

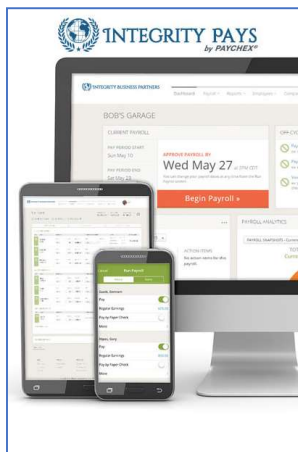


2021 TOTAL SOLUTIONS



SimplePay

Building and continuing to expand beyond the success of our ISO brand. SimplePay is a local payment solutions provider endeavoring to bring new solutions to our merchants in a manner to which no other ISO has done. SimplePay will continue to combine integrity, innovation and local service to all our current and prospective merchants.





Fixed Rate 2.55%*

SimplePay uses a fixed flat rate of 2.55% to determine the merchants monthly cost. With a fixed Rate program, there's no more guessing month-to-month what your rate is. No matter what their monthly sales volume is, the merchant is guaranteed to pay only 2.55%. Much less than **Square**, **Shopify** and **PayPal**. It's Simple, Safe and Secure... **SimplePay!**

Flat Rate \$90/month*

SimplePay combines the values of Cash Discount pricing to the merchant without the confusion. **SimplePay** uses *non-cash-adjustment* pricing to compensate for the merchant processing fees. The end result is a simple fixed monthly payment for the merchant without processing limits! Regardless of how many transactions and volume in any given month, the merchant will only be charged \$90. Simple, Safe and Secure... **SimplePay!**

*Rate of 2.55% based on card present (CP) transactions. A rate of 3.55% + .20 cents per transaction for any card not present (CNP) transactions. Flat rate pricing is based off of our SimplePay core processing.



Point of Sale

Restaurant & Food Service

TSYS® Elavon® **fiserv.**

 Simplepaypos



RESTAURANT POS

- Touch Screen interface
- Simple training interface
- Linux operating system
- Remote access
- Printer network configuration
- Table service & reservations
- Deferred orders
- Phone orders with caller ID
- Delivery options & settings
- Time clock management
- Work schedule interface
- Gift card/Value and VIP ready
- Full security & accountability integrated software
- Customized reporting



TSYS®

Point of Sale

For Retail, Restaurant & Service/Schedule Businesses

FEATURES

DejaPayPro



For service oriented businesses with schedule notifications (spa, salon, mechanics and many more).

GENERAL RETAIL - SMART & INEXPENSIVE

- Most simplified POS register on Cloud.
- Online/offline.
- Android register, tablets with Dejavoo terminals.
- A mobile or desktop all-in-one device.
- Any number of registers / terminals combination.
- For most retailers and restaurants, supports SKUs, bluetooth barcode scanners and scales.

RESTAURANT - SERVE AT THE TABLE

- Advanced, powerful and feature rich.
- Use various tablets, vertically or horizontally.
- Use robust Android registers, with ANY Dejavoo terminal.
- Custom fee, debit fees, cash discount etc.
- Acquiring relationship independence. Make your own deal!
- Expand reach to consumers and gather data for future use.
- Kitchen printer can be Dejavoo terminal or Android device.

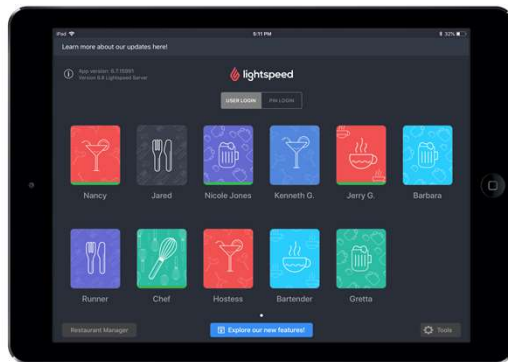
SERVICE & SCHEDULE IS PART OF DEJAPAYPRO

- Organize your business schedule.
- Set services and resources.
- Schedule appointments, identify consumers.
- Send reminders and confirm visits.
- Close open carts and get reviews from patrons.
- Dejavoo terminals offer multiple payment options - cash, credit, debit, check, gift, invoice etc.
- Send digital receipts to consumers, get customer feedback and engage with loyalty programs.



Point of Sale

Retail & Restaurant Solution



 Simplepaypos

TSYS® *In Partnership With*  lightspeed

Cloud-based solutions for real businesses
Sophisticated, yet intuitive. Powerful, yet simple.
Lightspeed is more than a POS—it's the center of
your business, online and in store.

NEW
2021 MODELS



SIMPLEPAY
POWERED BY IBP

Payment Terminals



PAX A Series 
Mobile Wi-Fi terminals



Dejavoo Z1/Z9/Z11
NCA Function

ingenico
a Worldline brand

bbpos

 **clover**

Verifone

 **clover**



Clover Station & Clover Mini



talech

Talech Elo PayPoint



Authorized Partners

TSYS

Elavon

fiserv.

SYNOVUS

 **nmi**

Authorize.Net





Merchant Loans

Business Loan Solutions

SimplePay provides resources to our clients for Business Loans, Merchant Cash Advances and small Equipment leasing solutions. At SimplePay we rely on our referral relationships with both direct lenders and brokers to ensure that you are receiving only the best offers and rates available. In the end, this provides you and your business a one-source solution with multiple options to choose from.

Working with SimplePay, you will see fast turn-arounds, approvals and offers within 24-48 hours. Funding within 48 hours after approval.





Online Ordering

SimplePay now offers online ordering for our food related merchants. Our online ordering system can run either independently or as an integrated solution to any website. Online ordering runs on all of our processing platforms where it enables merchants to run processing along with their in-store business.

Merchants can have a customized order menu built to match their existing website or location. Both simple and varied pricing options can be built into the menu allowing the customers to make the selections of their choice. All payments are facilitated through our online gateway.

Benefits to Merchant

- Seamless integration between both online and brick & mortar
- Allows merchant to have a single account for both brick & mortar and online sales resulting in fewer fees
- Customized online order menu that drives to the merchants website
- Integrated monthly service fees (\$25)
- Ability to keep merchants on the same platform
- Ability to utilize *NMI* Gateway and reporting
- Ability to control 100% of pricing
- Increased revenues from processing
- Selling tool that can be combined with services

ONLINE ORDERS
2020
Identity Business Partners

TSYS

nmi

Elavon

fiserv.

BOVINOS STEAKHOUSE

Free Delivery - Up 3 mile radius
We are offering complimentary delivery for orders \$30 or more, 3 miles radius from our restaurant.
[View more \(and applied automatically\)](#)

APPETIZERS

Mini Coxinhas (8) 8 Brazilian style chicken croquettes.	6.00
Calabresa & Yucca	9.95
Sausage & Yucca Fried Brazilian sausage sauteed with yucca and onions. Served with malaguetta cream sauce.	7.95
Picanha Acebolada Top sirloin with grated onions.	14.95
Lula Frita Crispy fried calamari, served with a cocktail sauce.	8.95



Marketing

Marketing Solutions

SimplePay offers integrated marketing solutions to help your business grow. SimplePay's Marketing team stands behind your business to help promote and drive traffic to your location or online shop. Our marketing team will work with your business to customize a marketing plan to suit your needs. Whether it's creating a call to action, enhancing brand awareness or building your online presence, SimplePay has your goal in mind to achieve results.

Services Include:

- Consultation & design concepts
- Product branding
- Digital advertising
- Social media
- Custom website design
- Graphic design
- Artwork for on-air, print and digital media

**MARKETING SOLUTIONS
CUSTOMIZED FOR YOUR
BUSINESS.**

The diagram illustrates a business process with various components: Analysis (top left), Process (top center), Management (top right), Vision (center), Organization (bottom left), Solution (bottom center), and Development (bottom left). It also includes a pie chart with percentages (15%, 30%, 45%), a lightbulb, a puzzle piece, a bar chart, and various other icons like a dollar sign, a person, and a gear.



Web Design

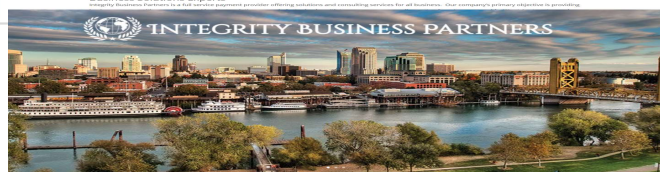
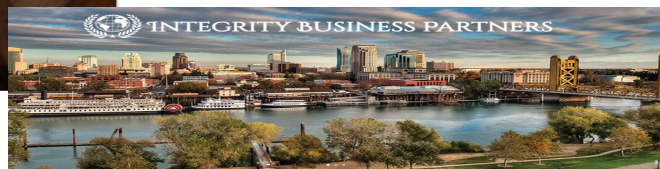
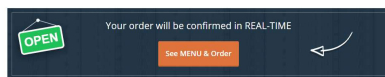
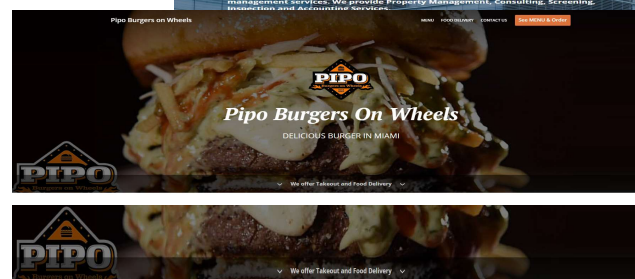
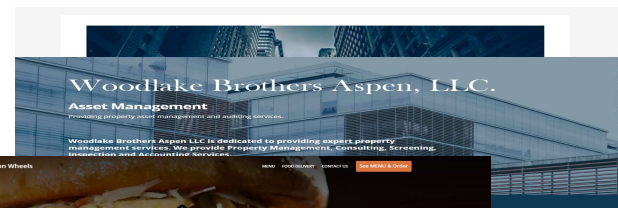
Website Design Solutions

SimplePay can integrate payment solutions into an existing website allowing the merchant to take advantage of savings and less fees than typical online payment solutions. SimplePay can take control of the online payment pricing to ensure that our merchants receive fair and dependable pricing.

SimplePay can also create or re-design a business website for those businesses who need one too. A representative will sit down and consult with the merchant to find the best solution available to make their website work for them. Ask about our custom pricing.



Home





Payroll Services

Simplify Payroll with a Service You Can Trust

Don't risk fines, penalties and headaches. Attempting to do payroll on your own for your small business could put you at risk of facing IRS penalties and fines, late tax filings, and unhappy employees. A payroll services allows you to simply enter your employees' basic hours and wages, and the filings, calculations, forms and other headaches are taken care of for you.

- Flat monthly fee & not per check run
- Online/remote access
- Process payroll in as little as 15 minutes
- Automated features
- Taxes for all federal/state filings
- Track and manage PTO for employees
- Much More...

MAKE PAYROLL A BREEZE





Chargeback Protection

Chargeback Insurance

This changes everything you know and how to deal with Chargeback's.

SimplePay introduces the only National Processing Platform that protects the Merchant from unnecessary & unwarranted chargeback's from your customers. In the case of a Chargeback, Merchants have little to no protection, UNTIL NOW.

We are now offering our Merchants Chargeback Protection against Fraudulent Transactions, EMV Liability Shift, Fallback, and even Chargeback Fees; up to \$1,000 per occurrence!

Unlike other programs, this Program is backed by insurance and not subject to laborious qualification requirements for claim payments.

What the plan covers*:

- Fraudulent chargebacks
- Fallback transactions
- Includes domestic and foreign merchants
- EMV liability shift (including petroleum)
- Chargeback fees



* Merchants will be auto-enrolled for Chargeback Insurance coverage on all card-present merchant accounts. Card not present or hand-keyed transactions may not be covered under this program.



Data Protection

What the plan covers:

-
- A 3D word cloud where the words 'DATA' and 'protection' are prominently displayed in large, bold, red letters. Surrounding them are various other terms related to cybersecurity, such as 'SECURITY', 'INFORMATION', 'PASSWORD', 'PROT', 'SECTION', 'OP', 'ON', 'password', 'secur', 'P', 'INFORMAT', and 'PASS', all rendered in white 3D block letters of varying sizes and orientations, creating a sense of depth and complexity.



Gift Card & Loyalty Programs

Gift & Loyalty Cards

Offer merchants gift and loyalty solutions that will in-turn drive traffic into their business and create dedicated customers. With gift and loyalty solutions, merchants have the opportunity to grow in brand awareness and enable positive customer experiences through incentives and reward driven promotions.

Consider that:

- Global Gift Card Sales are projected to hit \$510 Billion in sales by 2025
- 76% of adults decided to purchase at least one gift card or e-gift for holiday shopping
- 59% of consumers often spend more than the card's value
- Over the period of 2016 to 2020, the gift card market progressed at a CAGR of **8.3%**, and is expected to grow even faster during the period of forecast (2021 to 2031).

Benefits:

- Easy to get started
- Increase store traffic and sales all year-round
- Higher repeat business
- Improve image with an online gift card presence
- Never miss out on another gift card sale
- POS Integration available

Source: TOP Gift Card Statistics 2020 - MergePlaza.([Gift Card Statistics 2020 – Mageplaza](#))
InComm Consumer Pulse Gift Card Study August 2020.

[persistencemarketresearch.com](https://www.persistencemarketresearch.com)

Forecast Period: 2021-2031

Historical Data Available for: 2016-2020

Market Analysis: USD Million for Value and Units for Volume





Who Is SimplePay?



- Payment processing
- Cash Discount processing
- Terminals
- Point of Sale Systems
- Payroll Services
- Gift & Customer Loyalty Cards/Programs
- On-line food ordering integration
- Charge Back Protection
- Data Breach Protection
- Business Loans
- Merchant Cash Advance
- Marketing Services; web site development





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POWERED BY IBP



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MARKETING


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