



THE BUYER'S GUIDE TO CONNECTIVITY

ARE YOU ASKING THE RIGHT QUESTIONS?

Investing in connectivity should be simple. When choosing the right partner, or continuing your work with your current provider, it's important that you know what questions to ask, and that they have the right answers.

On Future-Proofing

What you should ask:

When converting to 4G and future network changes, what should I take into consideration?

What your provider should say:

Just because 3G networks may not completely shut down in 2020, does not mean they will be reliable. As you think about upgrading your radios, consider what other changes you might need to fuel your equipment so you can make one visit to update them all (e.g. new cc bezels that support EMV contactless, NFC, BLE and Apple Wallet for loyalty card payment).

Make sure that your providers offer modular hardware solutions, so you can upgrade only the necessary features, without having to buy a completely new piece of equipment.

On Security

What you should ask:

I know the PCI compliance is important. But what other measures have you taken to ensure that my data is safe? Do you have monitoring or security teams in place to proactively monitor my data and help me fight back against any breaches?

What your provider should say:

PCI compliance is only one layer of defense; hackers and other nefarious agents are becoming more sophisticated, and security measures should reflect that. A strong security strategy is led by a dedicated team of security experts -- operating 24 hours a day, 365 days a year. Any less leaves you open for attacks.

Beyond that, a multi-faceted defense strategy is critical to success. Robust security protocols do not stop at PCI compliance; they include at least four layers of protection: device protection, perimeter defense, real-time threat monitoring and server protection.



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On Back-end Support

What you should ask:

What protocols do you have in place for when there are hardware failures or problems?

What your provider should say:

Your provider should have a 24/7 monitoring system for your hardware so they can alert you as soon as there is a problem, but they should also have a clear communications protocol in place for how they will contact you and work to solve the problem.

On Investing in New Technology

What you should ask:

What should I consider when deciding whether to make my cashless bezels EMV contactless enabled?

What your provider should say:

- How many of your customers use visa today and how much revenue does this make up? If you don't update, you could lose a significant portion of these customers' sales unless your devices are capable (and the consumer is aware) of accepting virtually every other payment method.
- Consider adding a screen to promote the payment methods you accept to grow your cashless sales and enable you to receive paid advertising that can offset your connectivity costs (The screen can help increase your overall cashless transaction share and/or offset the lack of contactless EMV).
- If you chose an EMV compatible bezel, ensure it is capable of processing remote price changes so you can offer discounts or rewards to consumers who use a specific type of payment or demonstrate other valuable purchase behaviors.