

SwipeSimple

Sales Resource Guide



CardFlight



On the Go

SwipeSimple Mobile App



In your Store

SwipeSimple Terminal &
SwipeSimple Register



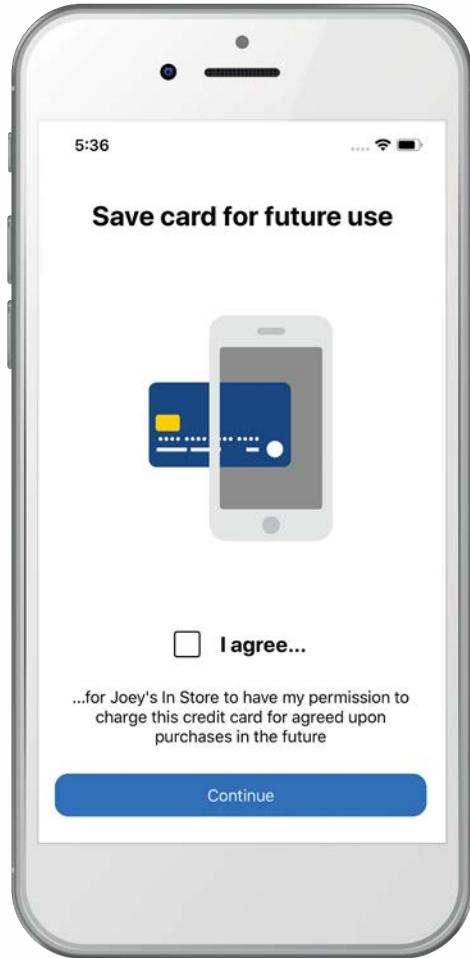
At your Computer

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

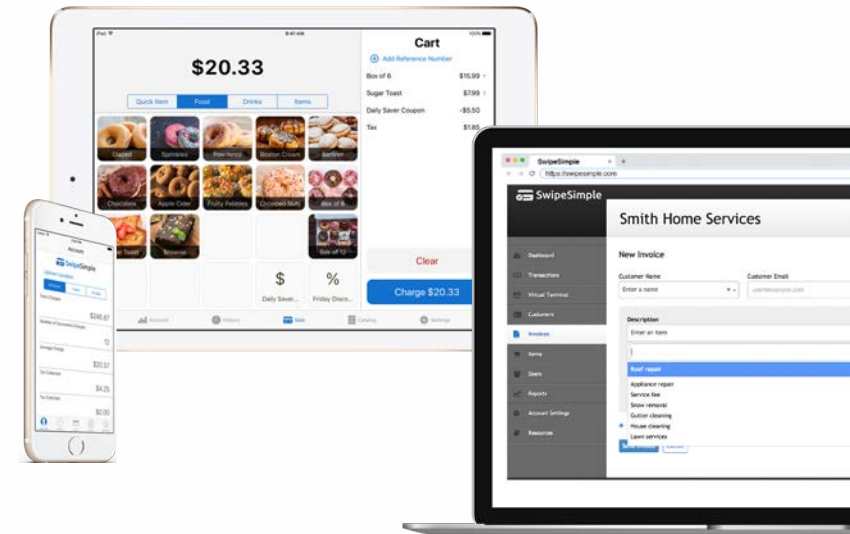
Show your merchants a live demo of SwipeSimple

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

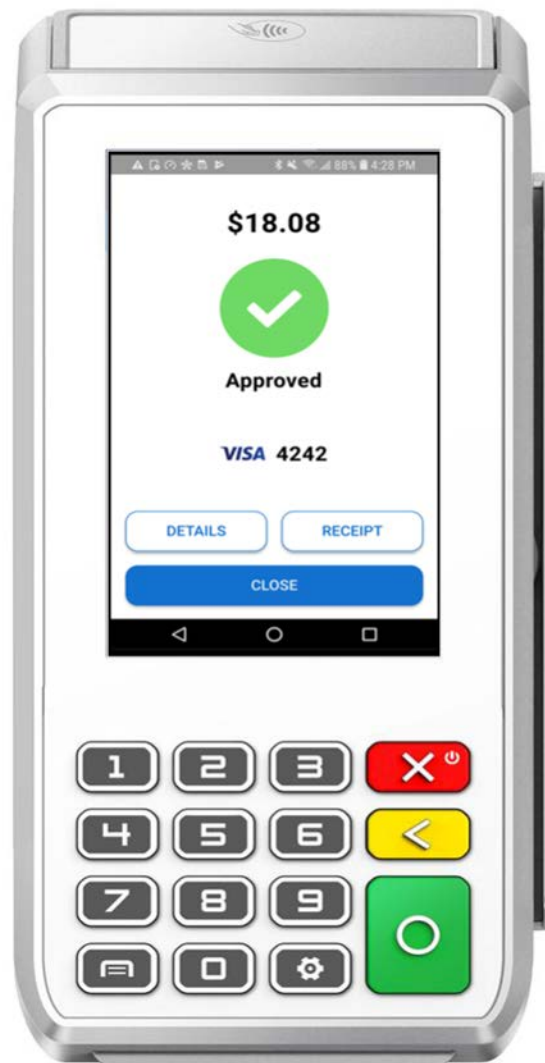
Sleek all-in-one
semi-integrated payment solution

Powerful business management tools at
SwipeSimple Dashboard



Helps merchants run their business more effectively

SwipeSimple Software

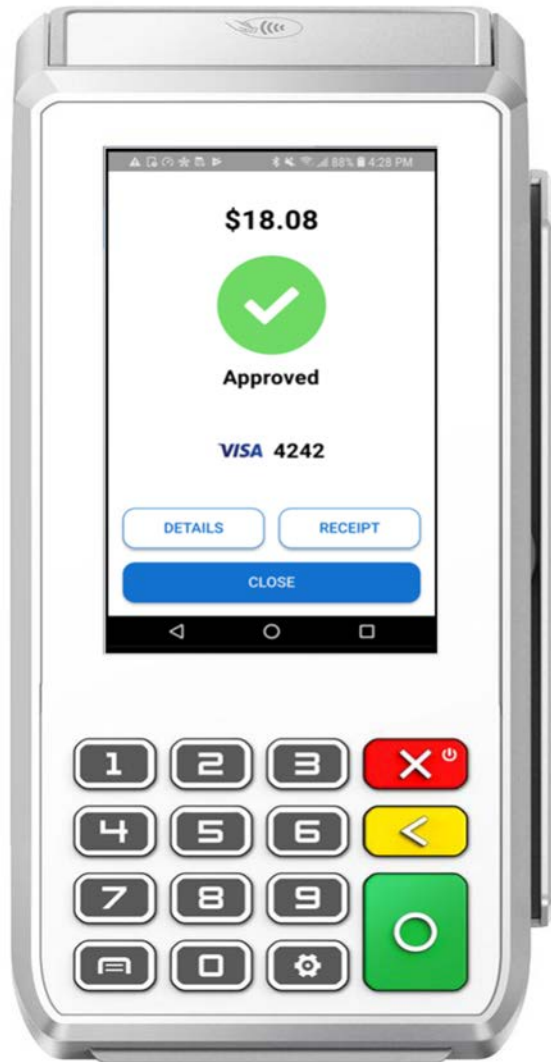


- Best-in-class software on modern, sleek, all-in-one payment solution
- Refined user experience already trusted by over 50,000 merchants
- All the capabilities of basic terminals... *plus* the power and simplicity of **SwipeSimple**

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

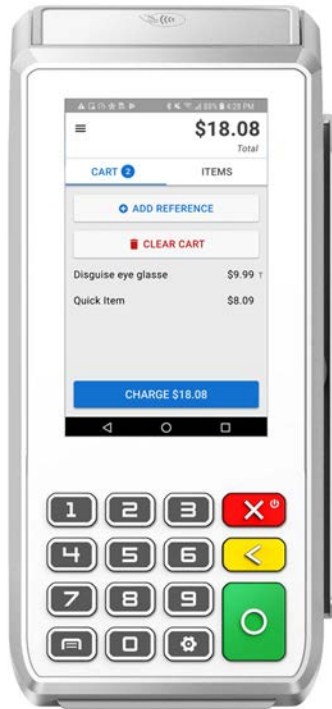
Capabilities of traditional terminal

- 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

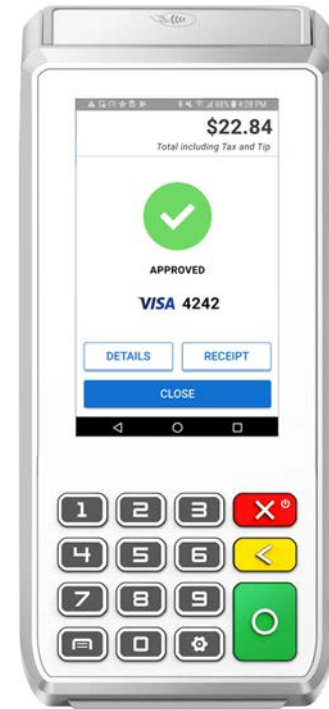
Simple and Easy to Use



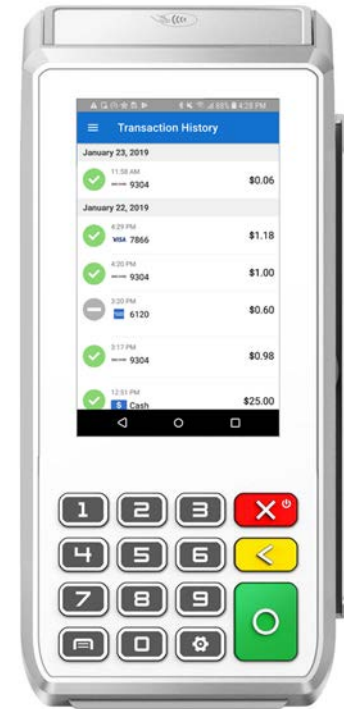
Build a sale



Accept tips



Process payment



View past transactions

SwipeSimple vs Traditional Terminal



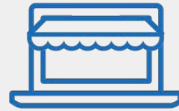
	PAX A80	Traditional terminal
Accepts EMV Chip, magnetic stripe, and contactless	✓	✓
Built-in thermal receipt printer	✓	✓
High-definition backlit screen	✓	
Cloud-based inventory with Item Catalog	✓	
Digital receipts (email, SMS)	✓	
Business reporting and analytics	✓	

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




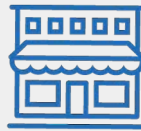


SwipeSimple Terminal on the PAX A80

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*

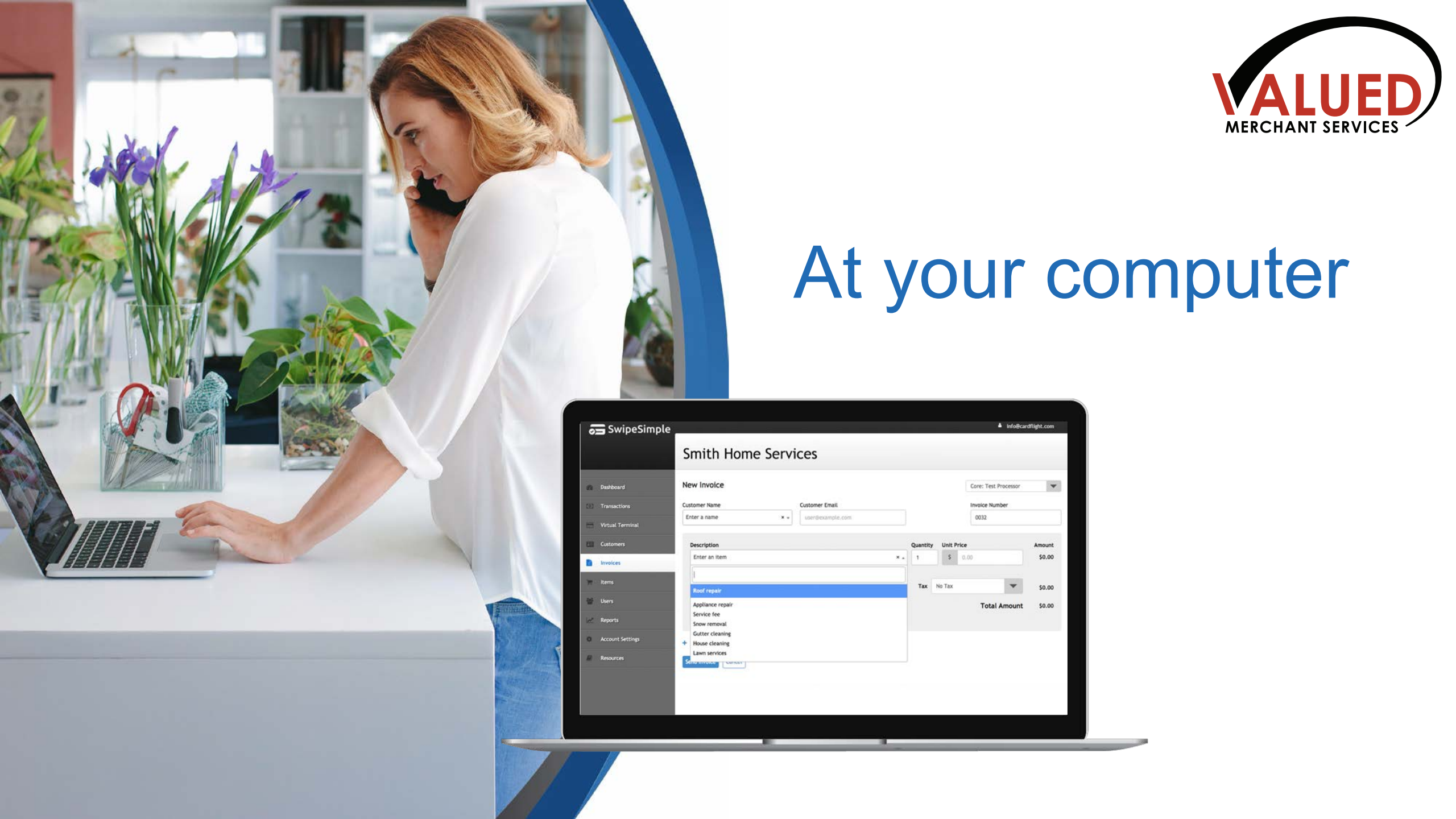
- **C-Stores & Bodegas**
- **Home design & decor**
- **Art galleries**
- **Florists**
- **Sporting goods**
- **Experience merchants:** outdoor recreation, escape rooms, paint studios, & more!



Locally-owned **Food & Beverage**

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

At your computer



The image shows a woman in a white shirt talking on a phone while working at a laptop. The laptop screen displays the SwipeSimple software interface for creating a new invoice for 'Smith Home Services'.

SwipeSimple InfoCardLight.com

Smith Home Services

New Invoice Core: Test Processor

Customer Name: Enter a name * Customer Email: user@example.com Invoice Number: 0032

Description	Quantity	Unit Price	Amount
Enter an item *	1	\$ 0.00	\$0.00
Roof repair			
Appliance repair			
Service fee			
Snow removal			
Gutter cleaning			
House cleaning			
Lawn services			

Tax: No Tax \$0.00

Total Amount \$0.00

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.

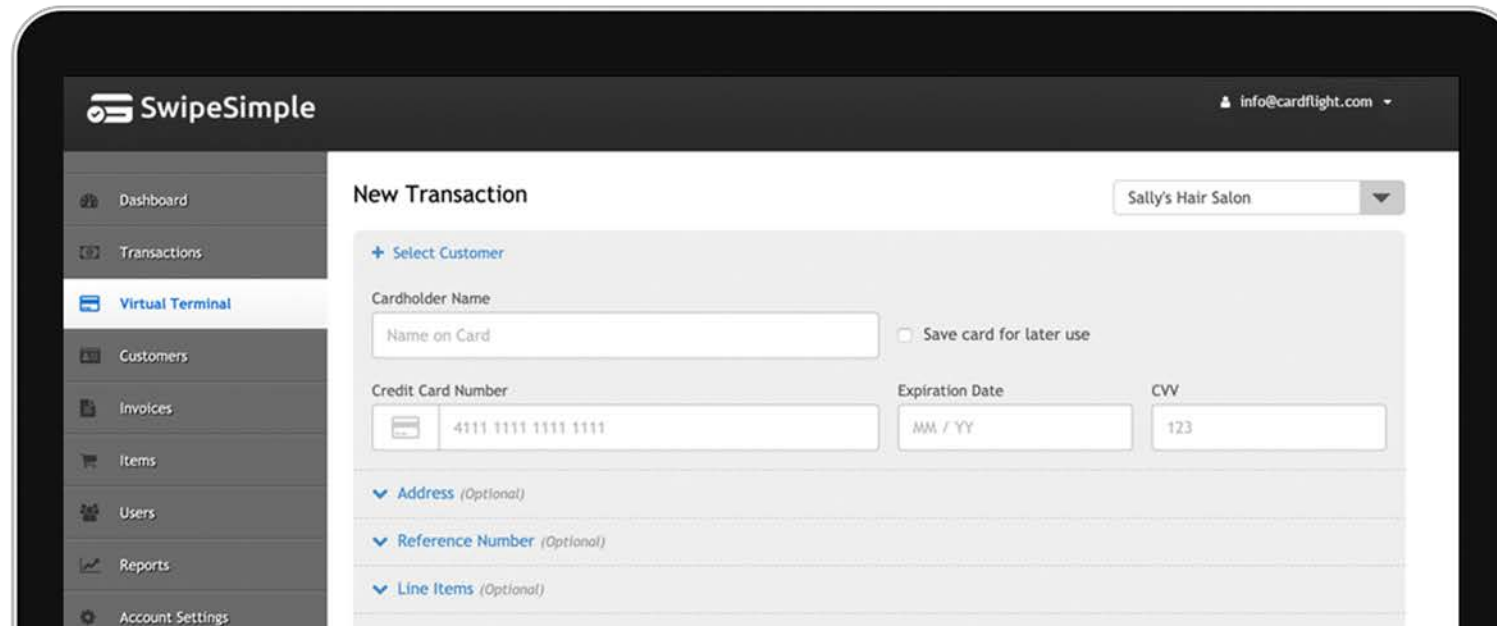
Enter **address** info to utilize AVS.

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

Complete the Transaction

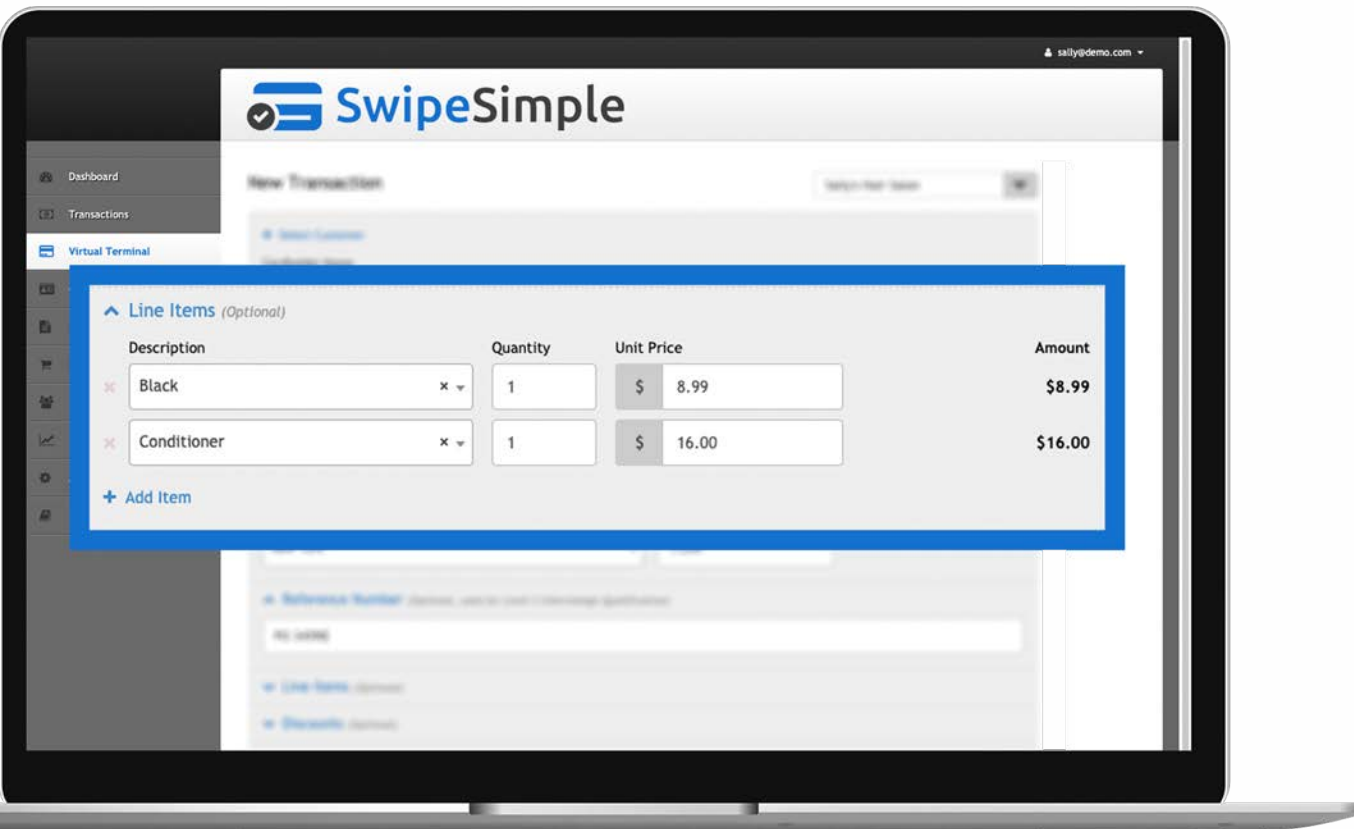
Click **Charge** to process the transaction.


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





The screenshot displays the SwipeSimple Virtual Terminal interface. On the left is a sidebar menu with options: Dashboard, Transactions, Virtual Terminal (highlighted), Customers, Invoices, Items, Users, Reports, and Account Settings. The main content area is titled 'New Transaction' and features a dropdown menu for the merchant account, currently set to 'Sally's Hair Salon'. Below this, there is a 'Select Customer' link. The form includes fields for 'Cardholder Name' (with a 'Name on Card' placeholder and a 'Save card for later use' checkbox), 'Credit Card Number' (with a card icon and the number '4111 1111 1111 1111'), 'Expiration Date' (placeholder 'MM / YY'), and 'CV' (placeholder '123'). There are also expandable sections for 'Address (Optional)', 'Reference Number (Optional)', and 'Line Items (Optional)'.


Virtual Terminal



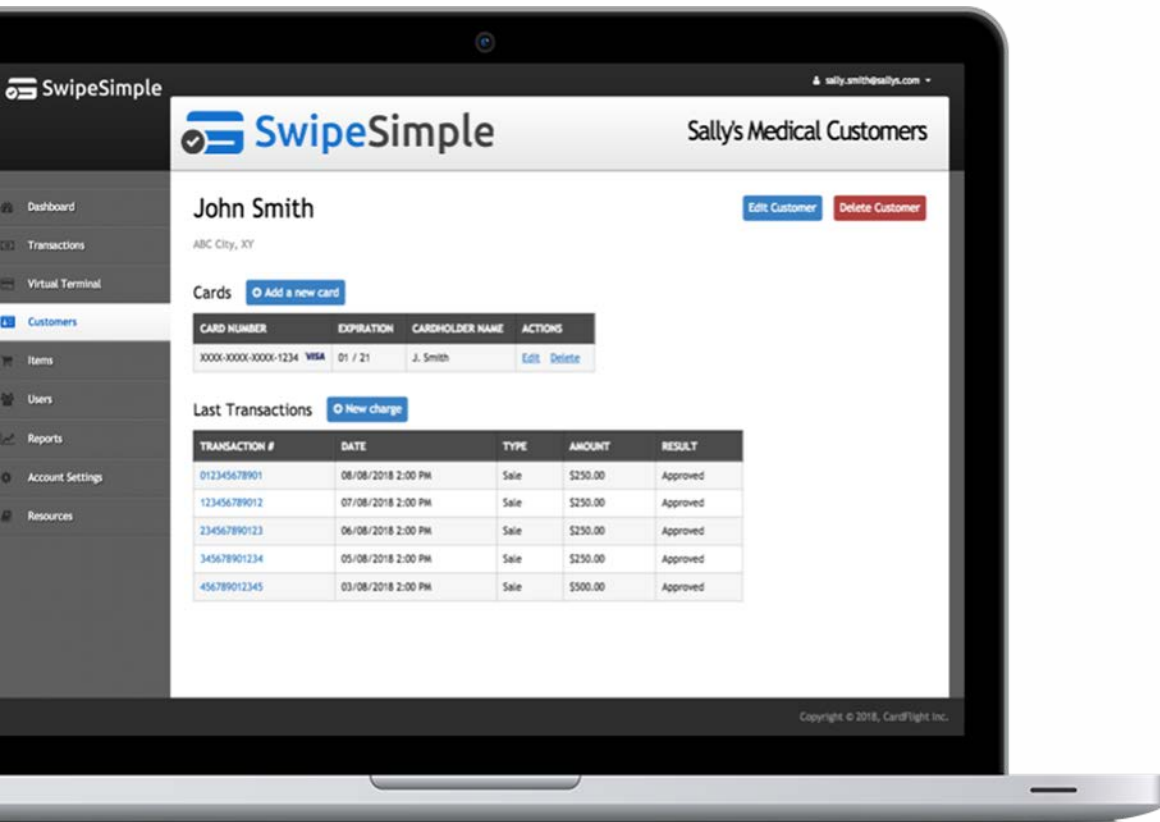
-  Use **SwipeSimple** to process payments from your computer.


-  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



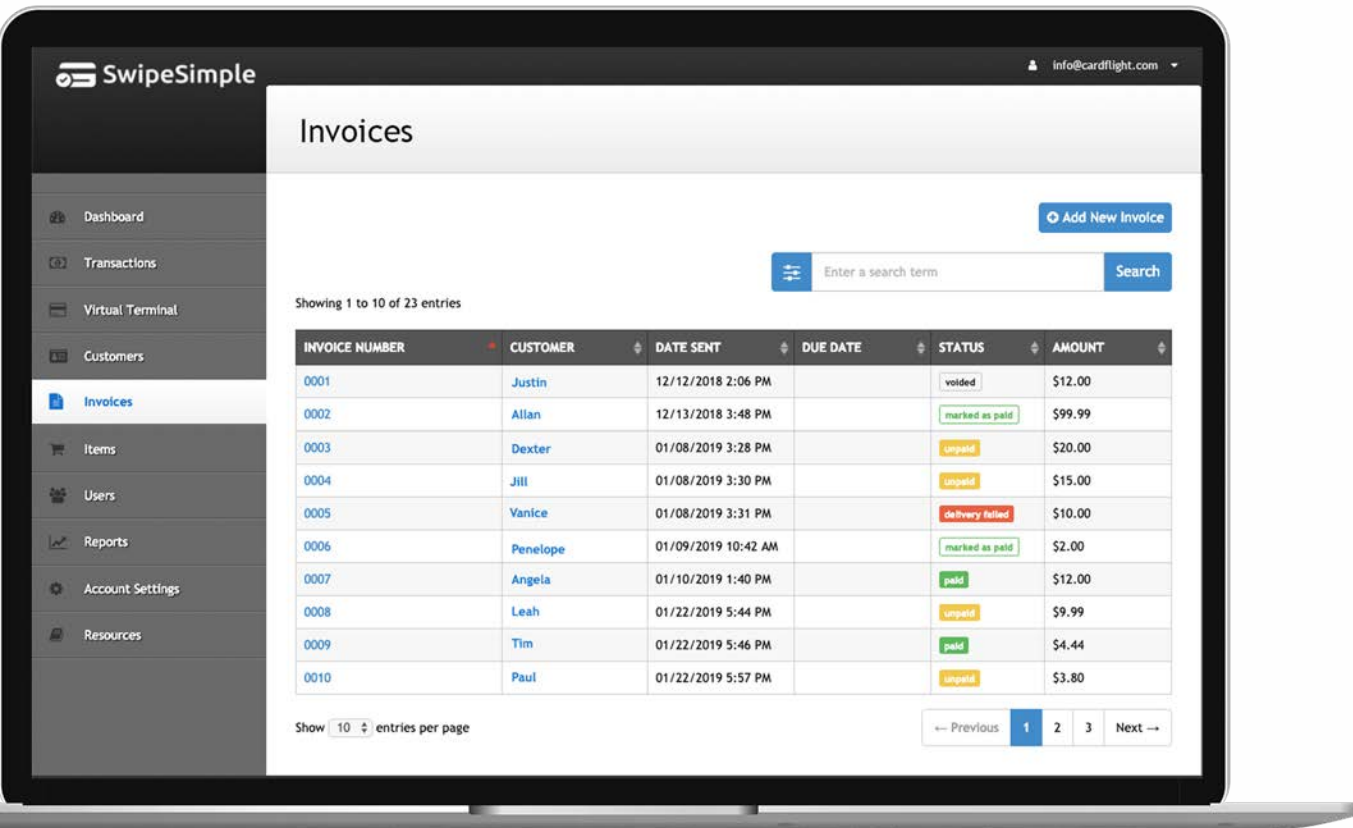
-  Save **cards on file** and easily create and manage **customer profiles** across devices.

-  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



SwipeSimple info@cardflight.com

Invoices

⊕ Add New Invoice

Enter a search term Search

Showing 1 to 10 of 23 entries

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

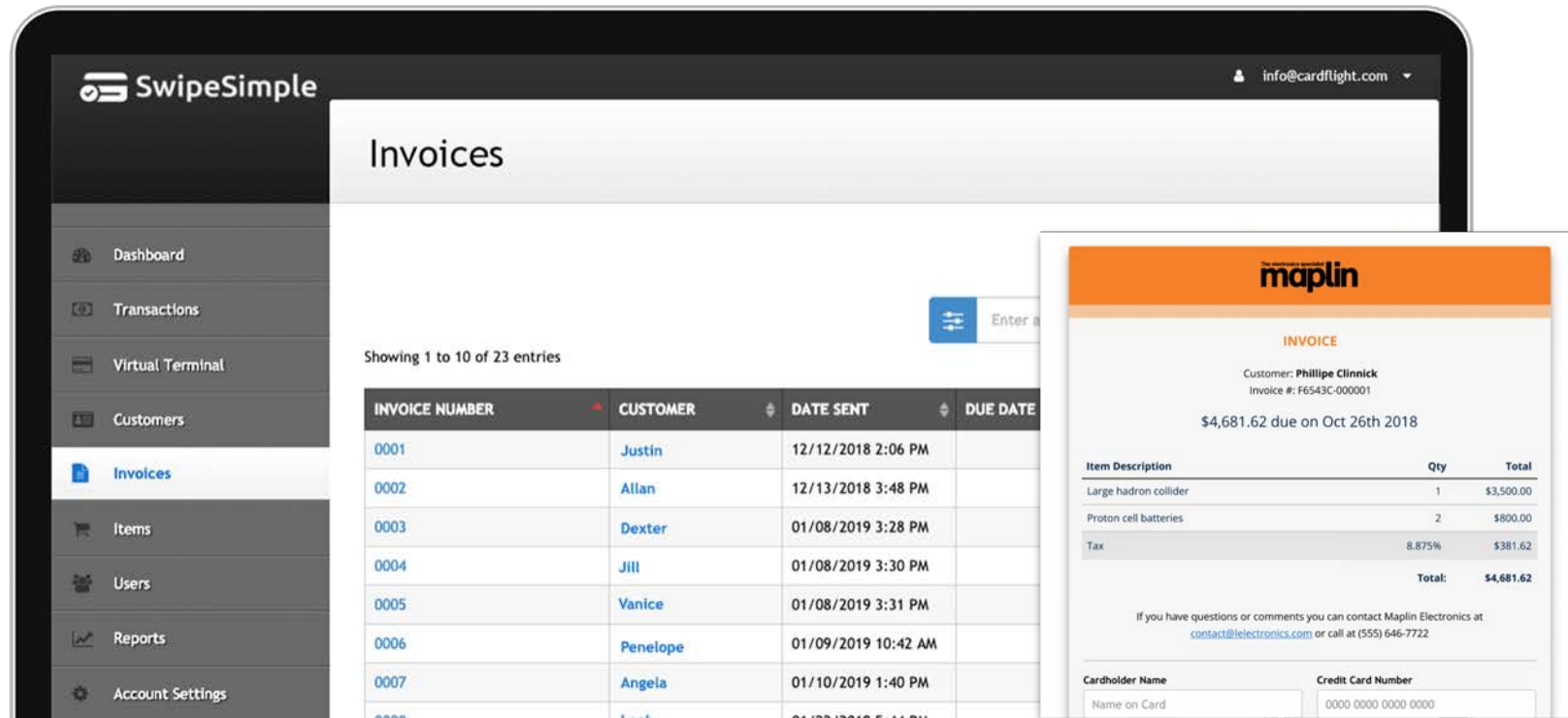
- Directly add items from Item Catalog to invoice
- Set invoice due date
- Custom color & logo
- Send via email with secure payment link

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



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

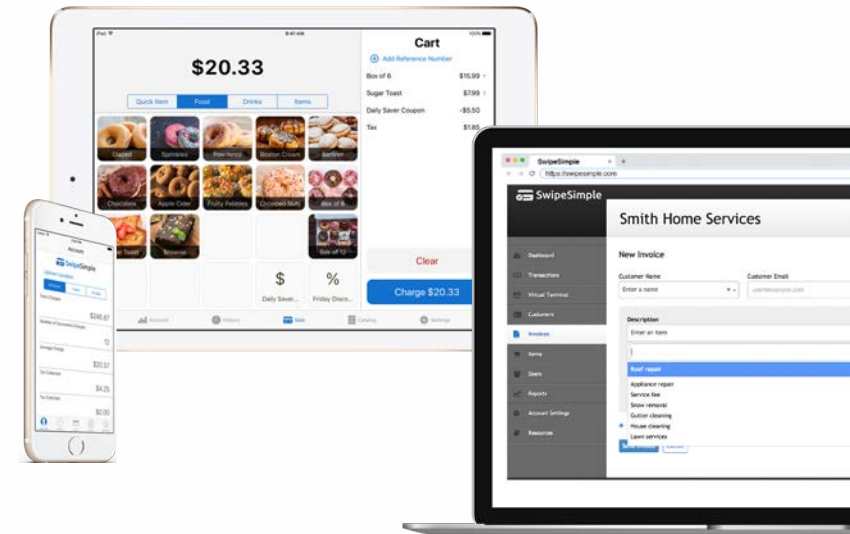
Show your merchants a live demo of SwipeSimple

SwipeSimple Mobile App

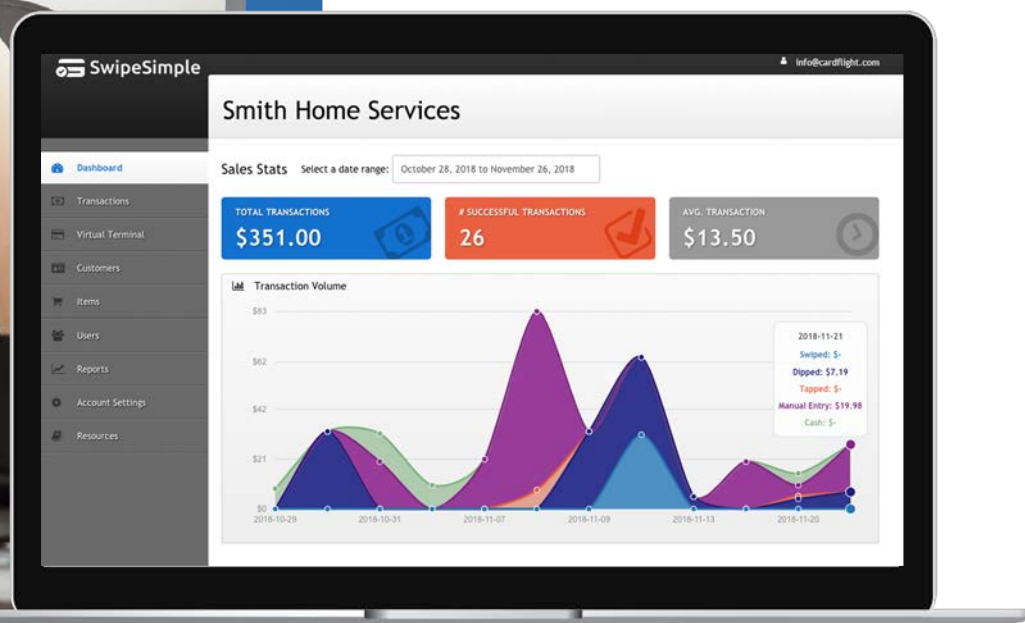
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- Select **Demo Mode** to explore what SwipeSimple has to offer!

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.

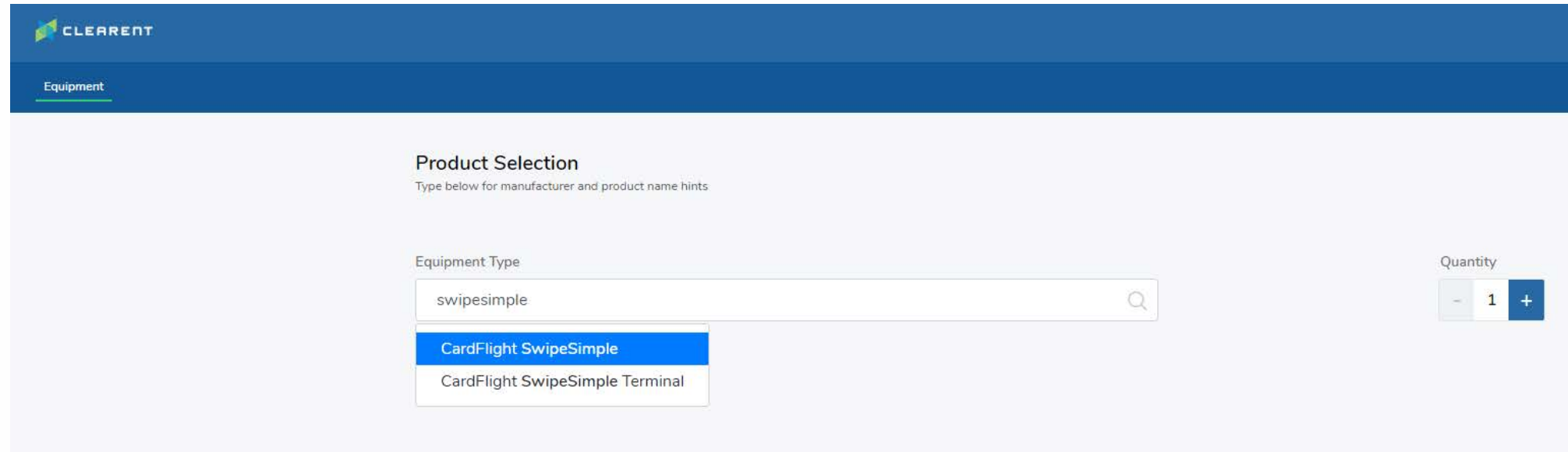


Demo reporting functions at:
home.swipesimple.com/dashboard OR
<http://app.swipesimple.com/demo/terminal>

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 (Fee is per Terminal or Mobile license. Merchants need a separate merchant account if they want both. Billed monthly.)	\$9.95
	Additional User Accounts (Billed monthly.)	\$1.95
	Additional Merchant Accounts (Required if merchants want both Terminal and Mobile accounts. Billed monthly.)	\$5.95

Boarding Process

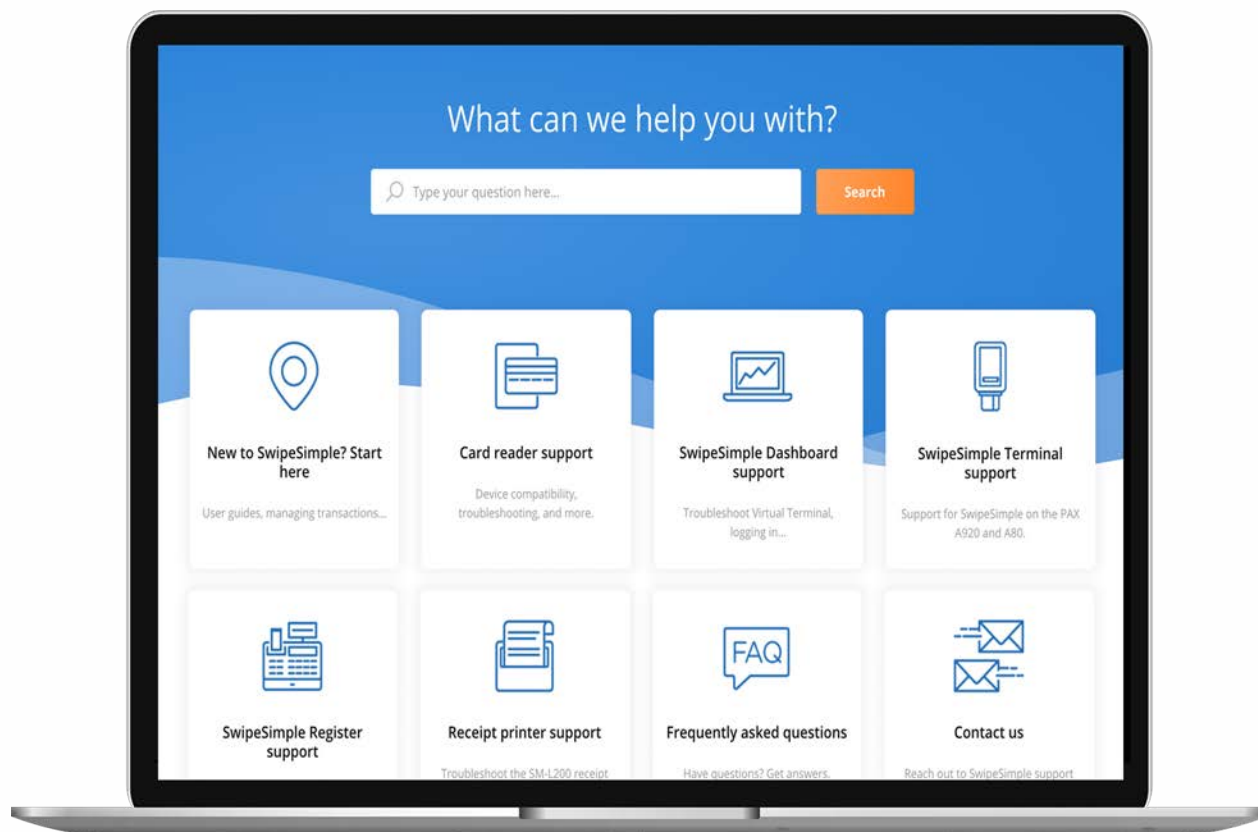


The screenshot shows the CLEARNT Equipment Product Selection interface. At the top, there is a blue header with the CLEARNT logo and the word "Equipment" underlined. Below the header, the section is titled "Product Selection" with a subtitle "Type below for manufacturer and product name hints". There is a search input field labeled "Equipment Type" containing the text "swipesimple". Below the input field, a dropdown menu is open, showing two options: "CardFlight SwipeSimple" (highlighted in blue) and "CardFlight SwipeSimple Terminal". To the right of the search field, there is a "Quantity" section with a minus button, the number "1", and a plus button.

- 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 | **CLEARRENT**
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 | **CLEARRENT**
INTELLIGENT PROCESSING

EMP

The best way to accept payments **on the go**.

Easy to use software that works with any mobile device.



The right tools for your business.

- Bring your own device**
Easy to use software works with most iOS and Android tablets and mobile phones.
- Mobile app**
Includes offline mode, the ability to save cards on file, and more.
- Card readers**
EMV-compatible hardware with easy pairing and excellent battery life.

SwipeSimple | **CLEARRENT**
INTELLIGENT PROCESSING

One simple solution

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




Three easy ways to accept payments:

- On the go
- At your computer
- At your store

SwipeSimple | **CLEARRENT**
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**
Accept payments from your computer via card on file or keyed entry.
- Invoices**
Send, collect, and manage invoices via email or secure payment link.
- More ways to pay**
Schedule payments, offer installment payments, and set up recurring payments.

SwipeSimple | **CLEARRENT**
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 tools for your business.

- Bring your own device
- Mobile app
- Card readers

SwipeSimple | **CLEARRENT**
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:

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