

# HOW TO BUILD AN IN-BRANCH PRESENCE

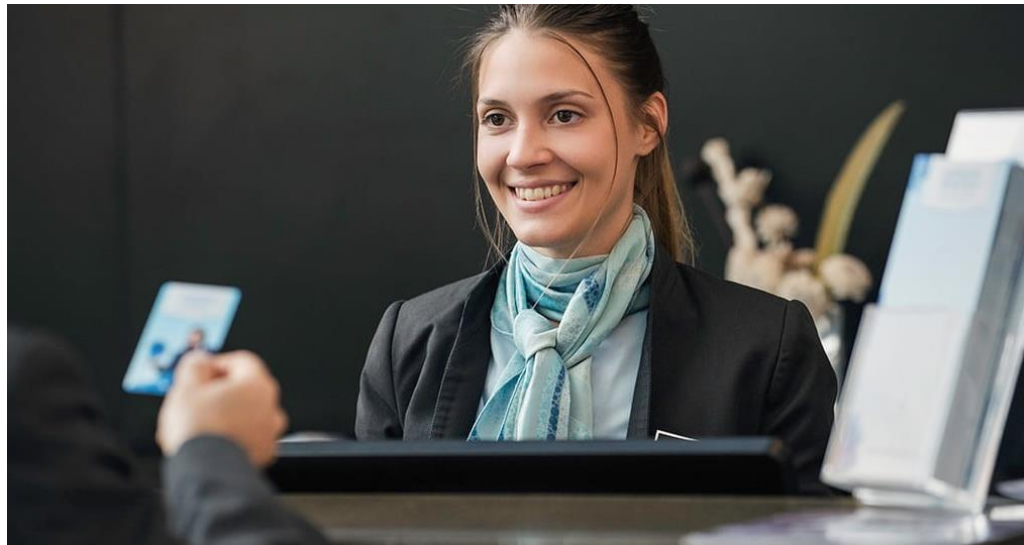
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# In-Branch Presence

**Make certain all business customers and prospects visiting a branch are aware of your merchant services product.**

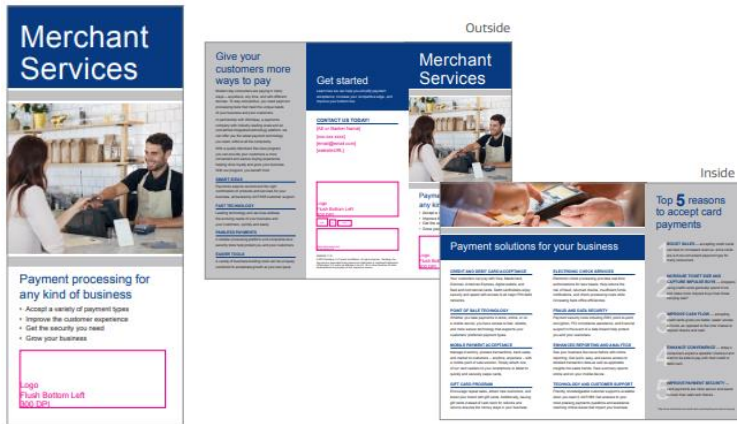
- **Recommendations for displaying in-branch materials:**

- Teller Windows (drive-thru / in-branch)
- Lobby and Product Displays
- LCD / Scala Screen Displays
- Business Banking Desks
- New Business Banking Welcome Strategy

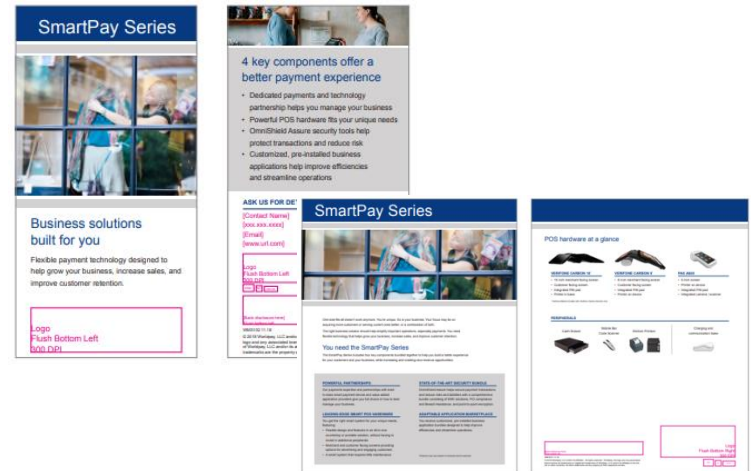


# Standard Merchant Services Collateral

## Option 1: Payment Processing



## Option 2: SmartPay Series



- Recommend keeping in-stock all year
- Print pieces can be back branded with logo
- Two design options
- Brochure, buckslip, and flyer assets

Order your collateral today!\*

\*Partnership Managers can order print or digital materials through CustomPoint.

# New Business Welcome Kit

Include Merchant Services in your New Business Welcome Kits.



Contact your Partnership Manager to help select the best collateral items that work for your bank's Welcome Kit.

# Product Specific Collateral

Include product specific collateral in New Business Welcome Kits alongside the Merchant Services brochure or have available on display.

**BRING THE BIG WORLD OF ECOMMERCE TO YOUR BUSINESS**

**Your customers are waiting**  
Customers across the globe have come to expect the availability and convenience of online shopping, so it's your growing customer base that's waiting for you.

**Here's what our integration to the BigCommerce platform can do for you.**

- Build the ultimate shopping experience
- Increase sales with the latest features
- Optimize your SEO

**Your customers are waiting. Let's get started. Contact us today to begin building your online store.**

BigCommerce

**SMARTPAY SERIES**  
Business solutions built for you

**Accept payments your way**  
With the flexibility that fits your style and business solution that fit your business, the SmartPay Series puts you in control. Operate the way you want, and let us help you accept the payments you want.

**Smart devices**  
Choose your POS setup from options spanning a complete mobile device to a single high-resolution tablet color display. A modern payment device helps engage customers, streamline checkout, and improve business operations.

**Essential apps**  
Ready your POS by downloading from modern business applications designed to help your business thrive. From inventory tracking and shipping programs to employee scheduling and payroll management, we offer carefully-tailored business solutions designed for your specific business needs.

**Carbon 10** **Carbon 8** **Pax A920**

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SmartPay Series

**KNOWLEDGE IS POWER. ESPECIALLY IN REAL TIME.**

**Key Benefits of iQ Portal:**

- Proactive notification of important financial items
- Quick and easy access to payment transaction data
- Comprehensive solution to enable real-time, full account control

**Key Features of iQ Portal:**

- Mobile device
- Mobile user management
- Mobile device

**Find out more at worldpay.com/iqportal**

iQ Portal

**WORLDPAY GIFT**  
Giving your business the gift of growth

**Worldpay from FIS Gift is a complete product line for your business, enabling operational capabilities and customer to customer marketing advantages. Gift delivers everything you need to help generate new revenue, increase brand exposure, and easily manage gift card sales.**

**Features:**

- Integrated Gift Transactions included for the Worldpay Fee
- Customizable card settings
- Gift card management
- Virtual card management
- Multi-state ACH and cross state reconciliation

**Benefits:**

- Low value
- Customizable card design
- Gift card management
- Virtual card management

**Find out more at worldpay.com/gift**

Worldpay Gift

**IT'S HOW TO GET FUNDED FASTEST**  
FastAccess is the go forward for getting your money faster

**It's your dime, so get it on your time**

**Factor funding features and benefits:**

- Business speed and frequency of payments
- Streamlined card flow
- Consolidated billing and spending
- Streamlined card flow

**You deserve to spend your money the way you want.**

**Contact us today to learn more.**

FastAccess

- Encourages upsell/cross-sell opportunities
- Provides a deeper dive for those merchants looking into particular solutions
- Collateral available on BigCommerce, SmartPay, iQ, Worldpay Gift, FastAccess, Terminals and more!

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**worldpay**  
from FIS