

## Retail Pro EFT Link Increases Data Security, Saves Time and Ensures Accuracy



### Overview

The days of your customers carrying cash around to purchase goods are quickly going the way of the dinosaurs. Today, a client takes for granted his ability to use any form of electronic funds transfer (EFT) payment at any retail location.

A surprising number of retailers still rely on the simple credit card swipe device and a dial-up modem line for credit card purchase authorization. When these systems are not integrated into their retail POS system, the sales associate must physically handle the credit card and key in the amount to match the receipt, leaving you and your customers open to error-prone transactions and potential fraud. The Retail Pro EFT Link was developed to simplify, and more importantly, secure the entire process regarding non-cash payments.

### Processor Options

As a retailer the ability to choose is paramount when it comes to selecting your bank and or payment processor. Retail Pro created the EFT Link to accommodate many choices now and in the future. Current options for the integrated link include:

- WorldPay
- Mercury Payment Systems
- FirstData Merchant Services

### EFT Link Features

- Improved accuracy through direct integration to your Retail Pro POS system
- Faster EFT processing at point of sale for better customer service
- Reduced risk for your company through compliance to Consumer Data Protection standards – PCI, PA-DSS, etc.
- Choice of banks and processors for your business relationships
- Retail expertise – the EFT Link is part of the Retail Pro core offerings and is delivered by the same authorized Retail Pro business partner that manages your retail management system

### Compatibility and How to Buy

Retail Pro's EFT Link module is available now for both Retail Pro v8.6 and v9.2. Consult with your authorized Retail Pro business partner for pricing, configuration, and to ensure specific version compatibility.