

# First Data Global Gateway e4<sup>SM</sup>

A simple, reliable and secure payment gateway solution that meets your online payment acceptance needs today and your growth plans for tomorrow.

## Go Beyond: Global Gateway e4

Whether you are just starting a new business, looking for a more PCI compliant website solution or wanting to seamlessly integrate payment processing to your website, the Global Gateway e4 solution makes it easy to accept a wide range of payments and manage your payment transactions anytime, anywhere. A highly intuitive web-based interface and simple API's allow you to remove the complexity of accepting card-not-present payments quickly and easily, keeping your focus on operating and growing your business.

## First Data Advantages

The Global Gateway e4 offers advanced payment functionality built for any size merchant through flexible and simple integration and set-up options. Our payment gateway solution is backed by an extensive set of online support tools as well as a dedicated support team available to answer questions whenever they arise.

### Easily Integrated Technology

- Simple API's and web-based interfaces to meet any level of programming skill
- Extensive payment options and feature set accessible through a single interface
- Broad range of shopping cart compatibility

### Enables a simple and safe online shopping experience

- Ability to offer traditional (Visa®, MasterCard®, American Express®, Discover®) and alternative payment (PayPal™) options through a single process; Integrated retail support
- Secure and compliant payment gateway with redundant infrastructure and 24/7 availability

### Reliability and scalability to meet growth needs

- Dependable processing capabilities to speed transactions and improve the flow of funds
- Advanced technology and processing capabilities available to meet the demands of your business growth

### Advanced Reporting

- Dynamic reporting capabilities to create and manipulate transaction reports to better analyze and understand payment activity
- Vast array of search capabilities to locate any type of transaction with little to no background information

### Dedicated Support

- Comprehensive integration guides, user instruction, online support tools, and self-service test environment to simplify every step from integration to reporting and analytics
- Direct, 24/7 access to a dedicated merchant support team to expedite issue resolution

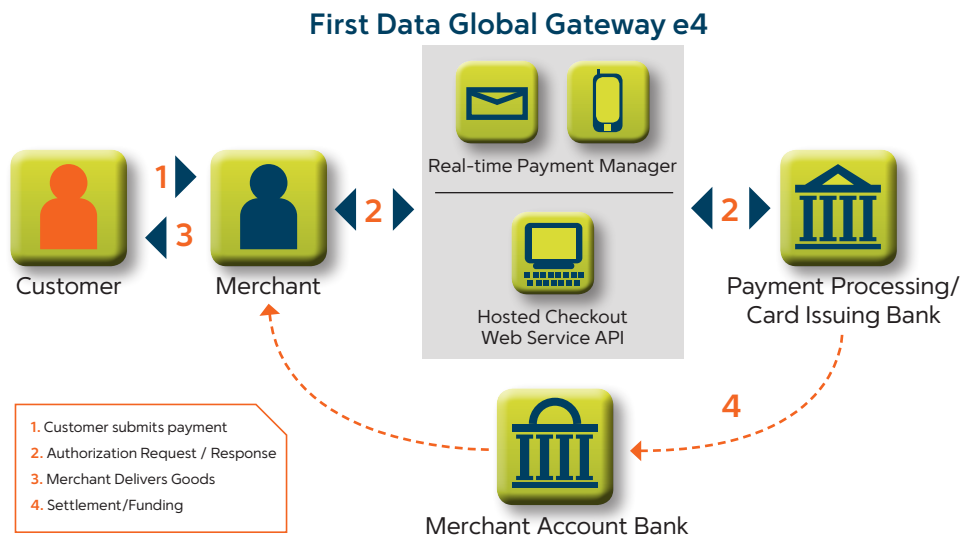


## Advanced Functionality

- Credit/Debit Card Acceptance
- Simple Batch processing interface
- Gift Card Processing
- PayPal™ Integration
- Level II/III Processing
- International Payment Processing
- Multiple Currency Support
- Extensive Fraud/Velocity Controls
- AVS/CVV Processing
- Payer Authentication - 3D Secure
- Retail Support (card reader and receipt printing)
- TransArmor (tokenized transactions)
- Real-time, dynamic reporting capabilities
- Integrated Recurring Billing (fixed and variable amount)
- Customizable Receipts
- Multi-Language Support
- Test Environment
- Dynamic Soft Descriptors
- iPhone®/iPod® Device Integration
- Mobile Optimization (for screens 7" or smaller)
- Settlement Multi-Cuts Capability

## How It Works

The First Data Global Gateway e4 acts as a messenger to quickly and securely pass payment information between the consumer, the merchant, the bank acquirer and the consumer's bank to authorize and settle and fund all your card-not-present business. Global Gateway e4 takes the complexity out of processing your eCommerce payments.



## Interface Options

**Real-time Payment Manager (RPM):** secure, web-based system enables your internet connected computer to process individual or batch transactions, pull reports and administer options that fit your business needs.

- Works as base gateway entry point no matter what interface option is used; Compatibility with iPhone®/iPod® devices
- Back-office web product to easily look up transaction activity, service customers and reconcile your online store
- Functionality includes detailed reporting, transaction dashboard, virtual point-of-sale terminal, transaction history search, user administration and more

**Hosted Checkout:** quickly and easily add payment processing to your website with hosted customizable and secure checkout pages to collect sensitive billing information.

- Payment processing is completely hosted by First Data and facilitates PCI DSS compliance
- Reduce interchange fees with support through purchase card level III detail
- Rapidly integrate payment processing into your website
- HCO Relay Response Retry: enables a dedicated response message called "Relay Response" for merchants who transact through Hosted Checkout

**Web Service API:** allows merchant and/or third-party applications to process transactions through the gateway via a secure SSL encrypted session.

- Service to connect the gateway directly with your web application for a seamless customer experience
- Enables a range of processing scenarios for flexibility in implementing custom business logic
- Helps you gain platform independence; offers ease of integration and transaction security
- Web Service API HMAC Hash: a Web Service API transaction key can be utilized to assist merchants in building an HMAC (Hash-based Message Authentication Code)

## Payment Solutions for Maximum Performance

Around the world every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. We leverage our unparalleled product portfolio and expertise to deliver processing solutions that drive customer revenue and profitability. Whether the payment is by debit or credit, gift card, check or mobile phone, online or at the point of sale, First Data helps you maximize value for your business.

For more information, contact your Sales Representative or visit [firstdata.com](http://firstdata.com).