



# Verifone FLEX

Keep your business agile with a seamless, secure and scalable omnichannel orchestration that's ready for anything.



# The complexity of the payments landscape continues to accelerate thanks to new regulations, breakthrough technologies, and the ever-evolving expectations of customers themselves.

Managing the payments side of a business has now become a full-time job and then some, with many merchants unsure of what direction to take – or how to invest in the digital infrastructure that will set them up for success going forward. What if your business could implement a single, streamlined payment platform that worked the same regardless of where or how your customers shop your brand? Better yet, what if that payment platform could take the best elements of your in-store and online offerings and make them work better together, rather than as separate services?

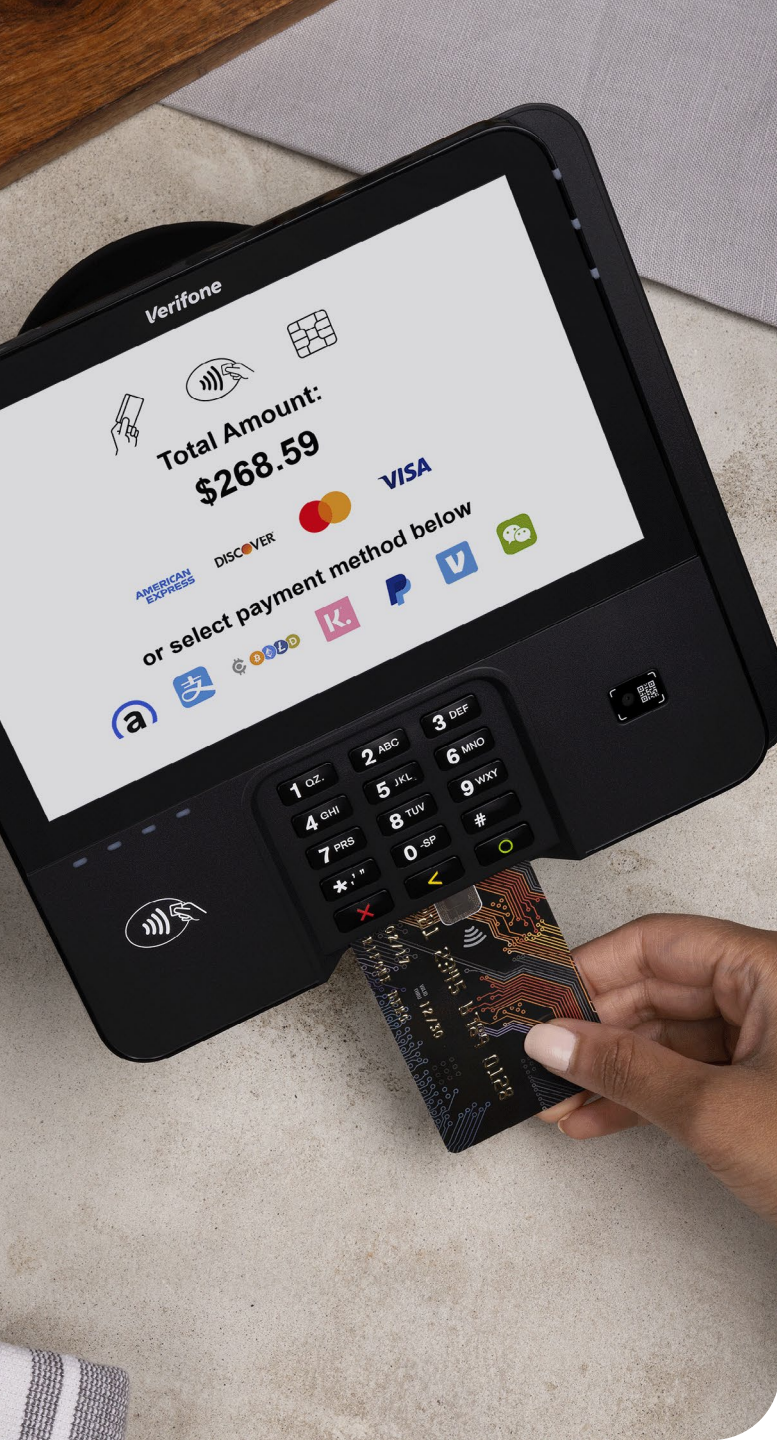
Verifone FLEX is exactly that: a payment solution that seamlessly connects your various customer touchpoints – physical, digital, and everything in between – for a consistent brand experience that’s without borders. Today’s competitive commerce hinges on accessibility, convenience and flexibility, and Verifone FLEX empowers merchants with the tools and insights needed to shape engaging customer experiences.

The FLEX solution utilizes our Cloud Services gateway to keep your entire operation on the same page. Offer popular payment alternatives to your customers for new revenue opportunities, track customer shopping activity for powerful business insights, deploy tokenization services for an additional layer of security and fraud protection, consolidate company reports into a single dashboard for operational efficiency, and much more. With Verifone FLEX your business gains ultimate flexibility with a solution that scales to fit your operation’s growth, goals, and progress.

## Expand the Payment Experience with FLEX

- Advanced Payment Methods
- Tokenization
- Encryption
- In-App Payments
- Fraud Management
- Powerful Reporting





## Solution Benefits

**Processor and Acquirer Agnostic.** With Flex, we've made it easy to update your processing end points to not only support your local connections, but also when you're expanding your operations internationally. Cut costs by picking the processors and acquirers that offer the best rates for your business.

**Robust Reporting Redundancy.** An omnichannel orchestration like Flex consolidates reporting into a centralized location, allowing merchants to easily gain a bird's eye view of their business or dig into the details in a matter of clicks. Having real-time access to your transactional data and the full library of readily available reporting keeps your business flexible and focused on the future.

**Insightful Analytics.** We use a variety of token services to keep customer data safe while also empowering merchants to better understand their target markets. Tokenization can safely store and update customer payment information for recurring charges, track purchase activity and shopping habits across all channels, and implement loyalty or membership reward programs. Flex keeps you connected to your customers far beyond the sale.

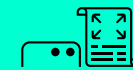
**Personalized Payment Alternatives.** Customers want to use their preferred advanced payment methods (APMs), and research has shown customers are more likely to shop where their favorites are offered. Flex has a simple one-time APM integration, then gives complete control back to you. Switch on as many certified APM partners as your business demands and leave the rest – you decide. We designed Flex to be whatever your business needs it to be.

**Superior Security.** Tokenization offers cross-channel features that keep your company connected, but tokens also add another layer of security between your business and fraud. Flex uses our gateway Cloud Services to process sensitive information outside of your systems, reducing your liability and maximizing the protective custody of that information during each transaction. Flex allows you to leverage our encryption, tokenization, fraud management, and validated P2PE solutions to keep your business protected so you can focus more on what matters to your customers.

### Proven Payment Services Adapted for Your Growing Business Needs



Personalized shopping journeys



Adaptable and secure proven solution



Stay ahead of the curve and maintain competitive edge

