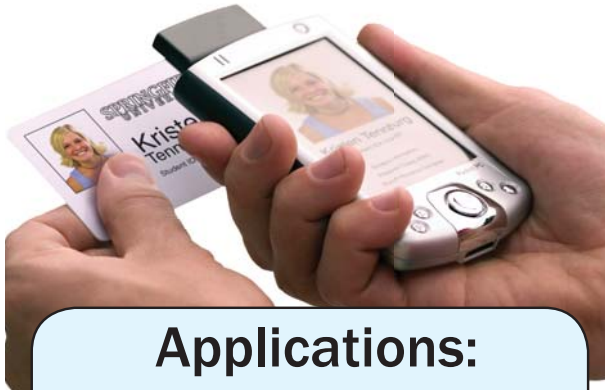




CardSmith Transaction

SOLUTIONS



Applications:

- Copy Machines
- Pay-for-Print Solutions
- Cash-to-Card Value Transfer Stations
- Off-Campus Merchant Program
- E-Commerce
- Wireless Terminals and Applications
- Multi-Location Dining POS
- Campus Bookstores
- Campus Retail Stores
- Vending Machines
- Laundry Controllers & Machines

ColorID now offers CardSmith, a Software-as-a-Service (“SaaS”) transaction management solution which delivers state-of-the-art performance without the operational costs and complexities of local systems. With CardSmith from ColorID, a college or university can use their campus ID cards for a number of applications.

CardSmith Transaction Solutions Specifications & Features:

- Unlimited Cardholders
- Unlimited Accounts per Cardholder
- Unlimited Accepting Locations
- Unlimited Transaction Volume
- On-Demand Processing Power
- Customized Transaction Processing Rules and Logic
- Dining/Discretionary/Specialty Account Processing
- Meal Pass Plans and Dynamic Unit Equivalency
- “Board Mode” Processing for High Volume Dining Locations
- Automated Funds Search Path Logic
- Tender Selection for Individual Transactions
- Single or Multiple Campuses
- “Split Tender” Capability
- Off-Line Processing with Automated Upload
- Real Time Balance at Terminal
- Printed “Mini-Statement” on Receipts (for enabled terminals)
- Integrated On-Line Cardholder Account Center
- Integrated On-Line Value Transfer via Bank Card
- Payroll Deduction Solutions
- Financial Aid Balance Transfers
- Seamless Off-Campus Processing
- Open, Industry-Standard IP & Wireless Card Readers
- Optional Bank Card Acceptance at Select POS Terminals

CardSmith: Cloud-Based Software-as-a-Service:

CardSmith’s hosted solution is based in a secure data processing center with PCI-DSS and SAS 70 certifications. Professionally managed, it eliminates the need for campus hardware or proprietary software to power an ID card program.

Cardholder Care Service

CardSmith provides the most comprehensive and capable Cardholder Care Service solution in the marketplace, featuring a fully-integrated on-line Cardholder Account Center and expertly-staffed Customer Service Center trained to support your card program.

- Dedicated Toll Free Number for your Program
- Dedicated Email Channel for your Program
- Students, Parents & Other Cardholders Supported
- Agent-Assisted Value Transfer
- Balance & Transaction History
- Transaction Inquiry Support
- Mail Deposit Acceptance
- Mail Deposit Posting
- Batch Depositing to Client Cardholder Funds Account
- General Help & Information

Contact Us Today:

Toll Free: 888.682.6567

Ph: 704.987.2238

Web: www.ColorID.com

ColorID One Card Solutions



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Merchant Services

CardSmith provides comprehensive service and support for university self-operated auxiliaries and third party merchants, both on and off campus.

- Transaction Troubleshooting
- In-Store/Location Signage (optional)
- E-Marketing Services (optional)
- Detailed Monthly Statement
- Automated Daily Funds Settlement
- Web Admin Interface
- Regular and Ad Hoc Reporting
- Merchant Account Set-Up
- Terminal Procurement & Programming - IP, WiFi, Cellular and Dial-Up
- Terminal Installation & Training
- Customized Processing Logic (by location)
- Ongoing Technical Service & Support



Off-Campus Management

CardSmith provides a turn-key, managed solution for enabling off-campus merchant acceptance of the client's ID card. On behalf of your institution, CardSmith will:

- Contact and negotiate with each College-approved merchant prospect. CVS Pharmacy and Chipotle participate in virtually every CardSmith-managed off campus program. Other merchants participate in multiple programs
- Contract with merchants directly on the College's behalf
- Sell or lease terminal equipment directly to merchants
- Supply window stickers and posters
- Provide regular help desk support to store staff
- Include merchants in campus ID card program marketing – print brochures, web site, parent deposit mail, opt-in email
- Pay merchants daily via ACH
- Provide a written monthly statement of all activity
- Manage new 1099 sales reporting requirements
- Split merchant discount revenue equally with the College
- Manage monthly reconciliation and pay College royalty via ACH

Operations Management

CardSmith monitors and manages your program's start-up, day-to-day operations, back-end administration, and overall program performance.

- Pre-Launch Planning
- Launch Scheduling & Management
- Card Encoding/Production Support
- Terms & Conditions Template
- Go Live Process
- Deposit/Payment Processing
- Terminal Swaps/Installation
- System & Terminal Monitoring
- Month-End Reporting
- Finance & Accounting Support
- Reporting/Results Analysis
- Pre/Post-Semester Processes
- Program Growth/Expansion

Marketing Services

CardSmith delivers quality, comprehensive card program marketing services that build brand, awareness and usage with proven campaign strategy, design and execution.

- Brand & Creative Template
- Card & Logo Design
- Custom, Multi-Page Program Web Site
- Integrated, Secure Add Value Page
- Acceptance Stickers & Signage
- Card Program Brochure
- Dedicated Parent Deposit Mailer
- DM Campaign Execution
- Inserts and Custom Collateral
- HTML Email Campaign
- Mobile Messaging Platform & Service
- Web Site Maintenance & Updates

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