

# Datawire Secure Transport

## The Challenge

You have many choices on how to move card transactions from your point-of-sale system to your payment processor. If you're using a dial-up connection, you've likely experienced slow response time, and the cost of an additional telephone line adds to your expenses. Or, like other merchants, you may be using a third-party SSL gateway, or perhaps a VPN or direct circuit ordered through your telecom carrier. In that case, you may be paying for servers or routers, and even equipment management. And in terms of transaction time, you might sometimes run into bottlenecks that slow things down.

In any of the above scenarios, security can be another concern. For example, transactions that are transmitted via dial-up could be in clear text, making them vulnerable. The other options may or may not be PCI-DSS compliant — a cause for concern.

## The Solution

Datawire Secure Transport is a communication service that securely and reliably transmits financial data over the public Internet from your point-of-sale system to First Data. An alternative to dial-up, VPN, MPLS and direct

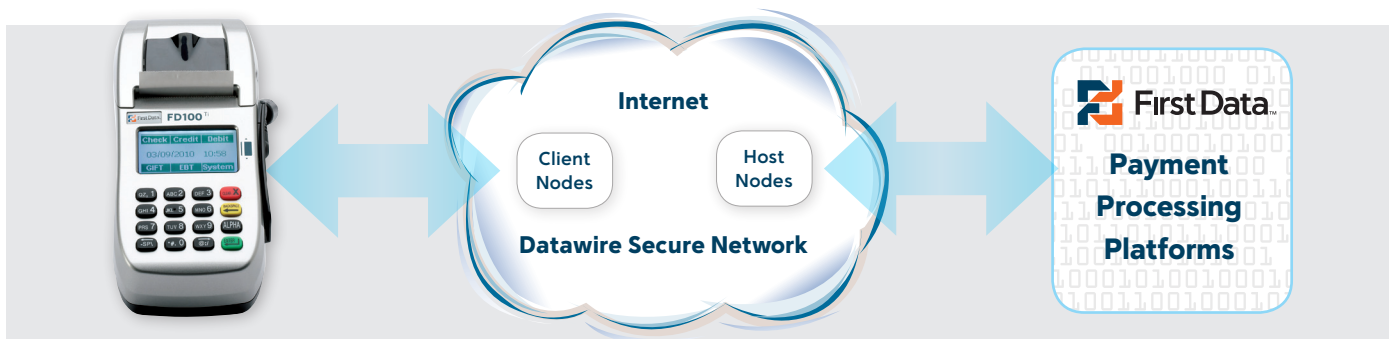
circuit connectivity methods, it's a proven technology that supports hundreds of thousands of merchants — and that represents billions of transactions per year.

## Faster Transactions at a Reduced Cost

With Datawire Secure Transport, you use your existing broadband Internet connection, eliminating the costs and fees associated with a separate dial line, third-party SSL gateway service, or a direct circuit through your telecom carrier.

Transaction time can be faster, too. With Datawire Secure Transport, the transaction is completed in approximately two seconds — sometimes even faster — which compares with 10 to 18 seconds using a dial line.

With a gateway, VPN or direct circuit, transactions can be unpredictable due to bottlenecks that can occur. Because of our patented routing technology and globally distributed architecture, we route your transactions around those congestions for service you can count on. In fact, we have not experienced a single network outage in the past ten years.



The transaction leaves the point-of-sale solution — such as a terminal, integrated system or payment gateway — and it is transported via the Internet through the Datawire Secure Transport network. It is delivered to the appropriate First Data platform for payment processing, and within seconds the transaction is safely returned and the sale is finalized at the merchant's point of sale.

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## Built-in Security

Datawire Secure Transport is PCI-DSS compliant, which is not necessarily the case with the other connectivity options. This solution uses SSL connectivity, encrypting each transaction at the point of sale and authenticating it as it enters the Datawire network. Because of our unique architecture, Datawire Secure Transport is less prone to denial-of-service attacks – that is, cases where a malicious party swamps the system and brings it down.

## Help Your Business

- Eliminate the need to purchase new equipment, add phone lines, or pay for new service plans
- Get set up quickly for accepting fast transactions
- Avoid outages that can inconvenience customers and affect your sales
- Protect your customers and your business
- Simplify PCI industry compliance

## 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 \[firstdata.com\]\(http://firstdata.com\).](#)

## Features

- Transports your transactions to First Data using any new or existing Internet connection
- A cost-effective alternative to dial-up, VPN, MPLS and direct circuit connectivity
- Options for all POS types:
  - Integrated APIs
  - Plug-and-play Network Access Module (NAM) for Windows-based applications
  - MicroNode solution for petroleum vendors and convenience stores
- Transactions are transported in two seconds or less
- Built on a world-wide distributed network
- Uses patented least-cost routing algorithms
- Full network redundancy
- Monitors each transaction in real time
- Fully PCI-DSS compliant
- Transactions are further encrypted and routed across network