

The logo for Valued Merchant Services features the word "VALUED" in a bold, red, sans-serif font. A thick black curved line arches over the letters, starting from the top of the 'V' and ending at the top of the 'D'. Below "VALUED", the words "MERCHANT SERVICES" are written in a smaller, black, sans-serif font.

**VALUED**  
MERCHANT SERVICES



**clover**

**New Age Product Training**

March, 2014

# Agenda

- Clover™ Background Story
- The Hardware
- The Software
- The Apps
- Sales Positioning



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**Clover Background**

# How Did We Get Here?

First Data recognized the consumer market trends and demands ...

Evaluated over 60 companies ...

Acquired Clover™ in December of 2012 ...

Piloted early/mid 2013 ...

Learned a lot!



# Result: The Clover™ Station



# Designed for the SMB



Need to better manage employees, shifts, and payroll

Need access anytime, from anywhere – PC, smartphone, back office, even the beach!

Need to have more flexibility and control

Need to sync information from all of my stores

Need to start thinking more strategically... more data and analytics

Need added functionality right at my fingertips

Need a simple solution that doesn't require a heavy time commitment

Need to grow my business. Explore marketing and loyalty solutions

# Features: From limited to rich

Clover is a delivery platform for smart business functionality



## Smart Phones

- Movies
- News
- Photos
- Weather
- Finance
- Travel
- Sports
- Social Networking
- Maps
- Navigation
- Video
- Books
- Music
- Games

## Smart POS

- Analytics
- Accounting
- Inventory
- ERP
- Offers
- Loyalty
- Payments
- Barcode Scanner
- CRM
- Cash Mgmt
- Payroll
- Menu Boarding
- Order Ahead
- Reservations
- Card Reader

# Clover Value Proposition

Clover delivers a **cloud based** payment system that will be the centerpiece of small and mid-sized businesses. The Clover solution is **reliable, user-friendly, and innovative** - built to meet the complete spectrum of payment and business management needs. Clover will deliver **freedom and control** to small business owners, so they can **focus on their passion.**



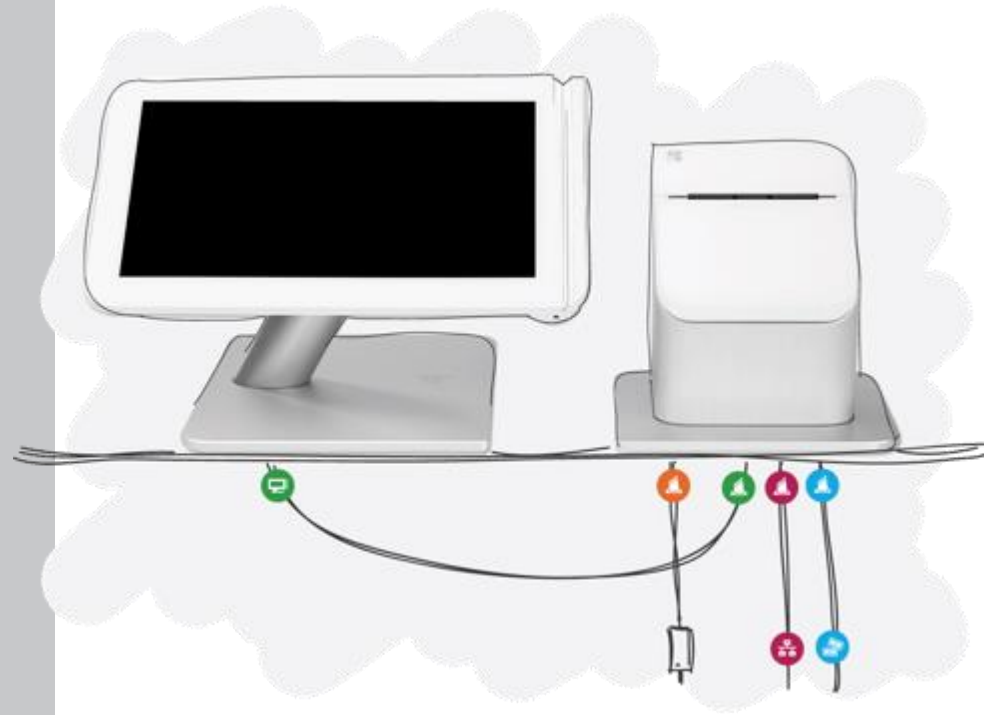


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The Hardware

# Clover Station Hardware

- Designers from Tesla Motors and Apple
- Sleek white glass and brushed aluminum
- Set up in under 15 minutes
- Patent-pending swivel arm for Portrait Customer view
- Designed to be an integral part of the merchant consumer interaction
- High resolution touchscreen attached to a base plate
- Audio jack for talk-to-text / ADA compliance



# Clover Station Hardware

## Product Features – Up Close



Quick-speed thermal receipt printer



Embedded high resolution camera that can be used for barcode or QR code scanning



Four USB ports to connect peripherals



# Clover Station Hardware

## Product Features – Up Close



Reduce cord clutter with a single power source for display and printer.



Ethernet, wireless and Bluetooth connectivity options



Comes with a cash drawer. Optional peripherals include kitchen printer, handheld barcode scanner





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The Software

# Clover Lives in the Cloud



What does “cloud-based software” mean to you and your merchant?

## A simple definition: Cloud = Internet

- Checking your Gmail or online banking
- Listening to the same music playlist on multiple devices
- *The brains are virtual, not in the hardware itself*

## So what?

- Ethernet and Wi-Fi are both options for processing connection
- Merchants can start an order on one Station, finish on another
- They can check reports, activity, make menu changes, and more – from any web browser on any device
- No sensitive/secure data is stored in the hardware
- Continuous syncing with the cloud means no data loss in the event of a catastrophe

# What's So Great About the Software?

- Designed to be extremely simple and intuitive – fast employee training
- Every swipe or key is secured with TransArmor®
- Ability for sign-on-screen, email/text/reprint the receipt
- Ethernet/Wi-Fi for processing connectivity, *but with offline processing capabilities for ultimate reliability*
- Helpful reports, employee tracking, manager permissions and overrides, and more.



# Clover Software = App Based

Core and Customized for the Merchant's Delight



## Register

Merchant's home base for creating and charging for orders



## Orders

Manage, track, and search orders; add tips and process refunds



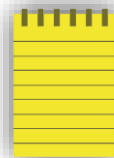
## Tips

Input and edit tips for credit charges. Manager review and closeout



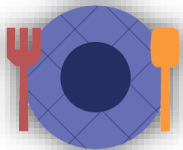
## Reporting

Powerful insight and instant access to payments, cash logs, and employee sales.



## Notes

Display a digital note on all Clover devices. No more sticky notes taped to register screens!



## Tables

Assign tables to servers and manage table ordering, printing, and payments



## Happy Hour

Automatically discount any menu item based on the day of the week and the time of day



## Shifts

Employee clock-in/clock out, as well as cash tip declaration and server banking feature



## Inventory

Add, change, remove inventory and menu items from the Clover Station

## Expanding

Every couple weeks, the Clover team releases new apps and new features for existing apps, so merchants can continuously evolve and grow their business!





# Security – always a Priority

**First Data**  
TransArmor



PCI-DSS compliant and out of scope; every transactions is TransArmor® encrypted at swipe.



Independent code assessments and penetration testing done quarterly.



Clover Station is PA-DSS reviewed for android through a trusted QSA.



Vetting end-to-end of all applications in the App Market; all apps must be Clover certified.



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**The Apps**

# Clover App Market

- Allows for ultimate customization. Some apps are pre-loaded and others are optional for download
- Can be accessed on Station or web dashboard
- Clover is an open Android platform – access to a large development community worldwide
- Actively engaged in developer and partner outreach: 2,000+ developers already reached at various hack-a-thons and conferences
- Limitless opportunities!
- **Huge selling differentiator!**



## **Homebase is LIVE!**

Create timesheets, schedules, and manage employee shifts. Assign tasks to certain employees



## **Noshlist is LIVE!**

Complete table waitlist management + data & analytics. SMS/phone notification of parties when their table is ready



## **Perka: COMING SOON!**

Location-based mobile loyalty program + detailed analytics to help merchants reward their regulars

# Clover App Market

## Clover Core

### Description:

- Apps developed by Clover Included with Clover software suite

**Examples:** Register, Table, Orders, Customers, Reporting

## FD Assets

### Description:

- Clover integration of legacy FD assets
- New apps developed by FD for Clover

**Examples:** Gift Card, Perka (coming soon), Merchant Analytics, TeleCheck

## Other Partners

### Description:

- Apps developed by Clients and other partners
- Clover POS plug-ins for existing apps and services

**Examples:** Vertical niche software, business management tools

## 3<sup>rd</sup> Party

### Description:

- Apps developed by independent 3<sup>rd</sup> party developers
- Includes B2B apps, consumer facing Apps and value added service

**Examples:** Noshlist (live), Homebase (live), Partender, Charity Checkout

# Developer Sandbox is LIVE!

[clover.com/developers](https://clover.com/developers)

All Clover websites prefer **Google Chrome**, however recent versions of Firefox and Safari should also work. No Microsoft Internet Explorer.



The screenshot shows the "Clover For Developers" landing page. At the top left is the Clover logo. To its right are two buttons: "Join the Waitlist" (green) and "Merchant Sign In" (white with a grey border). Below the logo is a large heading "Clover For Developers" in green. Underneath is a sub-heading "Dive Right in!" and a link "Have a developer account? Sign In". A form prompts users to "Create a developer account to start making apps:" with an "Email Address" input field and a "Create Account" button. The main content area features three columns: "API Docs and Guides" with a Clover icon and a "View Docs" button; "Code & Sample Apps" with a GitHub icon and a "Start Coding" button; and "Support" with a speech bubble icon and a "Get Help" button. The footer contains navigation links: "Home", "Merchant Sign In", "Developers" (highlighted in yellow), "Team", "Jobs", "Terms", and "Privacy".



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**Sales Positioning**

# Who Are We Targeting?

How does it fit into the First Data Merchant suite of products?



## First Data Terminal Line

- Market leader in terminal technology
- Reliable and secure
- Traditional solution for merchants not requiring advanced functionality
- Gift card, PIN debit, TeleCheck, OfferWise



## Clover™ Station

- Android based POS / Cloud
- Coordinated touchscreen, printer, cash drawer and integrated bar code scanner
- Open app market with value added services



## First Data Restaurant / Retail POS

- PC based POS / server
- Advanced features and functionality especially for restaurants and retailers



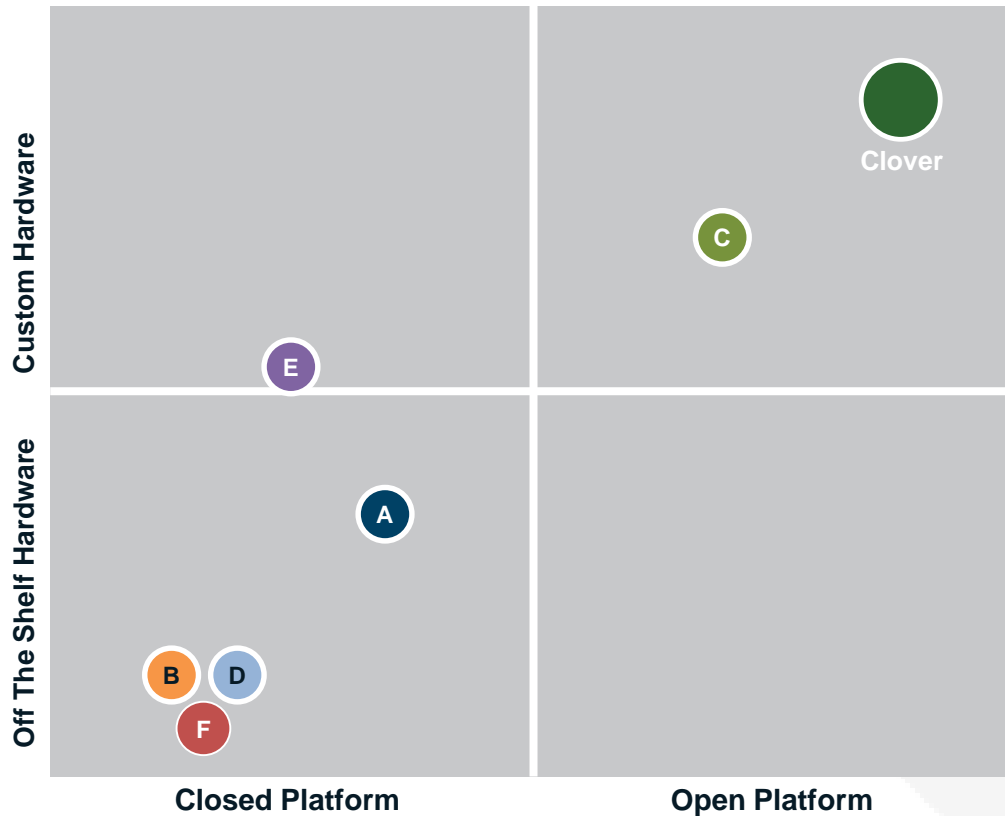
# Get to know Patrick!



<http://vimeo.com/76303671>



# Competitive Positioning and Differentiation



## Key Differentiators:

- Android Based Custom Hardware** – one of only 3 Android-based solutions in market and *the only Android solution with end-to-end, purpose-built hardware (screen, printer, cash drawer)*
- Security** – Clover cloud is PCI compliant (although out of scope), and Clover Station custom hardware is PA-DSS compliant.
- Connectivity** – Ethernet and Wi-fi options are unique. Only system with infinite offline mode, including store, forward, and offline receipt printing
- PIN and EMV** – One of only 3 solutions with PIN and EMV capability, and only solution with a full processor integration (i.e. not a partnership)
- Open App Market** – Core belief that the open App environment will win and Clover will have the most robust platform
- End-to-end Solution** - Top solution in market with a Cloud POS that is fully owned and secured by the acquirer/processor

## Legend



# Current vs. Future Clover Capabilities

- Keep in mind...Every two weeks new releases and apps (be proactive)
- Rapid release schedule and open app market means that Clover is continuously evolving – merchants don't need to feel stuck with their POS' limitations
- Enough apps and settings to compete in QSR and FSR today
- HOWEVER...we are not trying to compete against 20-year POS systems
- Cash register upgrades – start there as you learn!
- Retail not restricted, but there are gaps today – know what they are

# Full Retail Isn't Quite Ready

(But should begin to roll out by the time you start selling)

- First-in-first-out inventory logic and stock management is coming soon
- Less than 200 SKUs recommended
  - Not a hard cut off, if greater than 200 SKUs may expect full retail functionality
- Retail inventory load, unavailable but will load a price list (menu)
  - For example t-shirt \$12, hat \$9, mug \$8
- Barcode scanning available
- Integrated weight scale unavailable
  - Can setup per unit pricing and enter weight

# What is the Client using today?

Frame probing questions based on what you know ...



## “Ol’ Trusty” ...

- Do your customers ever ask if you have a mobile app or if they can pay with mobile technology?
- Would you like to compete with stores using modern technology, without raising your costs?
- How do you monitor your business from outside the store?
- Where do you see this technology helping you in 5 years?



## “Newfangled Gadget” ...

- Do you ever have reliability or security concerns?
- Do you feel this technology is worth the cost?
- How well does this integrate with other back office activities?
- Where do you get personal support on this solution?
- Where do you see this technology helping you in 5 years?

# Which benefits will you highlight?



## Top 3 selling points against Ol' Trusty

1. Same security components, but with consideration for current and future threats (TransArmor®)
2. Equally as reliable with offline processing capability
3. Clover is the next step if you want to focus on better running, and growing your business. You will benefit from more data insight, business integrations and apps, remote access via the cloud, extended payments functionality...

## Top 5 selling points against New Gadget

1. Extreme reliability with Ethernet, Wi-Fi, and offline processing
2. A completely secure, custom, hardware + software solution at an affordable price, with warranty
3. Designed for the countertop, but with a mobile peripheral coming this year
4. Best personal support in the industry – end to end
5. Apps and functions designed for your business, not for personal consumption

# Feature – Benefit Sampling

Key Merchant Needs	Clover Capabilities
<b>Something more reliable than a mobile card swiper/dongle</b>	<ul style="list-style-type: none"><li>▪ First Data best-in-class processing</li><li>▪ All the benefits of the world's #1 processor</li><li>▪ Process through Ethernet or Wi-Fi</li><li>▪ Store-and-forward even when connectivity is down</li><li>▪ Hardware tested for years of business durability</li></ul>
<b>Something that allows me to manage my business on the go (Give me time, don't take it away)</b>	<ul style="list-style-type: none"><li>▪ Cloud-based -- Access the web dashboard from any internet-connected device, anytime, anywhere</li><li>▪ Changes sync in real time</li><li>▪ No IT server management required</li><li>▪ Go on vacation! Monitor your store from home or from the beach</li></ul>
<b>Something adaptable to ME and my business vertical – grows with me</b>	<ul style="list-style-type: none"><li>▪ Dedicated hardware, born for business, durability in the design</li><li>▪ Custom functionality (i.e., Tables app for FSRs)</li><li>▪ Additional Retail, Personal Services, coming soon – no limits to growth and customization (via the App Market)</li><li>▪ Quick responses to market demands</li><li>▪ Language customization</li></ul>

# Feature and Benefit Sampling

Key Merchant Needs	Clover Capabilities
<b>Something affordable</b>	<ul style="list-style-type: none"><li>▪ The Clover Station is about half the cost of other iPad based register systems!</li><li>▪ Clover is also less expensive than advanced POS systems like Micros or Aloha</li></ul>
<b>Something that doesn't require me to become a payment expert</b>	<ul style="list-style-type: none"><li>▪ Easy setup</li><li>▪ Simple intuitive interface</li><li>▪ Support available online or 24/7 call center</li></ul>
<b>Something that supports the experience my shoppers want to have</b>	<ul style="list-style-type: none"><li>▪ Unique swivel design engages direct customer interaction on-screen</li><li>▪ Eliminate paper, pens, and bulky peripherals for receipts/loyalty/reservations</li><li>▪ Added functionality to enhance checkout speed, food prep speed, and customer recognition</li></ul>
<b>Something that isn't old fashioned – but isn't too technically complicated</b>	<ul style="list-style-type: none"><li>▪ Beautiful Hardware design that merchants will be proud to display on their counters</li><li>▪ Extremely durable as well – extensive QA testing</li><li>▪ Easy to set up in a matter of minutes</li><li>▪ Contact Clover helpdesk anytime for support</li></ul>

# Clover Requires Active Learning

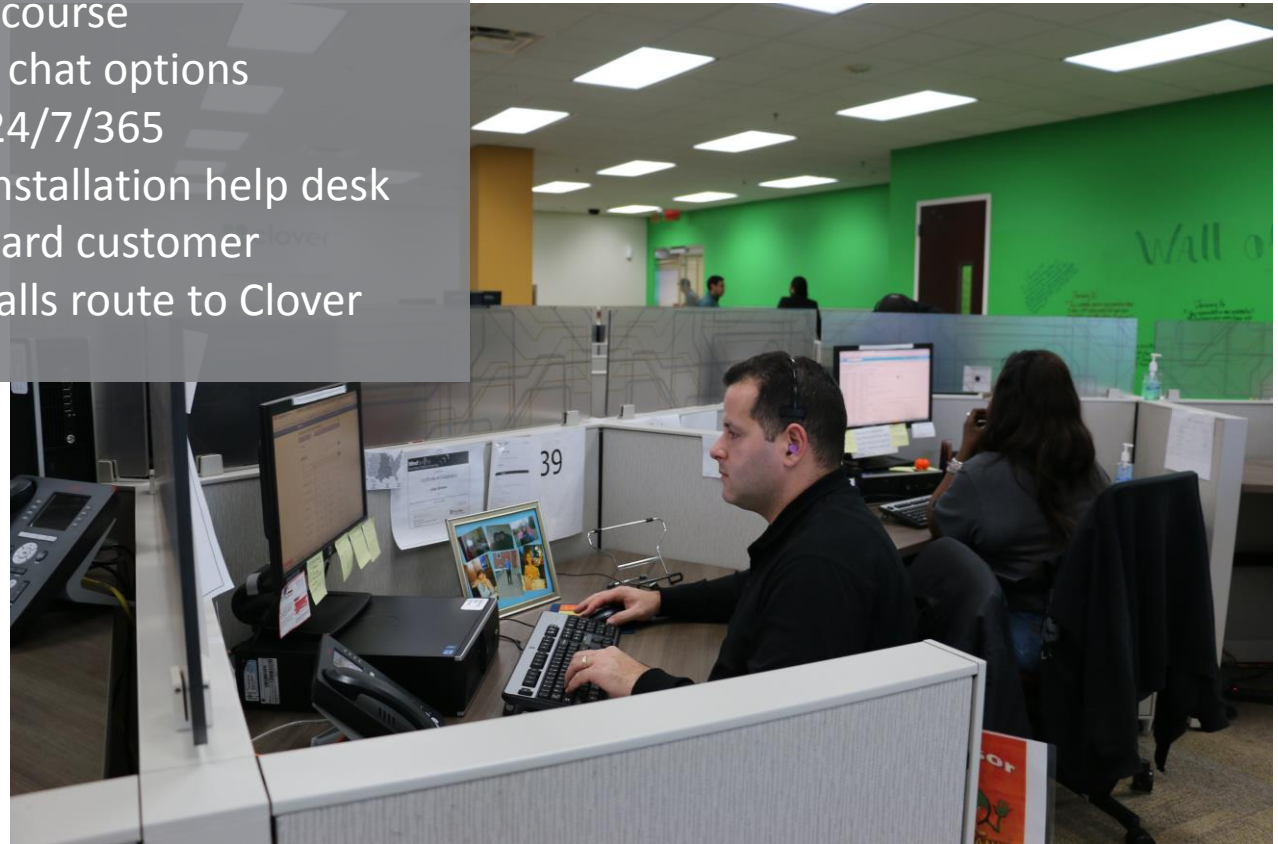
Stay Current!

- **Help.Clover.Com** – FAQ answers, deeper dive tutorials, videos, Clover Knowledge Base
- **Clover.com** – Basic talking points, features & functionality, and videos
- **CloverSetup.com** – Set up demo accounts (internal and clients, not intended for merchants)



# 24x7 Live Human Support

- Welcome Call
- Dedicated Clover call center to support merchants
- Approximately 85 trained today
  - Six week training course
- Phone, e-mail and live chat options
- Live service available 24/7/365
- Dedicated setup and installation help desk
- Contact through standard customer service number, POS calls route to Clover



# Clover Q&A

