-VeriFone](tel:1800VeriFone) or email services@verifone.com.

- **VeriFone Authorized Service Contractors (U.S. VASCs)**

[To locate a VASC near you, please visit petro-c.verifone.com.](http://petro-c.verifone.com)

- **VeriFone Genuine Parts Distributor**

[To locate a VeriFone Genuine Parts Distributor near you, please visit petro-c.verifone.com.](http://petro-c.verifone.com)

- **General Contact Information**

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