

From: Shift4 Corporation [updates@secure.shift4.com]
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To: Jeanette Ward
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4SIGHT

Shift4's Customer Newsletter
 July 2012 Issue



For those of you in the U.S., happy Independence Day (a day early). It's been a whirlwind month for us with the announcement of [our Point-to-Point Encryption solution](#), our [sponsorship of PGA TOUR player Scott Piercy](#), and all the hubbub around the HITEC tradeshow. Still, we have managed to put together a great bunch of articles this month. From a [who's who of the payments industry](#) to [the perils of using debit in Hospitality](#), we think you'll find this edition of 4Sight helpful and relevant.



Payments Industry Players

The payment processing industry has developed a language all its own. We'll help you [figure out who the major players in payment processing are and what they do for merchants](#).



Using Debit in Hospitality

Debit is gaining popularity in Hospitality, and merchants know they pay less fees when guests use debit, but it doesn't come without its trials. [Find out how you can avoid the "open to buy" debit disaster](#) with your customers.



Shift4 Sponsors PGA TOUR Pro Scott Piercy

Shift4 is excited to announce our sponsorship of PGA TOUR player Scott Piercy. [Learn more about Scott and why he's a great fit for the Shift4 family](#).

The Shift4 Web Site Gets a New Look

You will soon notice our site sporting a crisp new look. We're adding a little more color (don't worry, we'll leave plenty of purple) and arranging everything in a way we feel will make the site easier to navigate.



Shift4 Launches Three New Technologies: P2PE, 4Res, and 4Word

Point-to-Point Encryption (P2PE)

For Shift4 customers who already have the UTG® and/or 4Go® in place, the addition of P2PE is as simple as ordering a supported device and plugging it in. Learn more about this solution (and how it can remove all cardholder data from your environment) by [reading the press release](#) or [downloading the P2PE brochure](#).

4Res™

4Res sits between Central Reservation Systems (CRSs) and hotel properties, and strips the clear-text cardholder data out of the reservations before they enter the hotel environment. For hospitality merchants using P2PE and 4Go, this is the final step toward elimination of card data from their environment. [Learn more in the 4Res brochure](#).

4Word™

4Word is our new, secure, controlled method to share payment data with an authorized third-party, whether or not they are DOLLARS ON THE NET® users. [Check out the 4Word brochure](#) to see how it works.



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1491 Center Crossing Road, Las Vegas, NV, 89144, USA • 800.265.5795
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