

## MerchantSelect Provides a Smooth Ride

According to a recent study, 80 percent of retailers believe injecting different types of technology into the shopping experience is extremely important to remaining competitive. However, only one-half of retailers are currently employing interactive technology in their stores<sup>1</sup>. *Are you one of them? If so, are they the right solutions? If not, how much longer can you afford to wait?*

Focused exclusively on the retail industry, MerchantWired is a source of technical business solutions for the retail environment. Managing the most advanced retail-exclusive network, we are well positioned to help retailers integrate their business needs with the next generation of technology through **MerchantSelect**, our custom suite of solutions which run on our **MerchantNet** network.

### Delivering Solutions for the Entire Retail Enterprise

MerchantSelect provides the technology that allows you to effectively manage your entire enterprise better — from the warehouse to the point-of-sale and every interaction in between — providing a substantial return on your investment. Our retail-driven solutions enable you to:

- Generate new sources of revenue
- Redefine your competitive edge
- Enhance loss prevention
- Augment business efficiencies
- Improve customer relationship management

As an application service provider (ASP), MerchantWired allows retailers to deploy applications quickly with minimal disruption to their existing processes, eliminating the need to invest in infrastructure to run and manage the applications. The MerchantNet network also supports in-house solutions for retailers that prefer to develop their own solutions. Our MerchantNet broadband network provides complete nationwide coverage, enabling you to equip your entire organization with a cost-effective platform for instituting innovative solutions from our Financial, Operations and Customer Experience suites.

### MerchantWired Financial Suite: Save Valuable Time and Money

Retail financial functions often involve time-consuming and inefficient procedures that distract retailers from their core business. With the MerchantWired Financial Suite, retailers can employ cost-efficient applications that save valuable time, reduce operational costs, and enable new promotional avenues. The

**MerchantWired Financial Suite** includes solutions for:

- Payment authorization & settlement
- Private label & stored value processing
- Loyalty programs
- Data & transaction processing
- Real-time, browser-based reporting & monitoring

Your MerchantWired team will help select the right financial solutions to provide you with enhanced reporting capabilities, faster transaction times, and increased revenue.

*MerchantWired serves as  
your personal shopper,  
finding just the right  
ensemble of solutions  
to meet your specific  
business needs.*

<sup>1</sup> "In-Store Interactive Systems Take on Major Role in Drawing Technology-Savvy Customers," Stores.org, Susan Reda, May 2000.

## MerchantWired Operations Suite: Do Business Faster, Smarter, Better

The **MerchantWired Operations Suite** offers proven, value-added applications to maximize your back-office efficiency and profitability, resulting in a more productive staff, happier customers and substantial cost savings. This Suite covers all aspects of the retail cycle, including:

- Inventory & supply chain management solutions
- Loss, fraud and security solutions
- Intra-company communications
- E-Learning

Through the powerful combination of our high-speed network and robust solutions, retailers can improve communications, access enhanced information to monitor buying trends, and identify fraudulent transactions faster and easier, thereby reducing overall losses and accelerating growth.

### Transform your point-of-sale into a point-of-service.

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### MerchantWired Customer Experience Suite:

#### Provide a Superior Shopping Experience

Shopper loyalty is a key to any retailer's success. Adding interactive, multi-media technologies to your stores can help improve customer service, increase entertainment, and create the customized shopping experience necessary to attract and retain customers.

Look to **MerchantWired's Customer Experience Suite** for applications that enhance the customer experience — online and in-store — and allow you to collect, manage and analyze point-of-sale transaction data for stronger customer relationships. The MerchantWired Customer Experience Suite can help your business employ:

- Interactive technologies: In-store kiosks, digital signage, electronic messaging
- E-commerce functions: In-store Intranets, electronic coupons, Web-enabled terminals
- Customer relationship and data management: One-to-One marketing

### Understanding Your Business Helps Us Maximize Your Investment

Through our **MerchantMapping** process, we work closely with you to identify the most beneficial solutions to support your business objectives. Our goal is to be a valuable and trusted resource to your business, which means you can be confident we will recommend only practical solutions that provide measurable results.

As your business partner, MerchantWired will provide you with an intelligent network, valuable technology expertise and robust software applications to deliver a strong return on your investment. Call MerchantWired at 888-218-4200 today, and get "Wired For What's Next."

*To learn more about how MerchantWired can enhance your business, visit [www.merchantwired.com](http://www.merchantwired.com).*