



The Payment Possibilities Company™

# Canada Update Integrated Payments Powered by the Genius API



# Canada Solution

- Solution consists of two devices
  - Merchant Link Transaction Link - LAN device
  - VX820
- Leverages Genius API, but it is NOT Genius
  - POS communicates with LAN device using Genius API
  - Coding changes are required by partners
  - Limited feature set may impact POS coding
  - Transactions sent directly to First Data, i.e. they do not go through not the Cayan Gateway
  - Reporting is through First Data, i.e. not MerchantWare portal
- VX820 provides basic consumer experience
- First Data Acquiring ONLY – cannot extend to other processors



# Merchant Pricing

Customer Pricing		
Merchant Account Fees	Fee	Buy Rate
Interchange Plus	0.50%	0.025%
Auth/Settle Fee	\$0.15	\$0.05
Monthly Service Fee	\$7.95	\$5.00
Chargeback	\$25.00	\$10.00
Application Fee	\$25.00	\$25.00
PCI	\$99	35
Purchase	Lane 1	Lane 2+
Purchase Price	\$699.00	\$549.00
Monthly Fee	\$29.95	\$19.95
Bundled/Leased	Lane 1	Lane 2+
Monthly Fee	\$69.95	\$44.95

Lane discount is per MID

Leased Example: 3 MIDs, 1 lane per MID

- 3 x \$69.95/month

Leased Example: 1 MID with 3 lanes

- 1 x \$69.95/month
- 2 x \$44.95/month

# Next Steps

Step	Estimated Completion	Dependency - Risk
Email update to pilot partners with new Validation Form	6/22	Cert
Calls with pilot partners to provide solution update & determine appetite for merchant pilot	By 7/14	Availability due to vacations & 4 <sup>th</sup> of July
Complete phase 3 testing with 2-3 POSs	6/23	Technical challenges
New Merchant Link release with fixes	6/30	Merchant Link
Cayan testing of new ML release	7/7	4 <sup>th</sup> of July week
ML to upgrade pilot partners devices	7/21	Merchant Link
Partner validation of new ML release	8/4	Partner availability
Conduct merchant pilot 30-90 days	8/7-10/30 (12 weeks)	First Data & ML fulfillment & support, bugs
Determine GA based on partner interest and merchant pilot results	By 10/30	Partner interest & Merchant pilot results