

Posi's Plate

Seasonal Tips and Information from Your Point of Sale Specialists

Notes from the Chef

Cheers to a New Year! One of the most popular New Year's resolutions is to get moving through exercise, so the theme of this issue is mobility. How can you bring in more guests and provide them with better service all while keeping their credit card data secure? Read the articles here and you will be one more step ahead. The beginning of a new year is the perfect time to take stock and plan for the year ahead; evaluate your budgets and decide in which areas you would like to make advancements. Technology is always evolving and we at DBS are here to assist you to navigate through finding solutions that will set you up for success. One trend rapidly on the rise is mobile payments. More and more consumers are using their cell phones to not only make payments but also interact with a variety of apps. One of our articles will tell you about a new app that we've been working with lately. You've heard us talk about Point to Point Encryption with EMV and in another article we introduce you to a mobile version you can take directly to your guests. Between devices that connect to your terminals, mobile devices, and apps we have all bases covered. Thank you for choosing to partner with us and we wish you all a prosperous 2017!

Sincerely,

Mary Blanchard

Office Manager



Specials

Taking Your Food Mobile

If you've considered delivery in the past but haven't taken action, there are now multiple delivery services that are ready and willing to take on the job! Services like Yelp and Uber are offering food delivery as well as many other delivery only services. Customers typically pay through the delivery service and you receive the funds directly from the mobile delivery service. But what about the open check you have in your POSitouch system? You can add in forms of payment for your delivery service so you can track and account for all those delivered meals accurately. Call our helpdesk if you would like help setting this up.

Appetizers

Mastercard Update

Have you started to see the new MasterCard come into your store yet? As many of you now know, MasterCard issued a new range for cards starting with the number "2" last October and we are now starting to see them circulating in use. There are two components to your system that need to be ready for you to take this new range: your TransAction+ credit card software and your POSitouch software. Any version of TransAction+ or POSitouch can be configured to accept the new range or the newer versions of the software already have the ability to read the new range. If you want to confirm you are able to take the new range of cards, please call our helpdesk and we can assist. By Joel Smith



For Your Convenience: Local People • Local Support

Data Business Systems

Entrees

Your EMV Solution

EMV cards are smart cards, also called Chip and Pin cards, that store data on a chip in addition to the magnetic strip. The two major benefits of smart cards are improved security and better control or “offline” credit card transaction approvals. Credit card companies have been shifting towards using EMV cards for a while and if you haven’t found a good solution for your business then we have great news! After much development and beta testing, we have a live EMV solution available to allow you to accept EMV cards while still being able to maintain the typical flow of a tipped environment—basically allowing you to take payment using a Chip and Pin card and still leave it open to add the tip once the customer has signed their credit card slip.

EMV devices allow cards to be manually keyed, swiped or inserted. We offer two different devices for EMV solutions. One is connected directly to the terminal using a USB cable and replaces the mag strip reader attached to the terminal. These are used exactly the same as the mag card reader only EMV cards can be inserted into the card reader instead of swiped. The other solution is a wireless “pay at the table” device. These would be taken directly to the customer to interact with and finalize payments right at the table. To learn more about adding an EMV device to your current system, please contact your sales rep.

By Clifton Johnson



Desserts

Mobile Payments

According to Tech Crunch there are an estimated 4.8 billion cell phones in use, and last year alone, 39 percent of those users paid for a transaction with their cell phone. Welcome to the world of mobile payments! Many have estimated that the amount of users who will transact payments via their mobile device will be at 70 percent or higher by the end of 2017. There truly is an “uberization” of payments happening and we are always making sure that our partners are ready to take advantage of any trend. As you know, our P2P and EMV solution already has built in capabilities to also take NFC payments, such as Apple Pay or Google Wallet. We also interface with Open Table’s Open pay, allowing your guest to pay their tab right through their Open Table app as well as with Mycheck, another mobile payment platform.



We are excited to now also introduce Rooam, a new app that is also a social media platform. It allows your guests to check in to your establishment and create a POSitouch check. Your guest can easily interact with their check throughout the night and pay directly from the app when done. You can add a gratuity and email the receipt instantly. Best of all, the app comes at no cost to you, the merchant, and it offers you a great way to send messages to

your guests to entice them to visit and keep them up to date on your events. Contact your sales rep for additional information.

By Tim Fogarty

Your Point of Sale Specialists since 1977.

Current Versions:

POSitouch: 6.40

TransAction Plus: 7.5.1

Please note, charges may apply for calls to our support center.



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