Charge Card Processing

PestaRoo provides an automated charge card payment system. This system is a valuable time-saving tool, allowing a customer's charge card information to be entered once, securely stored as a token, and used continuously thereafter, saving tremendous data entry time.

Overview

PestaRoo's charge card payment processing provides safe, secure and valuable time-saving charge card payments, including the AutoPay of Installments.

Multiple charge cards can be entered and stored in the 'Card Stack', meaning multiple cards can be stored for each customer. Once the cards are entered, transactions become instantaneous! Furthermore, because the card information is converted to a Token, much like ApplePay, so that the data is NEVER stored on the computer, Federal restrictions don't apply.

When posting a payment, the 'Card Stack' appears the moment 'Card' is designated as the payment method. The payment is posted by simply clicking the 'Post' button next to the desired card.

PestaRoo Card processing provides a Gateway-based system, allowing you to use your existing merchant account.

System Requirements

Card processing, anywhere, at the minimum, requires a merchant account, and a Gateway account.

- Merchant account. The TransAx system currently utilized by PestaRoo supports the majority of existing merchant accounts. The merchant account determines the account where your money lands.

- TranxAx Gateway account. TransAx is PestaRoo's Gateway provider. The support staff at PestaRoo will set up the TransAx account.

TransAx is currently being renamed to Pineapple Payments.

> NOTE: Federal law mandates all Gateways must require each account holder to update their password **every 90 days**. A credentials manager program such as 1Password or LastPass is strongly recommended to track your password history.

> Once a new TransAx password is set, it must also be entered in PestaRoo: Home Page >> Preferences >> Card Processing>> 'Set Gateway Credentials'.

- Charge or Debit card to cover the Gateway fees.

Fees

PestaRoo has is one of the lowest fee structures on the market. The PestaRoo fees generated by the Gateway account are auto-charged to a card of your choice.

- Merchant account fees normally constitute about 90% of all fees associated with card processing! Shopping around can often result in dramatically lower fees. Fees vary dramatically. Typical numbers are 3.0% to 5.0%. Merchant account fees are deducted from your merchant account funds before they land in your checking account, making it difficult to monitor the processing costs. These fees are not affected by PestaRoo in any way. Example: The merchant account fee on a $50 transaction would be $1.50 at 3% or $2.50 at 5%.

- Gateway fees in PestaRoo are lower than most on the market. PestaRoo's Gateway fee is $5

per month, 5 cents per transaction and 20 basis points (0.02%) of the transaction amount. Example: A $50 transaction would cost 5 cents for the transaction fee plus 10 cents (20 basis points) for a total of 15 cents for the Gateway. Most companies using a terminal or a web site for card processing are paying about twice this amount.

Many companies are unaware they are already have a Gateway account that they are paying monthly fees to use. PestaRoo's Gateway merely supplants that Gateway, and usually at a lower cost.

Again, it is important to recognize that the major cost factor in processing charge cards is due to the high merchant account fees. To reduce card processing fees, focus on your merchant account.

Time Saving

The average transaction for a terminal-based system is 90 sec up to 2 minutes; the average time for a web-based is 2 1/2 to 3 min; PestaRoo's transaction time is typically 1 or 2 seconds. Cost is easily offset by 2-3 minute time savings per transaction.

For most companies, switching to PestaRoo's card processing system is revenue neutral. Its tremendous value is in the large amount of time saved per transaction processed. Ten charges per day typically save 20 minutes of office staff time, or about 8 hours a month. Multiply that times your hourly labor cost to estimate your savings!

Installments

Once Card Processing is activated, an additional capability is realized: Installments can be set to AutoPay on the designated due date. This also is a tremendous time saver! AutoPay Installments are driven by the AutoTrigger system, meaning that they are triggered from the AutoTrigger machine. Any Installment Auto-Pays that fail will be displayed in the Home Page 'Live Statics', allowing for a follow-up phone call to edit the card data or determine a different payment method.

Tokens for Security

Upon entering a new card, it is immediately converted to a token, much like ApplePay. Each card is identified by the last four digits plus an optional card name. As an added level of security, the token for that customer works uniquely with PestaRoo. PestaRoo information is embedded in token. The full card data is NEVER stored in PestaRoo.

NOTE: If card data is stored in an open field, Federal law dictates it must be erased unless it has been tokenized.

Audit Log

The entire history of a card is tracked and can be viewed. Every payment is tracked by service, payment, invoice and customer.

Failures

If payments ever fail, they appear in the Home Page 'Live Statistics'.

Refunds

At this time, any needed refunds can only be processed online through the TransAx account, not directly through the PestaRoo program. The customer name and last four digits of the charge card are stored on TransAx to accommodate this function.

Set Up

Request your Merchant provider to send a 'VAR sheet' to PestaRoo. There is no application to complete. Fees for the PestaRoo transactional Gateway are charged to a card of your choice. The PestaRoo vendor account Gateway will 'board' the merchant (customer) through TransAx. PestaRoo completes the set-up. Once the account is boarded, you will receive an email from TransAx with an initial password, from which you create a new password. This password and user name is entered at Home Page >> Preferences >> Card Processing>> 'Set Gateway Credentials', and the system is live.

You may change your merchant account at anytime without losing your Card Stack data. This is typically to secure better rates. When you

wish to switch Merchant Accounts, simply request the new company send a 'VAR sheet' to PestaRoo.

Managing the Card Stack

The Card Stack is available from three areas of PestaRoo: 'Payment Info', Customer Info >> Charge Cards, and Invoice Info >> Installments >> 'AutoPay and Payments'. In any area, cards may be edited, created, or deleted. Any changes made use the Token to dynamically pass those same changes to the TransAx Gateway.