



• COMPANY PROFILE



Putting you in charge.

"I had every confidence that the solutions provided by Standard Payments would be a godsend for Genica Corporation's three operating divisions (Computer Geeks Discount Outlet, Evertex Computer Corporation, WholesaleAuction.com).

Your company is run by a fully competent management and engineering team!

How could any other company ever compete when all the credit card talent is under one roof?

Too bad for the other guys!"

—Christine La Marca, CPA,
Controller, Genica Corporation

1-800-754-0200 • WWW.STANDARDPAYMENTS.COM

Standard Payments® isn't yet another generalist "selling merchant services," but a payments industry specialist. Our team is fully conversant in POS and order-entry software applications and systems integration, data networking, communications technologies, Visa's and MasterCard's operating regulations and all other areas of concern that affect the nation's bankcard merchants. Our primary objective is always to assist our clients in utilizing payment options and the payments process to grow revenues, reduce operating expenses and to distinguish themselves in the marketplace. By educating on the rules governing credit card acceptance, we assist you in mitigating cost and risk on sales to the greatest possible extent. Our interest is in **putting you in charge**.

Payments Industry and Application Specialist—

Standard Payments' transaction processing services and merchant account support enables its merchant clients to convert payment acceptance technologies into business solutions. Standard Payments, an industry specialist in merchant account acquisition and management, recommends and deploys appropriate payment options, payment strategies, and payment acceptance solutions and technologies for bankcard merchants across North America.

All Card and Tender Types—We've developed and deploy custom *credit card, debit card, gift card, private label card, and ACH/check* payments acceptance products and services that deliver real gains in automation, increases in revenue, and reduced processing expenses for our merchant clients. Others sell payments acceptance. We're in the business of helping our customers outperform their competition.

Visa® and MasterCard® Rules Compliance—Reducing your organization's transaction processing costs—and risk for chargebacks—to the extent permissible, now depends almost entirely on compliance with Visa's and MasterCard's growing body of operating rules and regulations. Standard Payments fully understands the implications of non-compliance and stands alone in having the organizational skills required to detail the various means to ensure ongoing compliance.



1-800-754-0200
WWW.STANDARDPAYMENTS.COM



• COMPANY PROFILE

1-800-754-0200 • WWW.STANDARDPAYMENTS.COM

Putting you in charge.

“Standard Payments provided us with a PC-based batch processing product that uses our existing office Internet connection. Our office work flow has been improved, our fees are much less, and the time spent processing our credit card sales has been reduced from an entire day to an hour or less.”

—Patty Kaiser, Kaiser Studio

Customer Care—We believe that “taking ownership” is a state of mind—not a business practice a company hopes its staff will adopt. Standard Payments consists only of capable people that care. We’re available 24/7. This means that if you have a problem, we’ll take care of it. Period.

Solutions for all Segments—Standard Payments works with many business segments, including retail, restaurant, lodging, supermarket, petroleum marketing, c-store, direct marketing, or e-commerce. Whether you need an electronic terminal, PC-based, ECR, multi-lane/POS LAN-based (merchant store interface), Internet gateway, or merchant host interface solution, Standard Payments can advise on and deliver the optimal payments acceptance solution.

Low Rate Guarantee—You can be assured of paying the lowest *effective* rates only through a relationship with a merchant services provider that can identify and deliver the optimal payments acceptance solution for your organization—which must address method(s) of processing, transaction mix, the nature of your business, and its payments acceptance environment(s). Because our solutions will fit your specific needs, you’ll be assured of paying the lowest possible effective rates. ■



1-800-754-0200
WWW.STANDARDPAYMENTS.COM