



TGATE



SECURELINK™

BY **TGATE** CASE STUDIES

Profile

POSLavu is a Los Angeles-based provider of mobile POS solutions. Designed for restaurants who are seeking to move beyond cumbersome POS systems, the company's approach is based on Apple's multi-touch devices (Apple iPad™, iPod Touch®, and iPhone®). POSLavu's goal is to provide everyone from small merchants to national franchises with a powerful and flexible payments processing platform.

Business Challenge

Many restaurant operators are in the business due to a passion for food and service, but they wind up dealing with payments technology and the inherent pressure of PCI compliance issues. POSLavu's Apple-based alternatives offer a highly flexible, cost-effective alternative that allow a POS system to be downloaded right onto familiar handheld devices. Since the appeal of Apple's iPad is based on an open operating environment, President Andy Lim's challenge was finding a payments platform that delivered the extra level of security that point-to-point encryption would deliver.

Solution

"By focusing on a dedicated restaurant POS system that is flexible, affordable, and easy to set up and use, we have been ahead of the market in terms of both our technology and our pricing. We had settled on MagTek's iDynamo credit card swipe system for the iPad, but we still needed a processing solution that could deal with the encrypted data it produced. On top of that, we had to be able to process that data across a wide range of processors with different integration requirements."

"The combination of TGate's PathwayLINKsm and SecureLINKsm solutions was really the only answer to this challenge. The application environment for iPads has become very robust, but security remains an issue because of the open nature of the design, This makes security - and particularly point-to-point encryption - critical for success in a payments application. SecureLINK solves this problem in a way that other solutions don't. Because SecureLINK handles all of the MagTek iDynamo encryption issues away from the merchant's location and we don't have to deal with any of that coding, POS security is maximized and our operations are streamlined"

Advantages

"TGate's approach to innovation and pricing really matches our own, so it's a real advantage to partner with someone who is so forward-looking in the payments industry. Beyond the way SecureLINK facilitates point-to-point encryption, PathwayLINK's processor-agnostic design meant that we could take on a wide variety of merchants with different processing relationships. This eliminates the time and expense of doing a new integration each time. But most importantly, it doesn't matter if a merchant is using Merchant Warehouse, First Data, or Mercury Payments because TGate has all of the integrations in place and handles all of the decryption."

Continued

1821 WALDEN SQUARE, SUITE 220 • SCHAUMBURG, IL 60173
OFFICE: 847-227-2350 WWW.TGATEPAYMENTS.COM FAX: 847.227.2338



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“Another advantage is that customer service has been very strong. The initial integration was quick and simple and we can onboard merchants and get them up and running in record time. The fact that TGate’s solution is PCI compliant and they handle decoding the encryption from the iDynamo allows us to deliver exactly what the majority of restaurants are looking for in terms of a secure, cost-effective POS system.”

ROI

“The ability to solve our point-to-point encryption challenge presented by the iPad’s design has helped drive our business. Plus the fact that TGate are integrated into so many processors gives us a very significant competitive advantage when it comes to winning new business. Not only do we get to lower overhead and improved security by not having to decode encrypted data across multiple processors, but we aren’t limited in terms of the types of accounts we can target because they are connected to everyone. This translates directly to cost savings while also increasing the volume of our sales.”

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