

Welcome to another edition of 4Sight. Adding to the Executive Insights and helpful hints you've come to expect from us, in this edition we've included something new – a survey. We encourage you to take a minute to respond to four brief questions we have for you. Your answers to the survey will help us shape the content of future newsletters and better understand how we can make your interactions with Shift4 more rewarding. Thanks and enjoy! [Click here](#) to complete the survey.



Why Audit?

The Shift4 product offering is extensive to say the least. We offer a myriad of tools and services to our clients, and one that is highly beneficial to the end-user is our auditing capabilities. Yet, it has come to our attention that many of our clients are not using DOLLARS ON THE NET's built-in auditing tools.

With that in mind, we'd like to take this opportunity to show you some of the awesome benefits you can take advantage of by performing nightly audits.

The DOLLARS ON THE NET[®] User Reference Guide describes the auditing process as follows: Auditing gives a merchant the ability to review batches and correct errors before settlement, thereby streamlining accounting and saving them money. Shift4's NetAudit allows companies to review transactions and void duplicates, edit inaccuracies, and/or add missing or inadvertently deleted transactions.

Now let's take a look at a few of those benefits in more detail to see why you should be using our auditing functionality.

- Review Transactions/Batches:** Aren't balanced books reason enough to review your transactions? We think so.
- Correct Errors:** Erroneous and/or inaccurate transactions can affect your discount rate – costing you money.
- Streamline Accounting:** A few minutes every night can save you hours (and headaches) at month's end.
- Void Duplicates:** Duplicate transactions cost merchants! You have to refund the full payment amount, but the processors and card companies don't refund their fees to you. If you duplicate a transaction, you effectively double your discount rate for that item.
- Add Missing/Deleted Transactions:** If products were sold or services rendered but the transaction was deleted before it was funded, you essentially just gave your customer a 100% discount – that's not good for your bottom line.

So what have we learned? A few minutes each night spent auditing can save you hours of frustration at month's end, save you money by avoiding discount rate increases, and ensure that you provide the best service to your customers by verifying transactions are accurate and timely.

Oh, there is one more thing we should mention. Most of the time, customers who are not running nightly audits have also not yet configured the settings for Fraud Sentry®. (Fraud Sentry is Shift4's protection against internal, "trusted-employee" fraud.) It is an unfortunate fact that internal fraud is on the rise around the world, but Fraud Sentry is a valuable tool to fight that problem. Monitoring all submitted batches in search of questionable (potentially fraudulent) transactions, Fraud Sentry can be configured to instantly and automatically report these issues to auditors and/or management.

Shift4 is dedicated to providing you with the best tools in the industry. Our auditing and fraud prevention services are second-to-none; and best of all, they come at no additional cost to our clients. If you would like help configuring your fraud and auditing settings, please give our support staff a call at (702) 597-2480, option 2 or send us an e-mail at support@shift4.com.



Why We Need to Know When Your IP Address Changes

Shift4's Universal Transaction Gateway® (UTG) users must have a permanent IP address assigned to their PC, both for security purposes and so that the POS/PMS can always communicate. If this IP address is changed, and Shift4 is not informed, clients will not be able to connect to DOLLARS ON THE NET and therefore will be unable to process transactions until the IP address is reported to Shift4. It may be helpful to know that most DHCP (Dynamic Host Control Protocol) servers allow you to allocate what is known as a Permanent Lease. For those Network Engineers that would prefer not to set a Static IP Address for whatever reason, this will allow them to have the best of both worlds by having both DHCP and a constant IP for the UTG.

MenuSoft Digital Dining
February 10-12 - Atlanta, GA
www.digitaldining.com

MRKet
February 14-16 - Las Vegas, NV
www.mrketshow.com

2011 Hilton Worldwide Hotel Technology Forum
February 14-18 - Phoenix, AZ
www.hilton.com

eTail
February 22-25 - Palm Desert, CA
www.etailwest.com





Executive Insight: QSA's - Conflict of Interest?

In last month's article, we discussed that your Merchant Services Provider (MSP) is responsible for informing and assisting you with your payment processing security. Because MSPs often don't have the expertise in payment security, many will refer you to a Qualified Security Assessor (QSA), causing you to have to pay for the expertise that should already be included in the fees you pay your MSP for card processing.

The purpose of this month's article is to point out some issues that may arise if you depend exclusively on a QSA to define and solve your payment security woes. Some years ago — even before the requirements of the Payment Card Industry

Data Security Standards (PCI-DSS) — the card associations began to certify security professionals to provide auditing and scanning services to merchants. This way, merchants could assure their merchant banks that they were protecting cardholder data as required by various card association regulations.

The initial intent was that the QSAs and Authorized Scanning Vendors (ASVs) would be like CPAs and could certify that merchants were in fact compliant with the cardholder security regulations.

A few years back, CPAs discovered that they could increase their revenue by selling accounting software and providing consulting services. The ENRON failure proved that this was not a good idea and that it caused a conflict of interest.

The reason I bring this up is that some of today's QSAs are following suit. They no longer just scan or audit. They also sell hardware, software, and networking services. Using the CPA analogy, this would be a conflict of interest.

Before signing an agreement with any QSA, I suggest that you make sure that all they sell is the service of auditing or that all an ASV sells is scanning services. If not, any information or opinions they give you may be slanted toward the sale of their software solutions, equipment, or additional services. They may "discover" problems and issues that they just happen to have a solution for...at a hefty price, of course.

Shift4 provides functionality like TrueTokenization and our patented 4Go and i4Go technologies, which vastly decrease the woes of PCI compliance. Many QSAs view the simplifying of PCI as taking money out of their pockets, so they may make negative or disparaging comments about these types of technologies. If you hear those types of comments from a QSA, run, don't walk, away from them. (Or get us on the phone with them!)

If Shift4's security technologies are implemented at your location along with DOLLARS ON THE NET®, your PCI costs should be significantly reduced. In some cases it can be reduced by as much as 98%.

Follow this space in future newsletters to learn how you can leverage our powerful security technologies to significantly reduce your PCI exposure and lower your annual cardholder security costs. As always, Shift4 supplies its security technologies to you at no additional cost.

Dave Oder
Shift4 Founder & CEO