VeriFone Sapphire Solution —
Bringing it all together.

VeriFone®

Decision Management Software for Maximum Operational Efficiency.

Generating revenue that grows your bottom line—it's the goal of every convenience store operator. For years, your VeriFone system has connected your POS to the most peripheral devices in the industry, such as car wash, fast food and money orders, which have helped you beat your competition and retain your customer base. VeriFone understands that with changing technologies comes increased competition—making it more difficult for you to meet your goals.

Sapphire brings your site more integrated tools to help you increase profits and streamline your overall operation. Sapphire will help you maximize your POS investment, build customer value, and leverage innovative technologies for the petroleum/c-store industry.

Sapphire Management Suite

VeriFone's Sapphire Management Suite (SMS) is a set of software tools that provides additional functionality for improved operational efficiencies. SMS includes four separate modules to help boost your business performance. Included in the suite of modules is the Journal Browser, Configuration Manager, Transaction Manager and Report Navigator. Sapphire helps improve your operations management, enhance store productivity and increase sales by providing a quick and efficient way to view and make use of your site's data.

SMS was designed for sites that want detailed information on what their store is selling, how and when purchases are being made, what time of day sales are coming in, what their cashiers are voiding, and more. Real-time information access provides you many competitive advantages — better understanding your business, reduced expenses, increased revenue, and maximum profits.

SMS allows you to quickly run sales reports on specific departments such as car wash and fast food, create custom promotions to increase sales for slow periods, and utilize itemized store sales data to streamline your inventory. In addition, it will help maximize your ordering process, speed shift transactions with automated reporting mechanisms, free up valuable workstation time by printing reports on the back office printer, and so much more.

SMS benefits include:
- Electronic viewing of your "paper journal" receipts provides an instant snapshot of all your store's transaction data and eliminates the need for a journal printer

- Fast and easy configuration of Sapphire, Ruby, and/or Topaz remotely or at the site

- Create custom and data analysis reports using simple add, delete, view, save, and print utilities

- Quickly locate, view, search and filter all of your sales transaction data using the Transaction Manager

- Easily update prices remotely

PABP Compliance

With the use of Sapphire, VeriFone's Chevron application is validated against the Payment Application Best Practices (PABP) standard, which is intended to protect cardholder data.

Enhance your customer's shopping experience while maximizing your in-store sales

VeriFone's iOrder Food Service Kiosk uses an easy-to-use touch screen table top system designed specifically for QSR food service. Whether it welcomes shoppers at your store's entrance or is conveniently located near the deli counter, this self-service station will add convenience, speed, ease, and enjoyment to your customers' shopping experience.

Through the use of Sapphire, the iOrder solution is completely integrated with your VeriFone POS system and provides several options to easily bring an order into a transaction at the point-of-sale (including scanning). You can choose to track only priced items or down to the item's detail level (lettuce, tomato, and other zero-priced items). All tracked items exist in the store's price book and all sales feed into the existing reports and reporting structure available with your existing back office system.
- Integrates with POS for easy and expedited checkout
- Increases average ticket size through upsell promotions
- Uses existing price book PLUs for accurate and consolidated journal reporting
- Enables easy menu and price changes using integrated configuration tool
- Offers added flexibility to make menu and price changes locally or remotely
- Improves order accuracy and helps eliminate waste
- Reduces labor expenses and improves customer satisfaction

Integrated solutions for increased profits, greater security and streamlined operations.

Secure PumpPAY

In addition to streamlining your in-store operations, VeriFone provides a solution that increases payment security at the dispenser and boosts your in-store sales too. VeriFone's Secure PumpPAY is a powerful solution for petroleum stations, convenience stores and supermarkets that need to upgrade their existing fuel dispensers to support the Triple Data Encryption Standard (TDES). It includes a PCI approved payment module for pumps that is simple to use, easy to integrate into existing pumps, and works seamlessly with everything in your stations. Using Sapphire as your content manager, easily promote in-store services and specials using bright attention-getting messages that your customers can read while they are filling up their tank.

Remote Access

Sapphire provides IP connectivity for remote configuration and data transfer via a secure broadband connection. Whether you are in the store or a remote location, you can instantly retrieve sales, inventory and fuel data for all sites by shift, cashier or day, modify fuel prices, roll out a new program or seasonal special with the press of a button, and more.

Investment Protection

Sapphire adds peripheral management bandwidth and allows for future configuration expandability. It includes 16 serial ports (in addition to the 8 ports on Ruby and Topaz) to expand your peripheral connectivity options, ensuring complete integration to numerous partner peripherals that connect you to additional retail automation options.
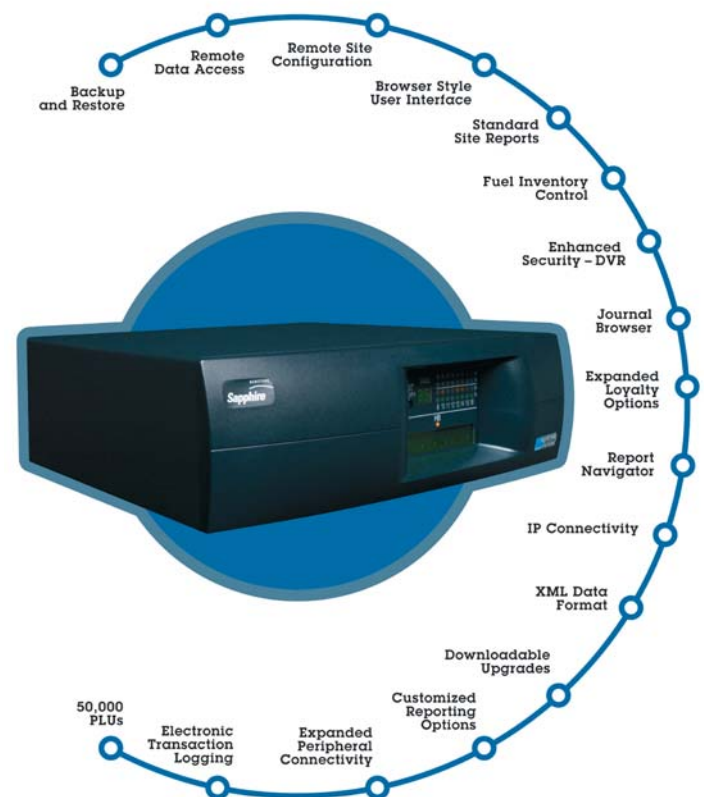
Fuel Price Management

Electronic fuel price signs allow you to easily change fuel prices on outdoor signage and across the POS (front counter to forecourt) from the back office or remotely. Whether you are in your store, corporate office, or working from home, you can change prices instantly, safely, and accurately—no matter the location or weather.

- Helps attract customers with high visibility electronic signage
- Provides the tools to easily, quickly and safely manage price changes
- Reveals fuel variances quickly
- Saves time and money by eliminating manual price marquee changes
- Allows complete control over gallon usage and fuel inventory
- Quickly forecast delivery needs
- Includes real-time data interface with Sapphire

Easy and Flexible Site Configuration

- Sapphire provides 50,000 PLUs, making it fast and easy to add new product lines and improve in-store traffic.
- Easy price-book management — faster, real-time downloads to and from your stores
- Streamlined process for setting up registers, departments, PLUs, and more from your back office or remotely
- Change fuel pricing and inventory, edit receipt headers or footers, enhance card-reader displays, set up POP Fuel discounting, and add Mix and Match deals directly from your desktop.

Sapphire provides expanded functionality and tools to maximize your POS investment.

- Remote Site Configuration
- Remote Data Access
- Backup and Restore
- Browser Style User Interface
- Standard Site Reports
- Fuel Inventory Control
- Enhanced Security – DVR
- Journal Browser
- Expanded Loyalty Options
- Report Navigator
- IP Connectivity
- XML Data Format
- Downloadable Upgrades
- Customized Reporting Options
- Expanded Peripheral Connectivity
- Electronic Transaction Logging
- 50,000 PLUs

MX800 Series PIN Pads

Satisfy the latest PIN pad security requirements without sacrificing speed or style. The PCI PED approved MX800 Series includes the full screen MX870, the MX850, MX860 and MX830 — all supporting dynamic high impact promotions delivered right at   the checkout to connect with your customers in a brand new way. The MX800 Series speeds the checkout line with signature capture, contactless payments, and a lighted mag stripe reader that encourages customers to swipe their cards while items are being rung up. Customers zoom through the line—and that means more sales for you.

- With Sapphire as your content manager, easily upload product promotions, store services, or daily specials.
- Allows you to easily express your brand, reinforce advertising, and deliver cross-promotions – right at the checkout
- Provides platform for simple data flow and management to and from this consumer-facing device
- Pushes multimedia content from a remote management site directly to the POS – and directly to the consumer
- Customer activation speeds checkout and allows consumers to keep their cards in their possesion

Integrated Loyalty

VeriFone works with a range of loyalty partners to provide you the tools and flexibility you need to ensure your customers come back again and again.   With the use of Sapphire, integrated loyalty programs provide extensive reports and detailed records of every transaction.

- Helps you retain your best customers; more cost effective than continually finding new ones
- Encourages and rewards profitable behavior
- Increases visit frequency, spending and profitability
- Measures ROI of each reward
- Offers multiple programs to fit your needs: sweepstakes, bonus points, buy1/get 1 free, drive business on specific days
- Integrates into Sapphire, for easy, realtime results

Prepaid Solutions

VeriFone prepaid solutions add significant revenue, drive more traffic to your store, and provide valuable benefits to your customers. Our integrated prepaid partners can help you provide your customers a convenient way to purchase prepaid solutions -- from long distance prepaid cards to prepaid gift cards -- at their favorite retail location.

- Increases revenue sources — without tying up valuable capital
- Increases cash control — provides additional information and increased control at the corporate level
- Provides added fraud control
- Adds accountability — all sales are tied directly to the POS system - not at another profit center
- Reduces shrinkage — eliminates theft of live cards
- Offers complete web-based sales reporting

Please Note: **Some of the solutions mentioned in this brochure require additional hardware or software.**

For more information on the Sapphire or other VeriFone products and services, please contact your local VeriFone Distributor, visit www.verifone.com or email petrosolutions@verifone.com.

VeriFone.

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