

SwipeSimple

Sales Resource Guide





SwipeSimple



On the Go
SwipeSimple Mobile App



In your Store
SwipeSimple Terminal &
SwipeSimple Register



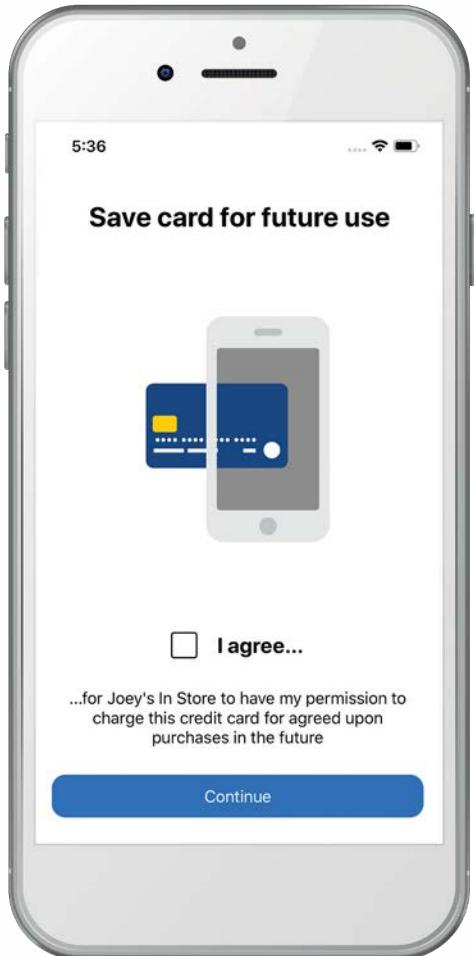
At your Computer
SwipeSimple Dashboard



On the go



SwipeSimple for payments on the go



-  Easily take payments on the go
-  Send **digital receipts** and **save card** option for customers
-  Manage transaction history, Item Catalog, and discounts from device and SwipeSimple Dashboard
-  Offline mode to accept payments in areas with poor connectivity

Card Reader Overview



-  Compatible with **SwipeSimple Mobile App**
-  Support **EMV Quick Chip** with no configuration required
-  Utilize **Bluetooth Low Energy** supported by most Android and iOS devices
-  **Long battery life:**
B250 → 600 EMV transactions

Key Features

SwipeSimple Mobile App

- Optimized for tablets and mobile phones
- Works on Android and iOS Devices
- EMV chip, contactless, and magnetic stripe
- Offline mode for areas with poor service
- Robust tip options
- Digital receipts via text or email
- Cloud-based real-time transaction history
- Multi-merchant and multi-user support

Flexible Hardware Options

- Bluetooth card readers
- Mobile printers
- Easy to use countertop option with **SwipeSimple Register**

Plus powerful business management tools at the **SwipeSimple Dashboard**

- Virtual terminal with AVS support
- Create and send Invoices
- Card on file database with scheduled, recurring and installment payments
- Level 2 Interchange Qualification support for B2B
- Business reports and real-time analytics
- Customize settings
- Manage back-office processes
- Export data

SwipeSimple for Payments On the Go



Service Providers of at-home services

- Skilled trades like **plumbers** and **electricians**
- Maintenance services like **housekeeping, landscaping, and pool cleaning**
- Vehicle service like **windshield repair**



Businesses working in remote areas

- Roadside **auto services** and **towing**
- Limousine and **taxi fleets**
- Service providers working in **rural areas**
- Booths at **sporting events** and **festivals**



Businesses with multiple technicians or service trucks

- 3-10 technicians
- Immediate **visibility to payments** at multiple service locations
- View all user transactions from **Merchant Web Dashboard**



Specialty Retail and Food & Beverage in remote and open-air environments

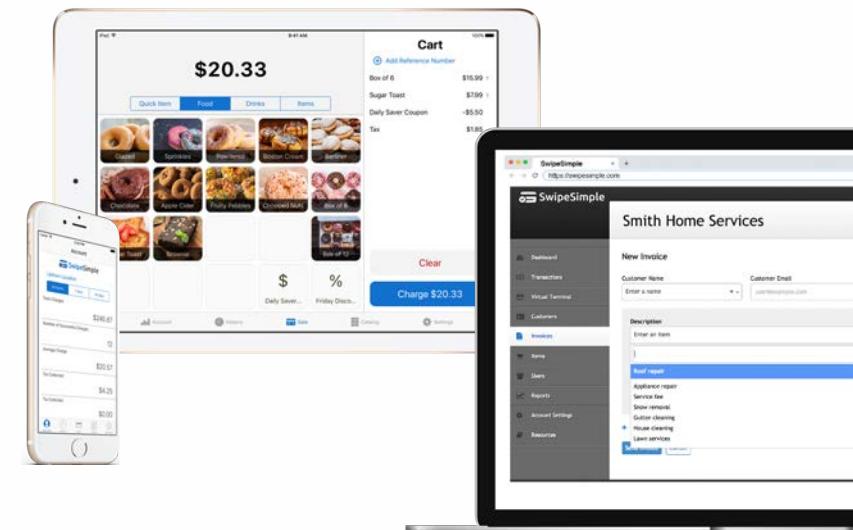
- Food trucks
- Farmers' markets
- Art and craft shows
- Flea markets
- Street festivals

SwipeSimple Demo

Show your merchants a live demo of SwipeSimple

SwipeSimple Mobile App

- Download SwipeSimple from the Google Play store or App Store for iOS
- Select **Demo Mode** to explore what SwipeSimple has to offer!



SwipeSimple Dashboard

- Featuring Virtual Terminal, Invoices, scheduled payments from saved customer info, etc.
- Visit <http://home.swipesimple.com/virtual-terminal>
- OR <http://app.swipesimple.com/demo>



In your store





SwipeSimple Terminal



SwipeSimple Terminal



Easy-to-use software
trusted by 50K+ merchants today



SwipeSimple Terminal
Sleek all-in-one
semi-integrated payment solution

Powerful business management tools at
SwipeSimple Dashboard

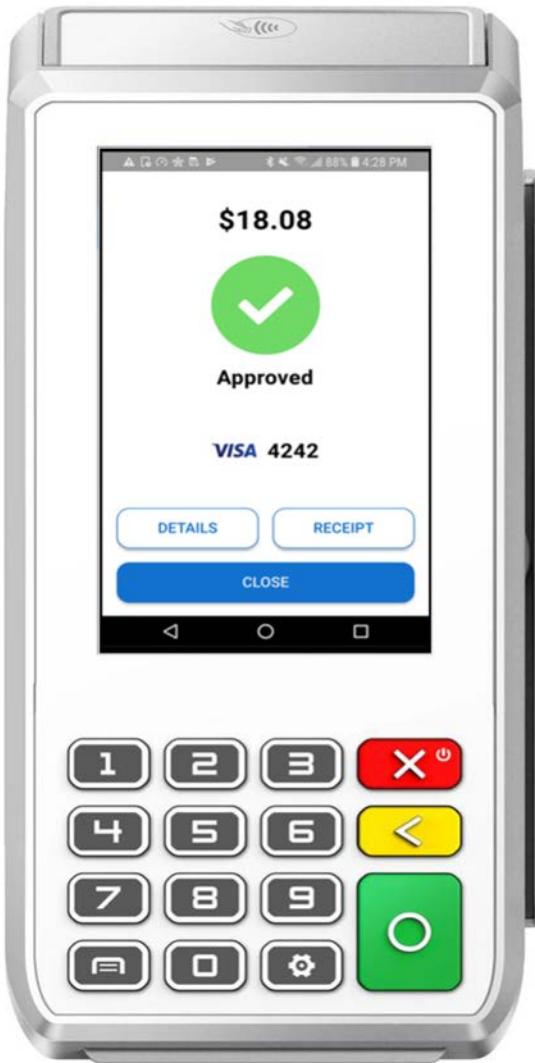


Helps merchants run their business more effectively

SwipeSimple Software



- Best-in-class software on modern, sleek, all-in-one payment solution
- Refined user experience already trusted by over 50,000 merchants
- All the capabilities of basic terminals... *plus* the power and simplicity of **SwipeSimple**



SwipeSimple Terminal

PAX A80

- Similar form factor to traditional terminal
- 4-inch high-resolution touchscreen
- Physical keypad
- Connect via ethernet or WiFi
- Comparable price point to traditional terminals

Key Features

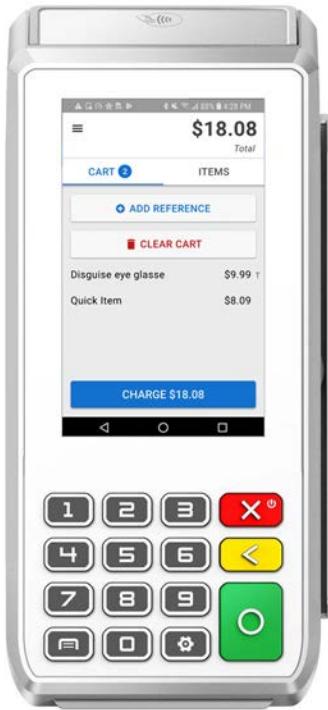
Capabilities of traditional terminal

- EMV chip, contactless, and magnetic stripe
- Keyed transactions
- Void and refunds
- Automatic and manual batching
- Rugged, compact form factor
- Wired and wireless connectivity
- Built-in receipt printer

Plus the power and simplicity of SwipeSimple

- Easy to use touchscreen interface
- On-screen tip prompts
- Customizable digital receipts via SMS & email
- Searchable transaction history on the device
- Ability to ring up sale from Item Catalog *plus* cloud-based inventory management & tracking
- Cloud-based real-time transaction history
- Powerful business management tools at the **SwipeSimple Dashboard**
 - Business reports and real-time analytics
 - Customize settings
 - Manage back-office processes
 - Export data

Simple and Easy to Use



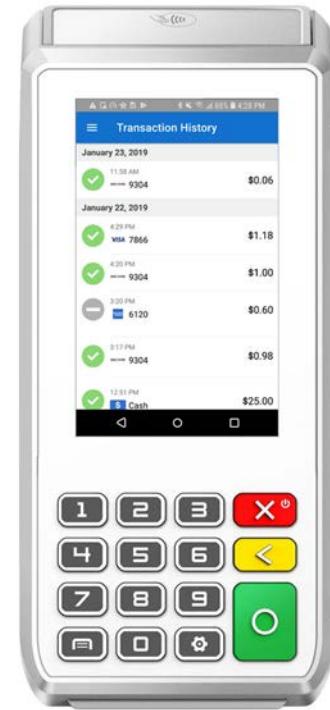
Build a sale



Accept tips



Process payment



View past transactions

SwipeSimple vs Traditional Terminal

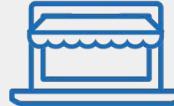
		
	PAX A80	Traditional terminal
Accepts EMV Chip, magnetic stripe, and contactless	✓	✓
Built-in thermal receipt printer	✓	✓
High-definition backlit screen	✓	
Cloud-based inventory with Item Catalog	✓	
Digital receipts (email, SMS)	✓	
Business reporting and analytics	✓	

SwipeSimple Terminal on PAX A80

Modern solution that's **simple** to use and priced comparable to traditional terminals.



Cloud-based inventory management and tracking



Easy to sell, deploy and support --
Merchants can transact quickly!



SwipeSimple Dashboard to help merchants save precious time and streamline business practices



SwipeSimple Terminal on the PAX A80



SwipeSimple Register

SwipeSimple Register



- **Complete countertop setup** with SwipeSimple Mobile App + any iOS or Android device + register hardware.
- **Fast customer checkout** with customizable Favorites pages, Item Catalog, discounts, and more.
- **Versatile hardware options** including mPOP, cash drawer, and receipt printers.
- **Simple to setup and easy to use.** Ideal for small businesses with a single location and basic POS needs.

Recommended Hardware Bundles

Bundle A

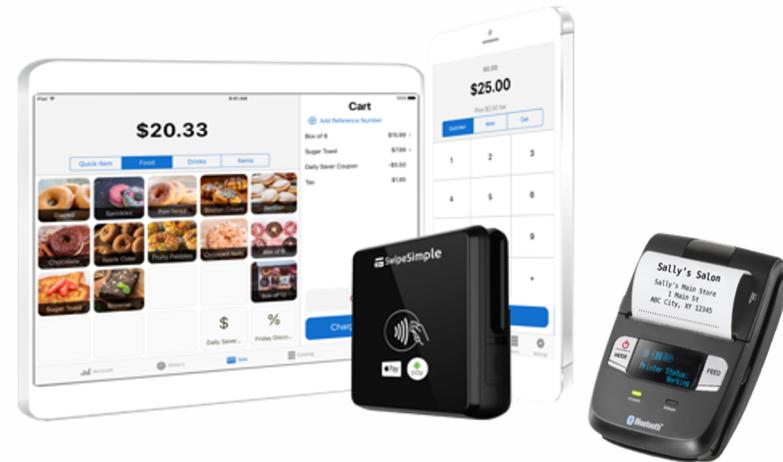
Businesses with Lower Transaction Volumes



mPOP
Cash Drawer &
Receipt Printer + B250
Card Reader + B250
Charging Stand

Bundle B

Merchants Selling On-the-Go



B250
Card Reader + SM-L200 Bluetooth
Receipt Printer

SwipeSimple for payments in your store



Service Providers with storefront locations

- Healthcare like **medical & dental offices**
- **Chiropractors** & massage therapists
- **Veterinarians**
- **Auto service, tire repair, and car detailing**



Personal Services with a physical location

- **Hair salons and barbershops**
- **Nail salons**
- **Day spas**
- **Health clubs, gyms, and fitness studios**
- **Parks & recreation facilities**



Specialty Retail with single locations

- **C-Stores & Bodegas**
- **Home design & decor**
- **Art galleries**
- **Florists**
- **Sporting goods**
- **Experience merchants:** outdoor recreation, escape rooms, paint studios, & more!



Locally-owned Food & Beverage

- **Bakeries**
- **Coffee Shops**
- **Specialty foods**
- **Micro-brewers and beverage producers**



At your computer

The Merchant Experience

Create New Transaction

Log into **SwipeSimple.com**

Go to **Virtual Terminal**

Create **New Transaction**

Enter Payment Information

Select the desire merchant account.

Enter required payment info.

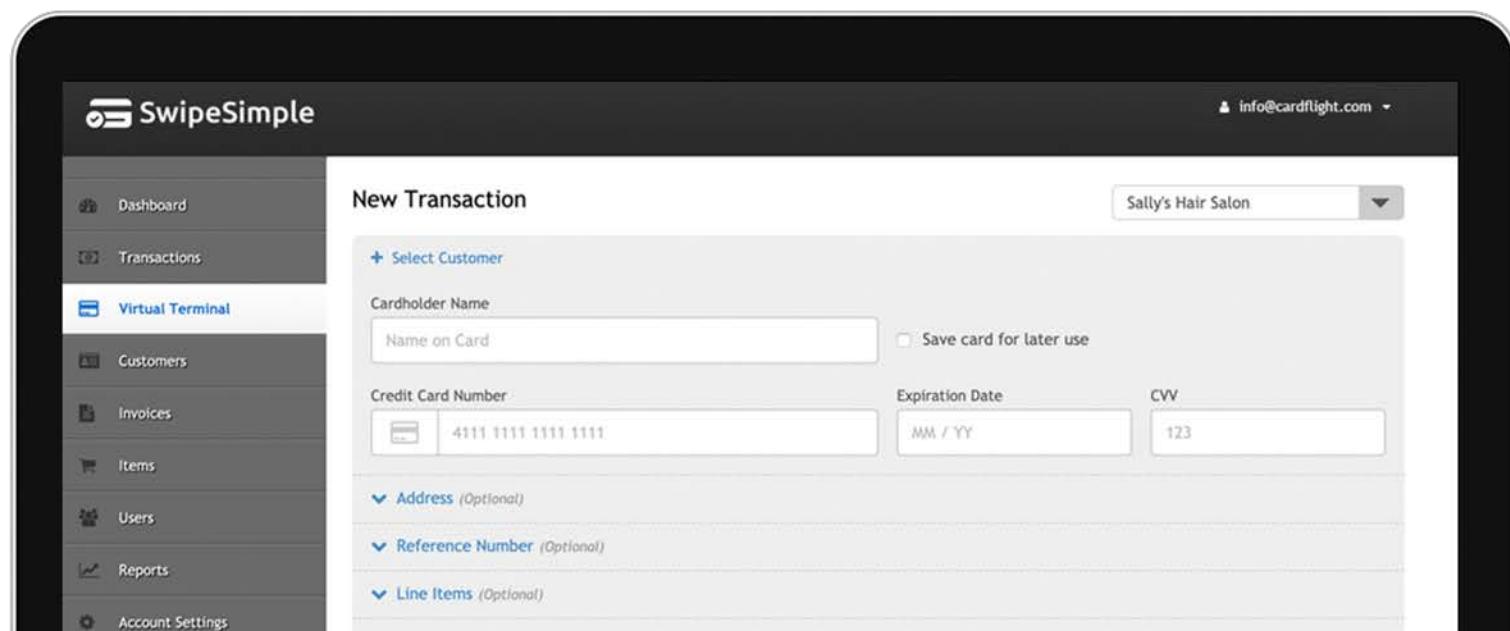
Enter **address** info to utilize AVS.

For Level 2 Interchange qualification, enter a value into the **Reference Number** and **Tax Rate** fields.

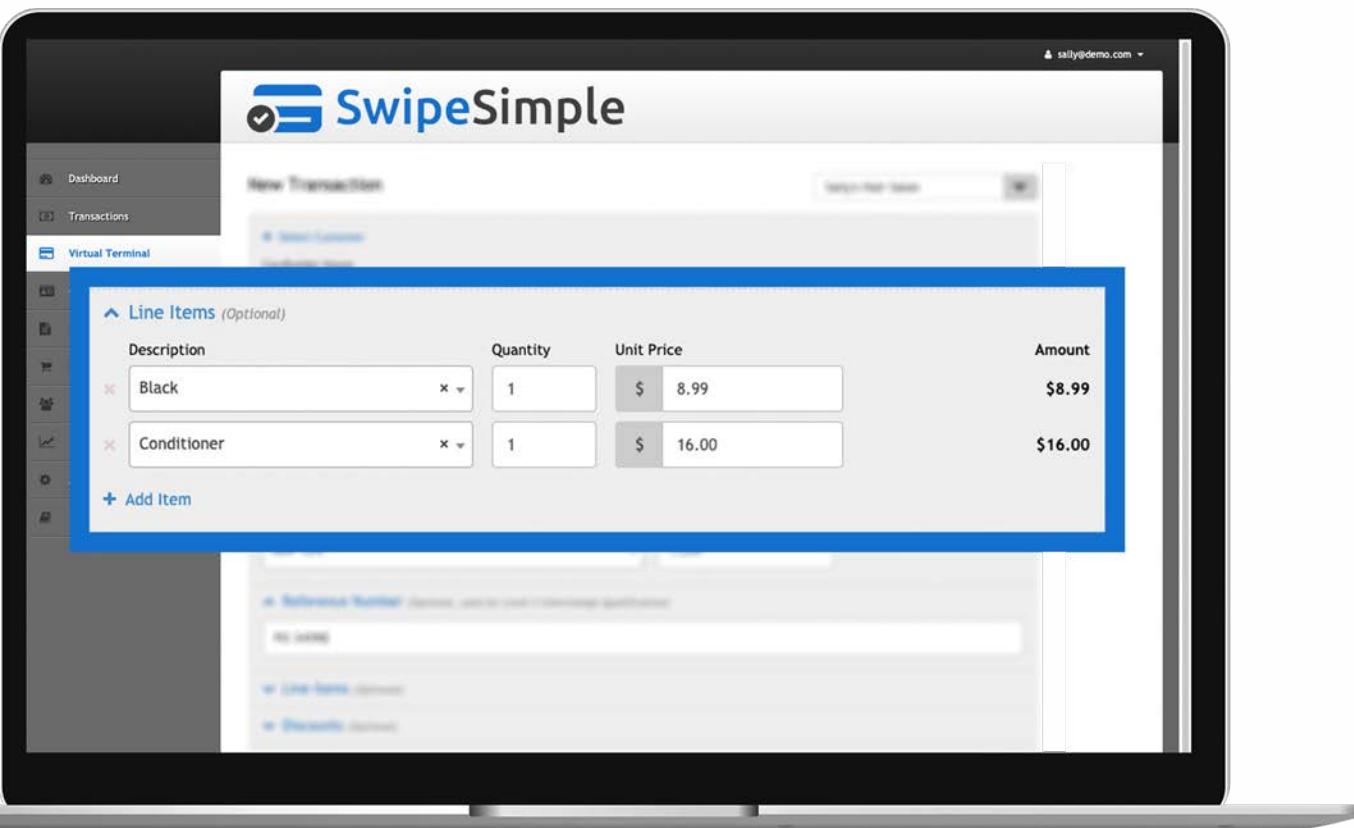
Complete the Transaction

Click **Charge** to process the transaction.

When successfully processed, issue receipts and view AVS response (when available) from the screen.

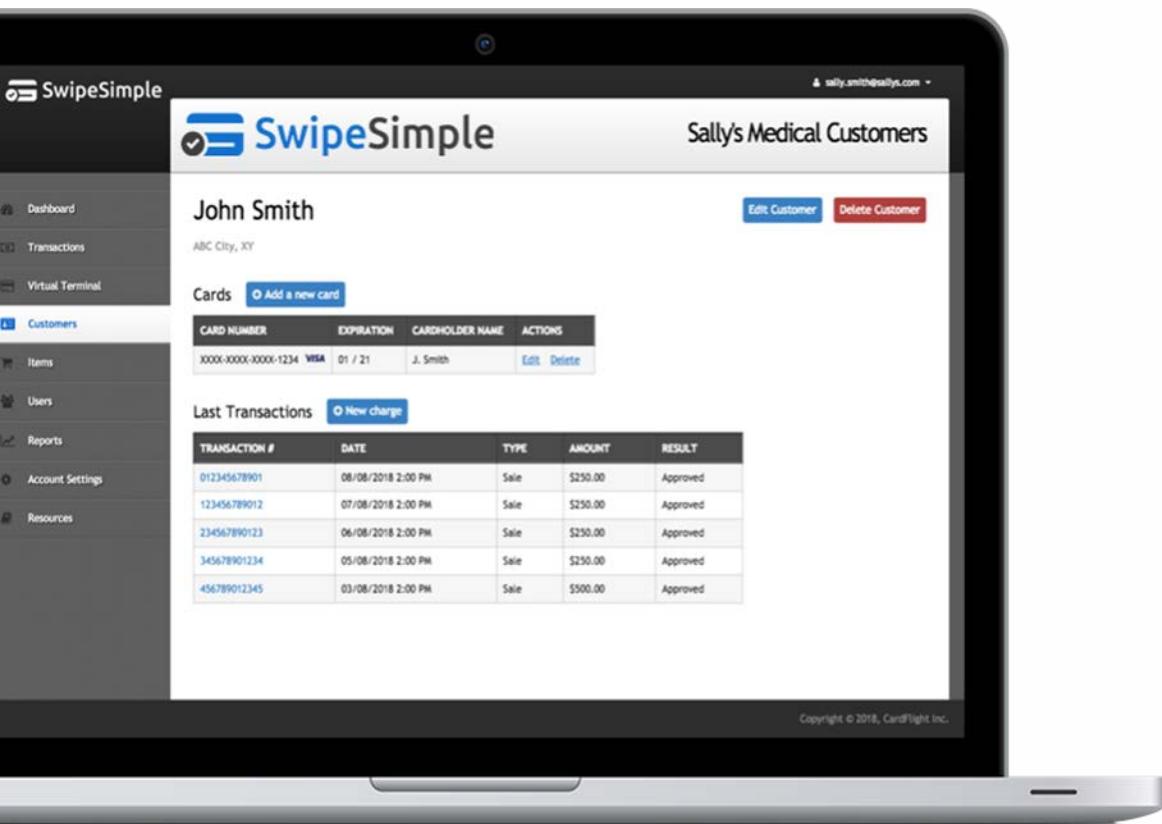


Virtual Terminal



-  Use **SwipeSimple** to process payments from your computer.
-  Create **Invoices** with products and services saved to the **Item Catalog**
-  Optimize rates with **Address Verification Service** and **Level 2 Interchange Qualification**.
-  Features like customized **tax rates**, and **saved cardholder info** for better efficiency.

Customers Tab



The screenshot shows the SwipeSimple software interface on a laptop. The main title bar says "SwipeSimple" and "Sally's Medical Customers". The left sidebar has a "Customers" option selected. The main content area shows a customer profile for "John Smith" from "ABC City, XY". It includes a "Cards" section with a table showing a single card (XXXX-XXXX-XXXX-1234, VISA, 01 / 21, J. Smith), and a "Last Transactions" section with a table of five recent sales. The table for last transactions is as follows:

TRANSACTION #	DATE	TYPE	AMOUNT	RESULT
012345678901	08/08/2018 2:00 PM	Sale	\$250.00	Approved
123456789012	07/08/2018 2:00 PM	Sale	\$250.00	Approved
234567890123	06/08/2018 2:00 PM	Sale	\$250.00	Approved
345678901234	05/08/2018 2:00 PM	Sale	\$250.00	Approved
456789012345	03/08/2018 2:00 PM	Sale	\$500.00	Approved

-  Save **cards on file** and easily create and manage **customer profiles** across devices.
-  Simplify payment processes by **scheduling one-time, installment or recurring payments** for cards on file.
-  Access **saved customer information** when creating new transactions and invoices.
-  Understand customers better with associated **past and upcoming transactions**.

Invoices

The screenshot shows the SwipeSimple Invoices dashboard. The sidebar menu includes: Dashboard, Transactions, Virtual Terminal, Customers, Invoices (selected), Items, Users, Reports, Account Settings, and Resources. The main content area is titled 'Invoices' and shows a table with 10 entries. The table columns are: INVOICE NUMBER, CUSTOMER, DATE SENT, DUE DATE, STATUS, and AMOUNT. The data in the table is as follows:

INVOICE NUMBER	CUSTOMER	DATE SENT	DUE DATE	STATUS	AMOUNT
0001	Justin	12/12/2018 2:06 PM		voided	\$12.00
0002	Allan	12/13/2018 3:48 PM		marked as paid	\$99.99
0003	Dexter	01/08/2019 3:28 PM		unpaid	\$20.00
0004	Jill	01/08/2019 3:30 PM		unpaid	\$15.00
0005	Vanice	01/08/2019 3:31 PM		delivery failed	\$10.00
0006	Penelope	01/09/2019 10:42 AM		marked as paid	\$2.00
0007	Angela	01/10/2019 1:40 PM		paid	\$12.00
0008	Leah	01/22/2019 5:44 PM		unpaid	\$9.99
0009	Tim	01/22/2019 5:46 PM		paid	\$4.44
0010	Paul	01/22/2019 5:57 PM		unpaid	\$3.80

Show 10 entries per page ← Previous 1 2 3 Next →

-  Create and send **Invoices** to customers via email.
-  Accept credit cards through a **simple, mobile-responsive** web form.
-  Customize invoices with logo, color, notes, and promotional messages.
-  Manage and view paid and pending invoices from **SwipeSimple Dashboard**.

Invoices - Key Features

Create and Send Invoices

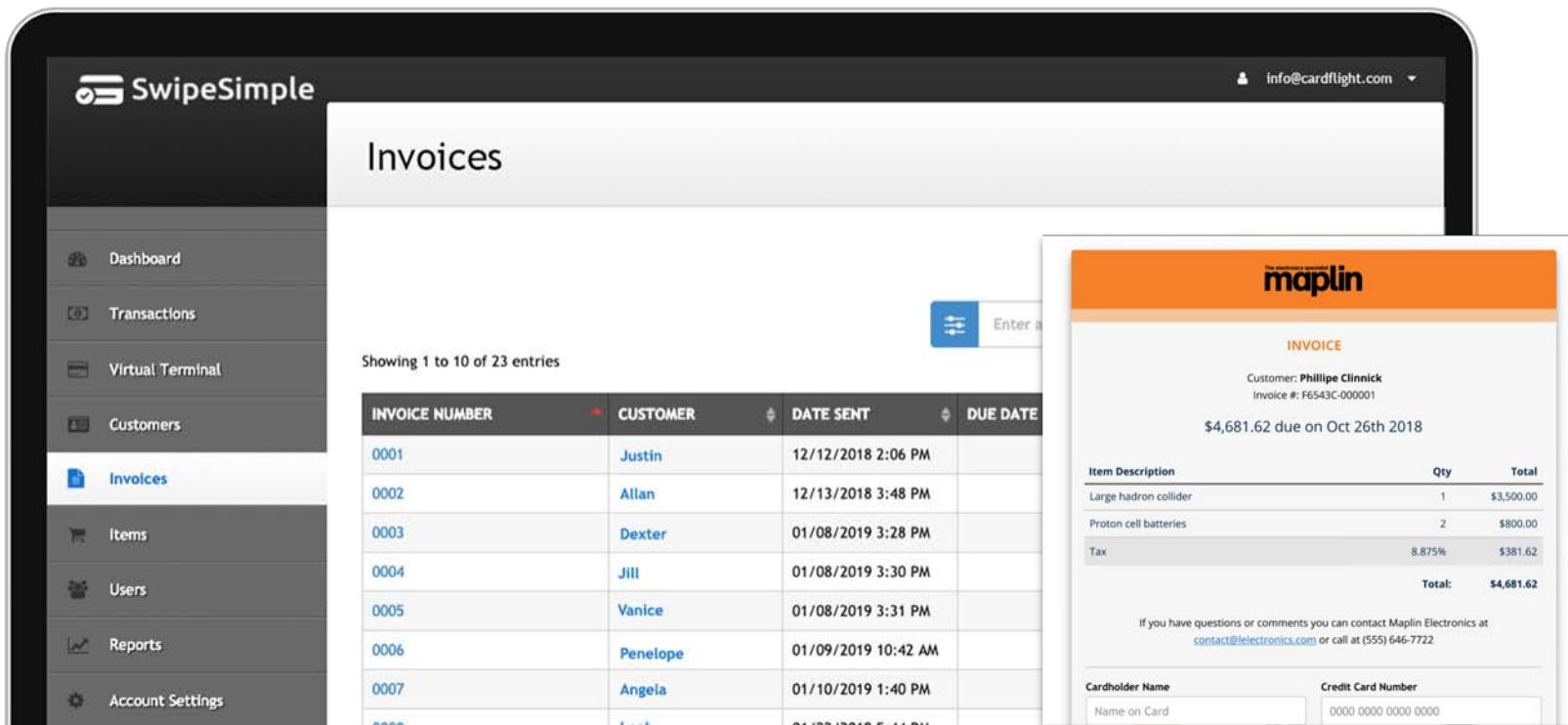
- Directly add items from Item Catalog to invoice
- Set invoice due date
- Custom color & logo
- Send via email with secure payment link

Manage and View Invoices

- Search, filter and view past invoices
- View status of all invoices
- Send payment reminders

Easily Accept Payments

- Merchant customer easily pays on mobile or desktop device
- Choose to save card on file for future
- Immediate payment confirmation



The image displays the SwipeSimple software interface. On the left is a sidebar with navigation links: Dashboard, Transactions, Virtual Terminal, Customers, Invoices (which is the active tab), Items, Users, Reports, and Account Settings. The main area is titled 'Invoices' and shows a table of 23 entries with columns for Invoice Number, Customer, Date Sent, and Due Date. The table includes rows for Justin, Allan, Dexter, Jill, Vanice, Penelope, and Angela. Below the table is a search bar. To the right of the main area is a pop-up window for 'maplin' showing an invoice for Phillip Clinick. The invoice details a proton cell batteries purchase and a tax amount. It includes a message about contacting Maplin Electronics and a payment form with fields for Cardholder Name and Credit Card Number.

INVOICE NUMBER	CUSTOMER	DATE SENT	DUE DATE
0001	Justin	12/12/2018 2:06 PM	
0002	Allan	12/13/2018 3:48 PM	
0003	Dexter	01/08/2019 3:28 PM	
0004	Jill	01/08/2019 3:30 PM	
0005	Vanice	01/08/2019 3:31 PM	
0006	Penelope	01/09/2019 10:42 AM	
0007	Angela	01/10/2019 1:40 PM	
0008	Lori	01/12/2019 5:14 PM	

SwipeSimple at the Computer



Service Providers when customer isn't present

- Housekeeping & Home Services
- Landscaping & Horticultural Services
- Pool Cleaning & Maintenance



Businesses that offer Scheduled Payments

- Medical & Dental Offices
- HVAC, General & Electrical Contractors
- Home Security
- Nonprofits, schools, & religious organizations



Businesses that Invoice monthly

- Legal Services, Attorneys
- Tax Preparation Services
- Bookkeeping & CPAs
- Goods Delivery
- Childcare



Regular or Frequent Customer Visits

- Dry Cleaners & Laundromats
- Personal Trainers
- Counseling Services
- Pet Sitters, Trainers & Groomers

SwipeSimple Demo

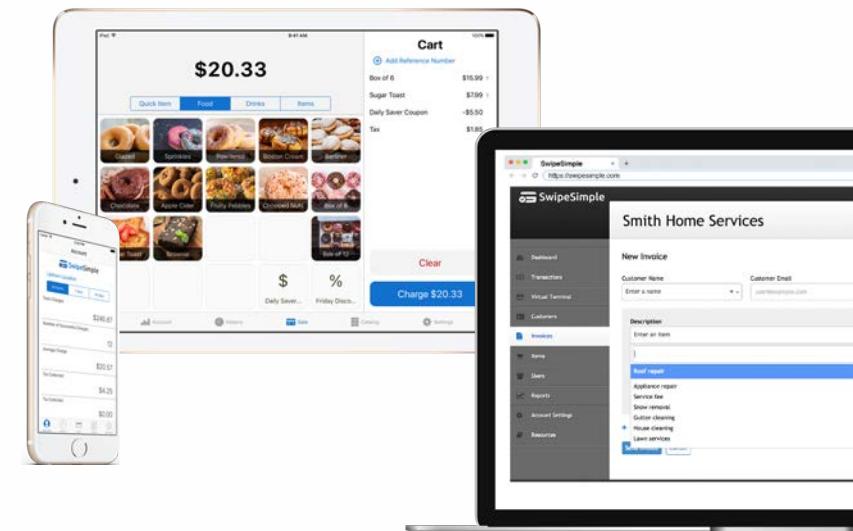
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SwipeSimple Mobile App

- Download SwipeSimple from the Google Play store or App Store for iOS
- Select **Demo Mode** to explore what SwipeSimple has to offer!

SwipeSimple Dashboard

- Featuring Virtual Terminal, Invoices, scheduled payments from saved customer info, etc.
- Visit <http://home.swipesimple.com/virtual-terminal>
- OR <http://app.swipesimple.com/demo>

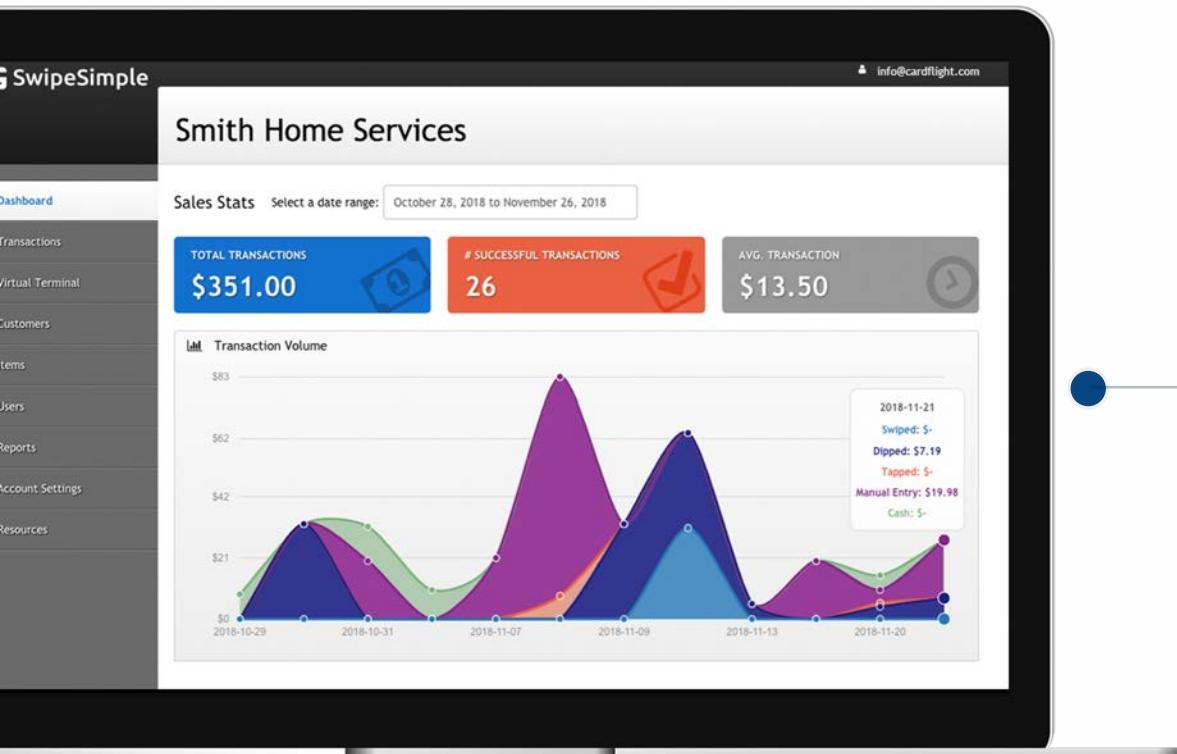




SwipeSimple Dashboard



Business Management Tools



Merchants can **manage their business** from anywhere



View **transactions**, manage **Item Catalog**, customer profiles, and more



Identify **top customers**, sales trends, and **top-selling items** — and gain actionable insights.

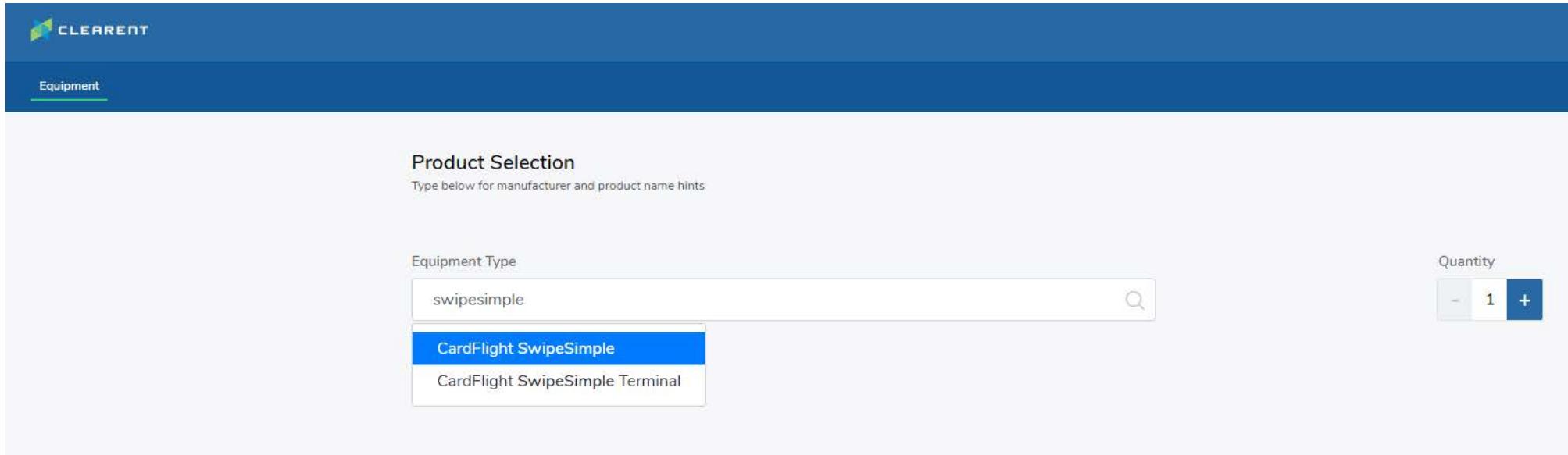


Demo reporting functions at:
home.swipesimple.com/dashboard OR
<http://app.swipesimple.com/demo/terminal>

Pricing

Category	Product	Buy Rate
Mobile Solutions	Card Reader: A200 (Audiojack)	\$113.00
	Card Reader: B250 (Bluetooth)	\$148.00
	Bluetooth Reader Charging Stand	\$46.00
	mPOP Cash Drawer/Receipt Printer	\$486.00
	L200 Bluetooth Printer	\$307.00
Terminals	PAX A80 with monthly Platform Fee (\$4.95)	\$198.00
	PAX A80 without monthly Platform Fee	\$290.00
Billing	SwipeSimple Account <small>(Fee is per Terminal or Mobile license. Merchants need a separate merchant account if they want both. Billed monthly.)</small>	\$9.95
	Additional User Accounts <small>(Billed monthly.)</small>	\$1.95
	Additional Merchant Accounts <small>(Required if merchants want both Terminal and Mobile accounts. Billed monthly.)</small>	\$5.95

Boarding Process



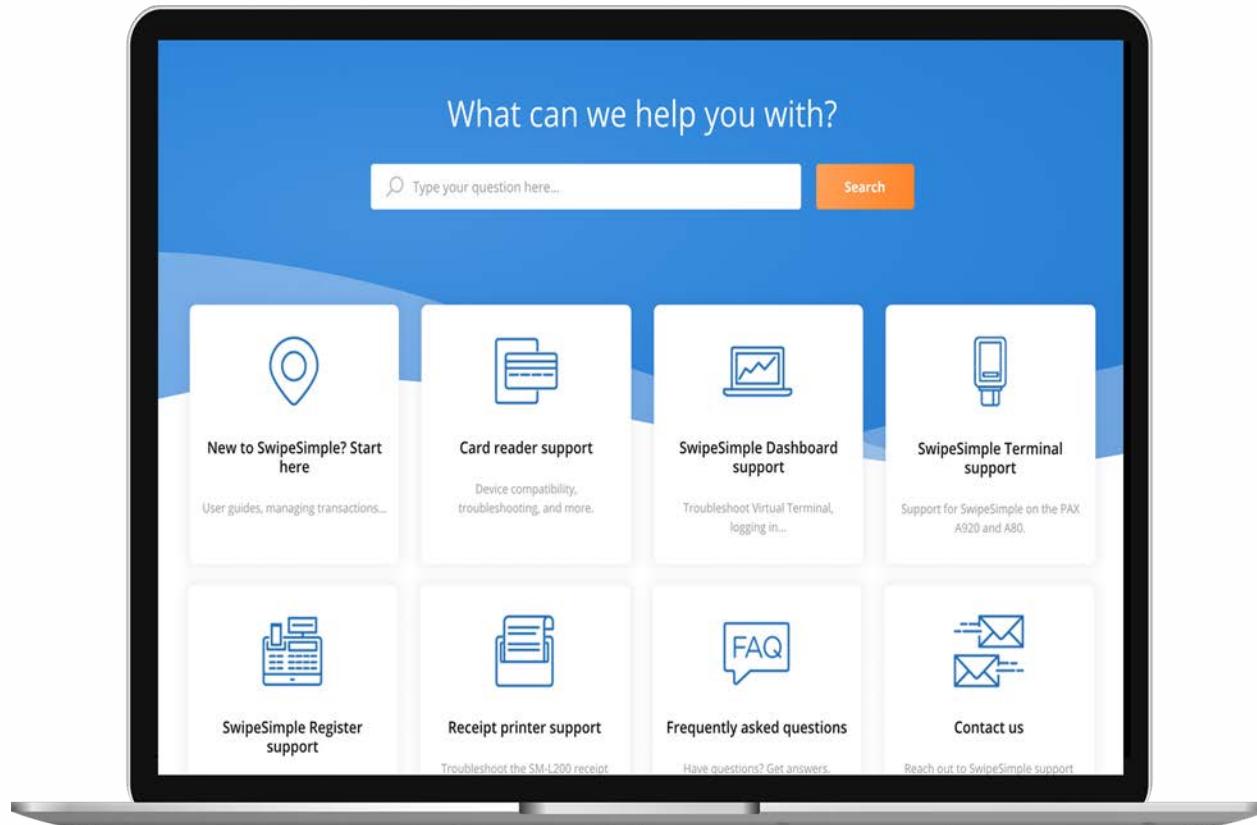
The screenshot shows the Clearent Equipment selection interface. The top navigation bar is dark blue with the Clearent logo and the word 'Equipment' underlined in green. The main area is titled 'Product Selection' with a sub-instruction 'Type below for manufacturer and product name hints'. Below this is a search bar with the placeholder 'Equipment Type' and the input 'swipesimple'. To the right of the search bar is a magnifying glass icon. Further right is a 'Quantity' field with a value of '1' and minus/plus buttons. Below the search bar, a list of results is shown: 'CardFlight SwipeSimple' is highlighted in blue, while 'CardFlight SwipeSimple Terminal' is in a standard grey font. The background of the interface is white.

- SwipeSimple Mobile Reader Setups → Select “CardFlight SwipeSimple” survey.
- SwipeSimple Terminal Setups on PAX A80 → Select “Cardflight SwipeSimple Terminal” survey.



Resources

Customer Support Center



Online Customer Support Center at **SwipeSimple.com**

- Viewable directly from the website -- no login required
- Comprehensive FAQs
- User guides
- Card reader compatibility lists
- Troubleshooting tips

Sales Materials

SwipeSimple | CLEARENT™
INTELLIGENT PROCESSING

The best way to accept payments with an all-in-one device.

SwipeSimple Terminal on the PAX A80 brings best-in-class software to a familiar form factor.



All the capabilities of a traditional terminal:  Plus the power of SwipeSimple: 

SwipeSimple | CLEARENT™
INTELLIGENT PROCESSING

The best way to accept payments on the go.

Easy to use software that works with any mobile device.



EMP 

The right tools for your business.

Bring your own device  Mobile app  Card readers 

Easy to use software works with most iOS and Android tablets and mobile phones. Includes offline mode, the ability to save cards on file, and more. EMV-compatible hardware with easy pairing and excellent battery life.

SwipeSimple | CLEARENT™
INTELLIGENT PROCESSING

One simple solution

The best way to accept payments on the go, in your store, and at your computer.



Three easy

On the go
SwipeSimple Mobile A
Accept EMV Quick Chip contactless, or magnetic stripe payments from your own mobile device.

SwipeSimple | CLEARENT™
INTELLIGENT PROCESSING

The best way to accept payments at your computer.

Easy-to-use software accessible right from your web browser.



The right tools for your business.

Virtual Terminal  Invoices  More ways to pay 

Accept payments from your computer via card on file or key entry. Send, collect, and manage invoices via email or secure payment link. Schedule payments, offer installment payments, and set up recurring payments.

SwipeSimple | CLEARENT™
INTELLIGENT PROCESSING

The best way to accept payments in your store.

Build the in-store payment solution that works best for your business.



The right

Bring your own  Easy to use software works with most iOS and Android mobile phones.

SwipeSimple | CLEARENT™
INTELLIGENT PROCESSING

Merchant Web Dashboard

- Turn your computer into a Virtual Terminal
- Create and send invoices
- Manage customer info and save cards on file
- Access analytics and business reports



Trusted by merchants such as:



Service and back-office billing merchants
Mobile merchants
Countertop retail merchants