Getting Ready for the Clover™ Family

First Data™

> Beyond the transaction™

Identifying Needs

- How do you do your scheduling? How much time does it take you?

- Is your terminal EMV ready?

- What type of Business Management System are you using now?

- How do you keep your best customers coming back? Do you know who they are?

- How much time do you spend tracking inventory?

- How often does your menu change or do you do specials daily?

OBJECTIVES

- Begin to reframe the way we've thought about and talked about "Clover™"
- Introduce and reinforce important terminology
- Identify and distinguish between the two different software plans/systems
- Identify and summarize the features and benefits of the new Clover family hardware
- Review new scenarios and target markets for the Clover Family
- Start thinking about the sales conversation for software/hardware recommendations
- Reinforce use of resources
- Get excited!

MARKET FACTORS

Influencing Market Factors that Make the Clover™ Family Approach Impactful

INDUSTRY

MERCHANTS

SALES FORCE

CLOVER™ "NO MATTER WHAT"

✓ 24x7 Support

✓ Custom Hardware

✓ Cloud-based

✓ Security

✓ App Market

SOFTWARE INTRODUCTION

THE BREAKDOWN

2000 version

Mobile

Mini

**Pro version
(Station - locked)**

Mobile

Mini

Station

IMPORTANT

- **One Plan per MID/Clover ID**
- **Mobile/Mini can Upgrade/Downgrade between 2000 and Pro**
- **Station will ALWAYS be on Pro**

First Data.

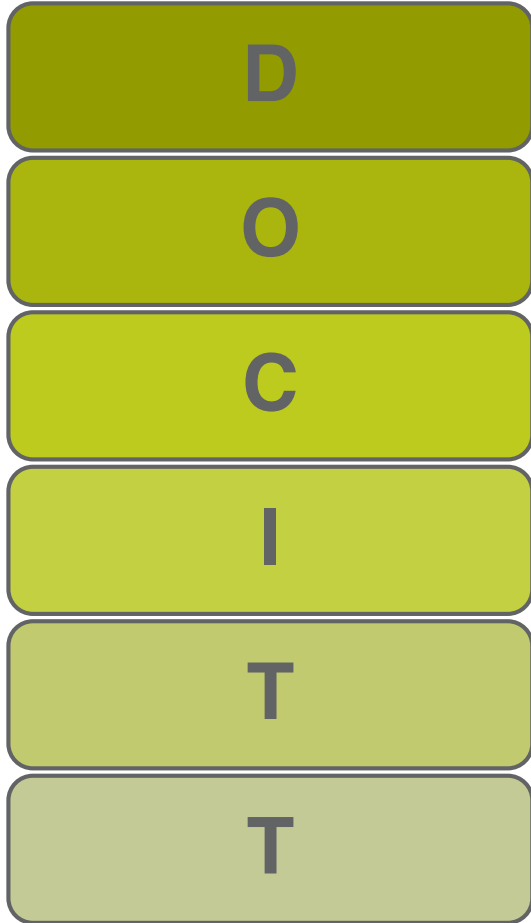# 2000 SOFTWARE

Terminal Replacement

Mini

Mobile

"Terminal Bundle" of apps Included

- Accept credit and debit cards
- Includes support for EMV and Apple Pay
- Refunds
- Manage tips, tabs, and authorizations
- Closeout reporting
- Cloud syncing
- Optional employee permissions

First Data

WHAT'S NOT INCLUDED

DOCITT - 2000 functionality Does Not Include:

- D
- O
- C
- I
- T
- T

PRO SOFTWARE

All in One Business Management

- Everything you know and love about Station's "Classic" approach today
- Comes with a default collection of apps called "Register"

Accept credit and debit cards

Includes support for EMV and Apple Pay

Refunds

Manage tips, tabs, and authorizations

Closeout reporting

Cloud syncing

Optional employee permissions

Accept cash and checks

Ring up orders

Charge tax

Apply discounts

Create items

Manage customers

LET'S GO BACK TO OUR WELCOME ACTIVITY

Are the Questions Really So Different?

Some retail or services, replacing cash register

Full Service Restaurant with basic POS needs

Quick Service Restaurant, replacing cash register

First Data.

SCENARIO 1

Dentist office using custom PC system for appointments, billing, and insurance claims, but takes payments on a terminal. Staff has noticed patients getting a little concerned about privacy and security of their data while all the staff are huddled around/waiting for the terminal.

Existing Clover™ Customer?

NO

Possible Recommendation:
2000 Solution on 2 Clover™ Mini devices (Maybe; 1 Clover Mobile for patient privacy)

Do they need multiple devices?

YES

First Data™
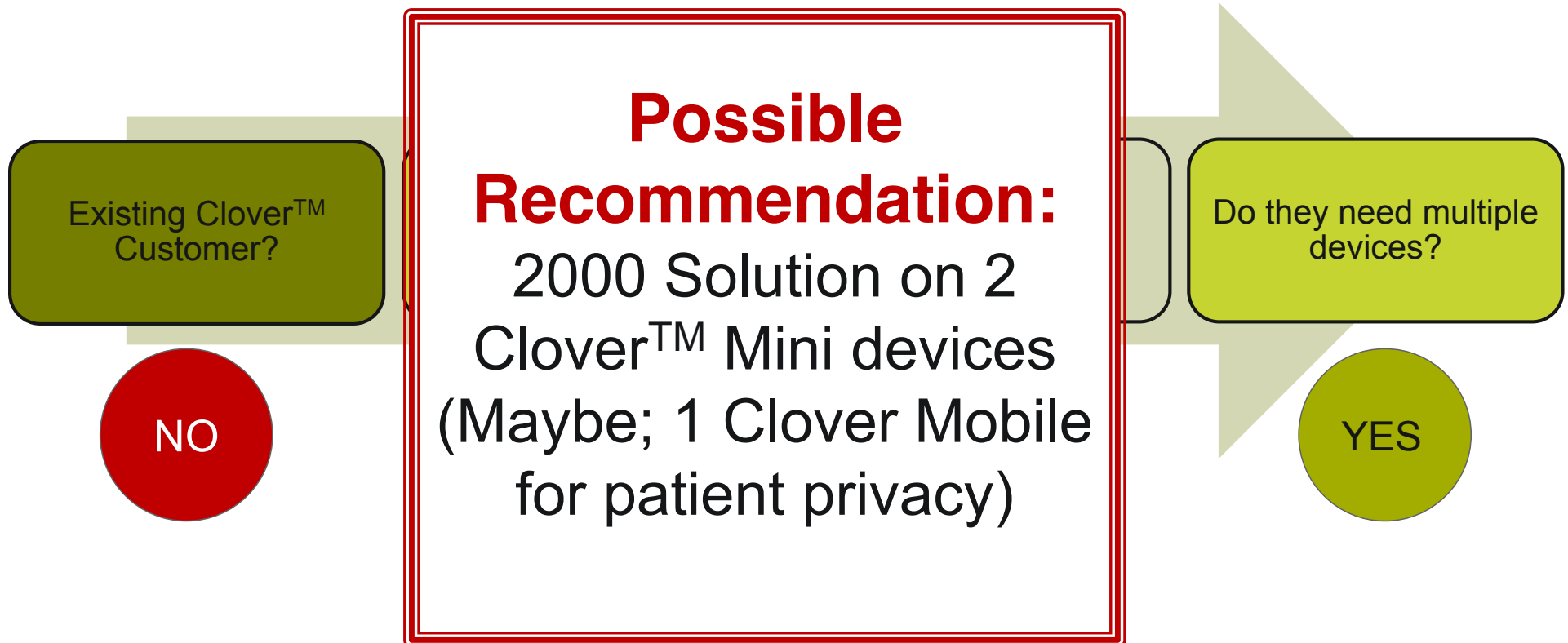
SCENARIO 2

Indoor/Outdoor Nightclub & Bar in Miami, with a lot of international guests (who don't like the servers walking away with their cards - they are used to EMV™). The owner wants to portray a tech forward impression. Typically 3-5 cocktail waitresses on staff per shift.

Existing Clover™ Customer?

NO

Possible Recommendation:
Pro Solution on 2 Clover™ Stations and ~4 Clover Mobile Devices

Do they need multiple devices?

YES
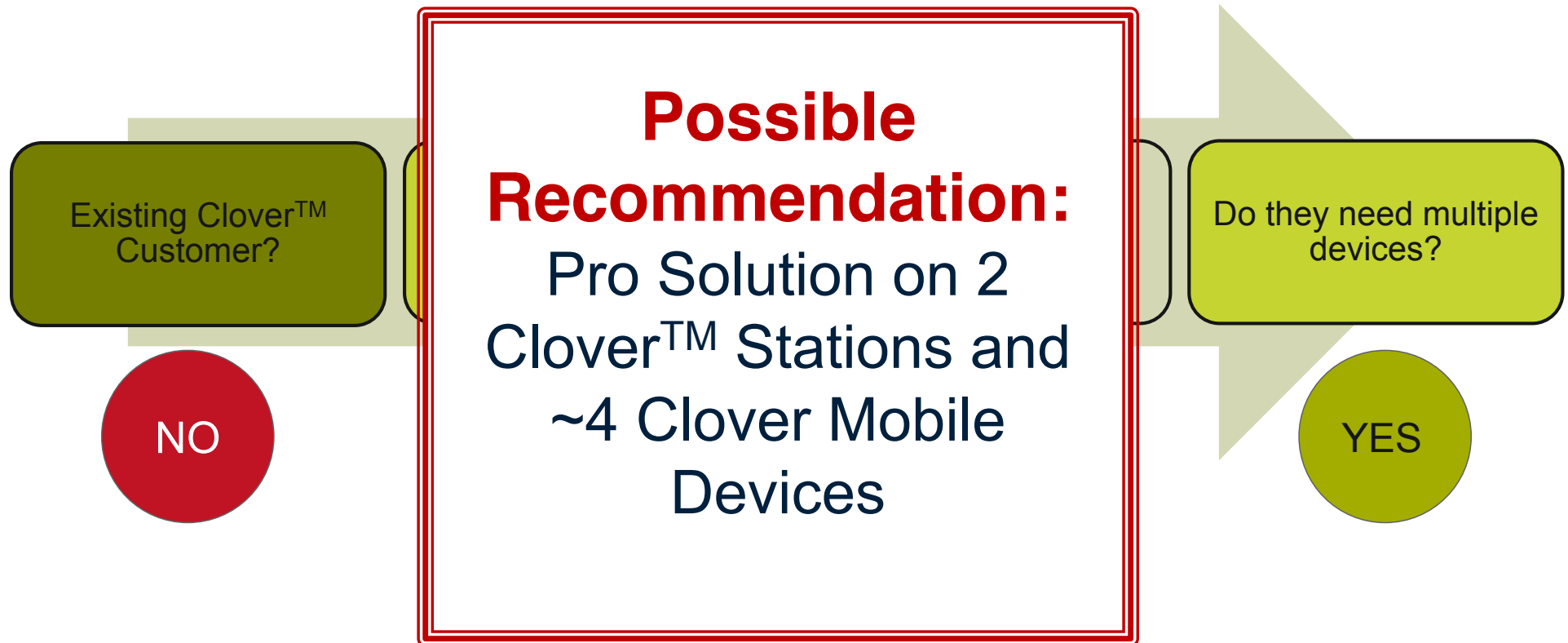
EMV™ is a trademark of EMVCo LLC.

SCENARIO 3

A high end pet grooming and boarding studio where each groomer is an independent (1099). Many of their clients still pay by check, but recently they've had an increasing problem with bounced checks.

Existing Clover™ Customer?

NO

Possible Recommendation:
Clover™
is Not the Right Fit Here

Do they need multiple devices?

NO

First Data™

CLOVER™ MINI

- **Fixed Countertop Use Case (+ portable)**
- 7" screen (same form factor as Mobile)
- EMV™, NFC, Swiped cards/PIN debit
- Front facing camera/microphone
- Wifi/ 3G/Ethernet
- Bluetooth/Audio jack/**4 USB via hub**
- **Barcode scanner via camera**
- **Embedded printer**

Clover Mini

The Power Hub connects to the Clover Mini to enable all of the standard peripherals available with the Clover Station
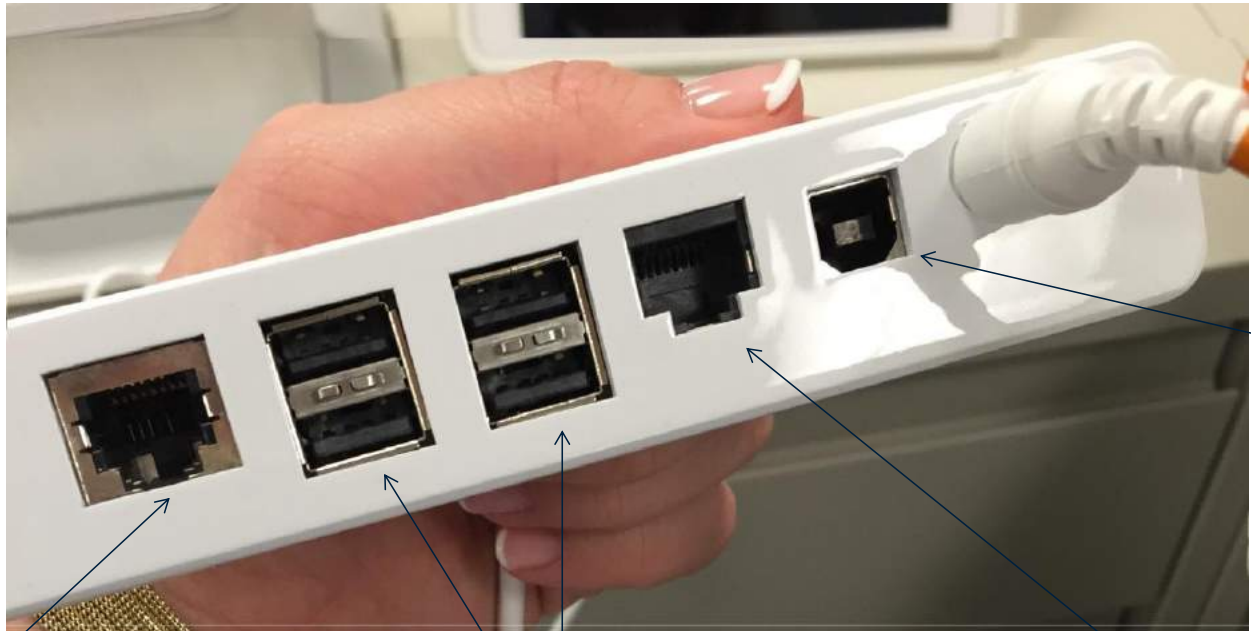
Type B USB Port (used in future for tethering)

Cash Drawer Port

4 Type A USB Ports

Ethernet Port

CLOVER™ MINI

Mag stripe reader

EMV card "dip"

Front facing camera

Reset button

Audio jack

SIM Card

Integrated thermal printer
2.25" standard roll

First Data™
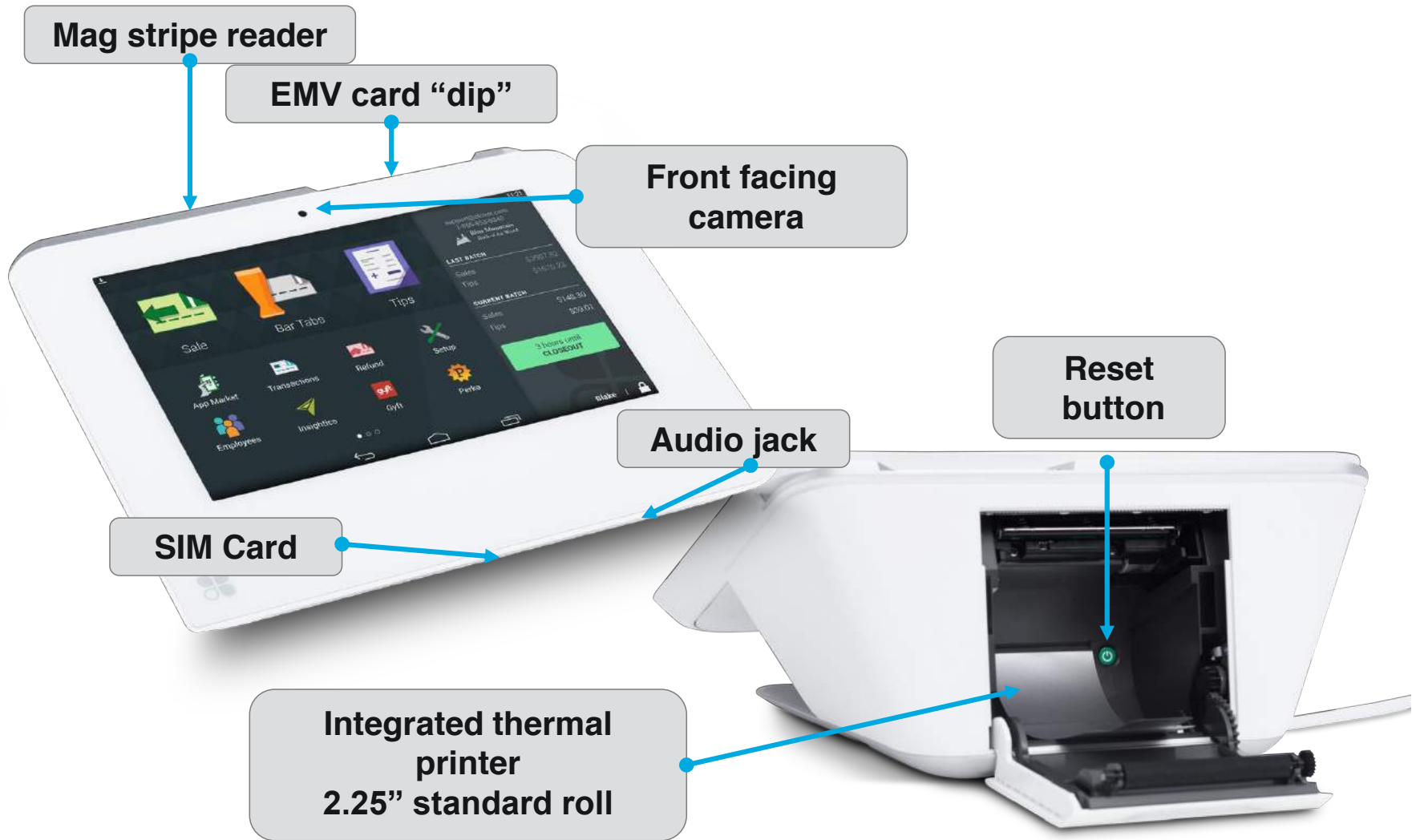
CLOVER™ MOBILE

- **Mobile Use Case**
- 7" screen (same form factor as Mini)
- EMV™, NFC, Swiped cards/PIN debit
- Front facing camera/microphone
- Wifi/ 3G/**no Ethernet**
- Bluetooth/Audio jack
- **Barcode scanner "gun"**
- **Optional charging dock and mobile printer**

CLOVER™ MOBILE

EMV™ card "dip"

Mag stripe reader

On-Off Switch

Microphone

SIM Card

Audio jack

Front facing camera

Barcode scanner (1D and 2D with trigger on handle

Capacitive touch handle

SWIPE TRADITIONAL CARDS HERE →

INSERT CHIP CARDS HERE

$24.94
SALE

TAP HERE FOR NFC

Cancel

Type Card Manually

Cash Back

EMV™ is a trademark of EMVCo LLC.

PERIPHERALS

Clover™ Mini

The Clover™ Mini uses the same peripherals as Clover Station with the exception of the First Data™ FD40 PIN pad since a PIN pad is integrated

Clover™ Mobile

Docking Station

Printer

CLOVER™ HARDWARE

Note 3G and Bluetooth

Feature	Clover™ Mini	Clover™ Mobile (Shown in Dock)	Clover™ Station
Screen Size	7.0"	7.0"	11.6"
Weight	2.5 lbs.	1.2 lbs.	5.0 lbs.
Power Source	Electricity	Rechargable Battery (8-10hr life)	Electricity
Internet Connectivity	Ethernet, Wi-Fi Version Ethernet, Wi-Fi, 3G Version	Wi-Fi, 3G	Ethernet, Wi-Fi
Scanning and Camera	Front Facing Camera, Bar Code Scanner Peripheral	Front Facing Camera, Trigger Scanner Embedded	Rear Facing Camera/Scanner, Bar Code Scanner Peripheral
Counter Top Footprint	6.0"x 5.25"	Dock Plate: 7.75" x 4.75"	11.0" x 7.5"
Printer	Integrated Thermal 2 1/4 paper	Thermal 2 1/4 paper, Low Energy Bluetooth Mobile Printer	Thermal 3 1/8 paper, Physically Connected
EMV™, NFC and PIN Debit	Integrated	Integrated	w/ FD40 PIN Pad
Mobility	Fixed Location	Fully Portable	Fixed Location
Software Versions	2000 or Pro	2000 or Pro	Pro – Locked into this "Classic" version

EMV™ is a trademark of EMVCo LLC.

Peripherals & Accessories

	Clover Mini	Clover Mobile	Clover Station
Clover Scale	✓	✓ Manual	✓
Kitchen Printer	✓ Router	✓ Router	✓ Router
Bar Code Scanner	✓	✗	✓
Clover Cash Drawer	✓	✓ Manual	✓
Label Maker	✓	✗	✓
Mobile Dock	✗	✓ Optional	✗
Bluetooth Printer	✗	✓ Optional	✗
PIN Shield	✓ Included	✗	✗
Clip	✗	✓ Included	✗
PIN Pad (FD40)	✗	✗	✓

First Data™

Printing 101: Clover™ Mobile & Mini

Countertop…At the table…or "On the Go"

Integrated

Bluetooth Printer

Receipt Printer

Kitchen

Network via Hub & Router

Power | Type B USB | Ethernet | Type A USB | Cash drawer
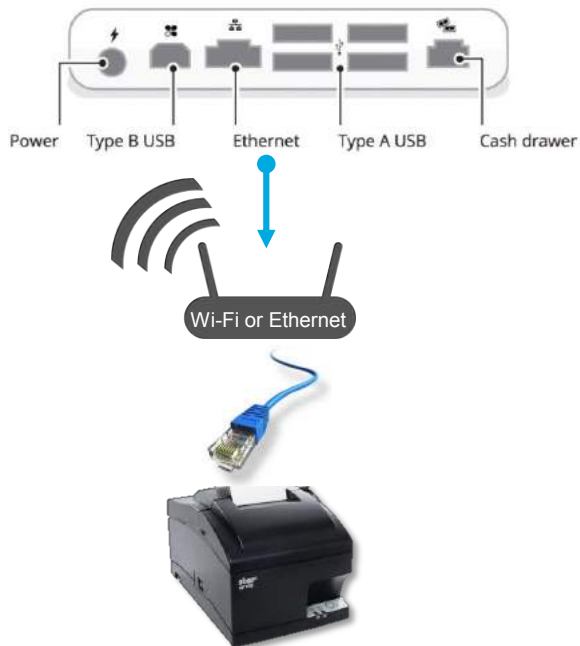
Wi-Fi or Ethernet

Wi-Fi Connection: Network via Router

Wi-Fi Only

3G Connection: No Kitchen Printing

WiFi or Ethernet: Network via Router

Wi-Fi or Ethernet

Choice of 2000 or Pro depending on needs | **Pro (Locked)**

Standalone and/or

Has a

and needs a or

| **1** Merchant operates primarily in a fixed store-front location

"Brick and Mortar" | **2** Merchant has operations that are mobile and needs portability without physical connectivity
"On the Road" | **3** Merchant uses Mobile/Mini as a mobile peripheral away from the Clover Station **"Untethered"** | **4** Merchant uses Mobile/Mini as a consumer facing device along side Clover Station **"Tethered/Paired"**
Future Availability |

- Any merchant with a fixed terminal today
- Needs EMV enablement and additional payment types

- Food Delivery/ Catering
- Food Truck
- In-home services
- GPRS terminal replacement (~20% of market)

- FSR (pay at table)
- Retail (line busting)
- Sidewalk Sales
- Fairs/Festivals

- Retail
- Quick Service Restaurants
- Personal Services

SCENARIO 4

A small retailer who has a boutique in a strip mall with an outdated terminal. She does events and fairs on the weekends but only takes cash and checks when she is on the go

Existing Clover™ Customer?

NO

Possible Recommendation:
2000 or Pro, with a Mobile and a Mini

Do they need multiple devices?

YES

First Data

SCENARIO 5

Coffee shop in an up and coming urban area. They have one Clover Station now but lines are starting to get long. To open up another register area it would detract from their beautiful gift mug display which the manager doesn't want to do.

Existing Clover™ Customer?

YES

Possible Recommendation: Classic (Pro) on 1 Station and 1 Mobile for Line-Busting

Do they need multiple devices?

YES

First Data™
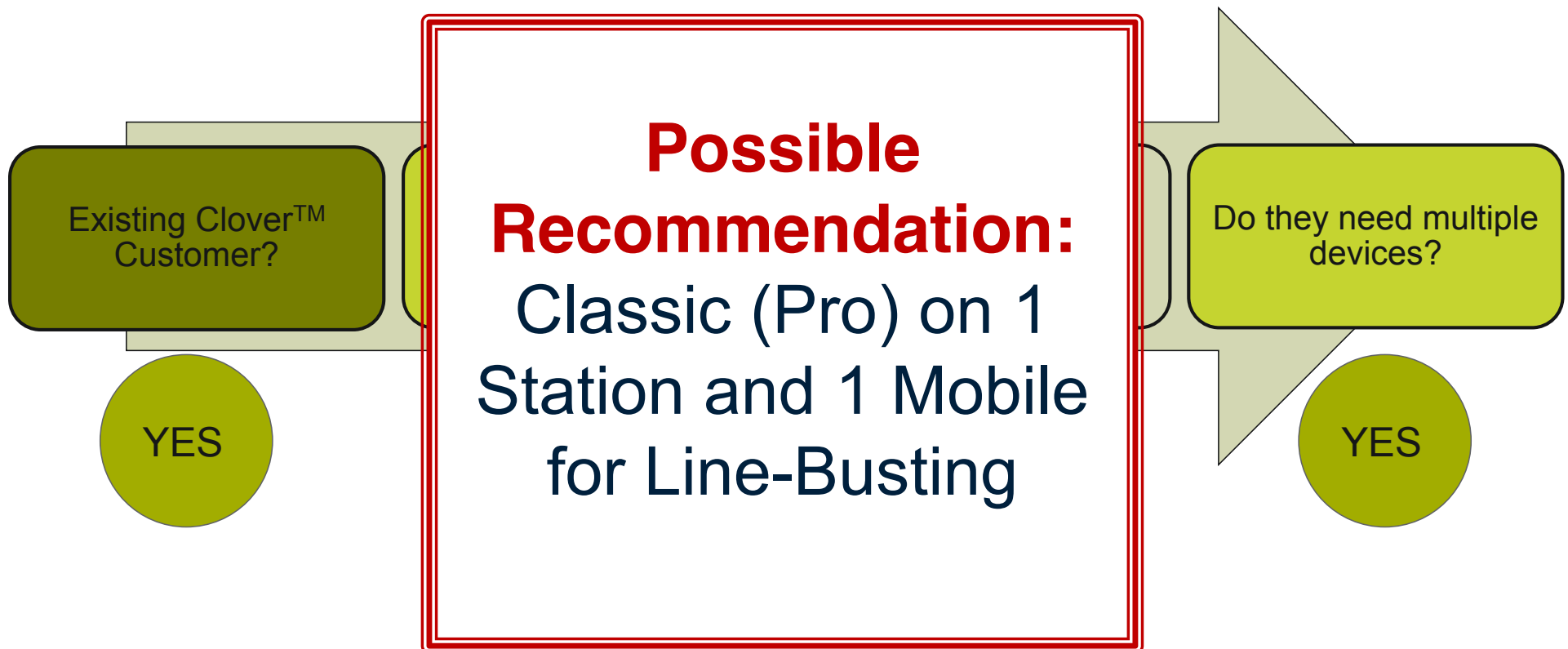
Hardware:

Standalone **and/or**

Mobile/Mini Software:

Merchant needs 2000	Merchant needs Pro (at activation)	Merchant needs Pro (upgrades in the future)

Partner Actions:

NO Menu Indication* Required ✓ Device(s) will deploy automatically NO DELAYS!	Menu Indication* Required only if menu build is being requested ✓ Device(s) will still deploy automatically NO DELAYS!	No Action ✓

Deployment:

- We expect ~80% of Mobile and Mini standalone orders to fall into this category
- Reduces deployment time and simplifies boarding process for Partners

Menu Indication refers to current MSC ticket process. Retail Clients should continue to submit MSC tickets with Addendums on all Clover orders

**If Clover Support handles the installation call, we will upload the menu during that call. Partners who do their own installation calls may download the menu from MSC and upload it on their own*

- If device(s) are activated and upgraded to Pro prior to menu build, we will build and upload the menu
- If device(s) are not activated and upgraded to Pro prior to menu build, we will build the menu and E mail it w/ instructions to the merchant**
- Menu Build Team will reach out to the merchant before overriding any existing menu items
- Clover Support will handle inbound calls due to missing menus (i.e. no menu was submitted)

- Upon upgrade, merchant will receive a message advising them to send the menu to menubuild@clover.com
- We will build and upload the menu
- The merchant will receive an Email advising that the menu is complete
- Menu Build Team will reach out to merchant if they happen to begin building the menu before we do (we will not override any existing menu items)

✓ Improvement on Current Process

Hardware:

Has ... and adds ... and/or ... | Has ... and/or ... and later adds ...

Mobile/Mini Software:

| Merchant gets PRO (by default) | If 2000, Mobile & Mini automatically upgraded to Pro | If Pro, No Change |

Partner Actions:

| **NO Menu Indication* Required**

Device(s) will deploy automatically **NO DELAYS!** | **Menu Indication* required with Station order whether or not a menu build is requested**
(BAU Process) | **Menu Indication* required with Station order whether or not a menu build is requested**
(BAU Process) |

Deployment:

- Mobile and/or Mini will deploy with an automatic upgrade to the FD PRO software
- Menu/Inventory and Register on new devices will mirror what is present on the Station (amongst other PRO apps)

- If requested, we will build and upload the menu under the BAU process
- Existing Mobile and/or Mini will now reflect the new Menu/Inventory and the Register app (amongst other PRO apps)

- Station will be deployed and will mirror current menu on Mobile and/or Mini

*Menu Indication refers to current MSC ticket process. Retail Clients should continue to submit MSC tickets with Addendums on all Clover orders

✓ Improvement on Current Process

Hardware:

Same order

 + +

Software:

Merchant gets FD PRO (by default)

Partner Actions:

Menu Indication* <u>required</u> with Station order <u>whether or not a menu build is requested</u> (BAU Process)

Deployment:

- If requested, we will build and upload the menu under the BAU process
- Mobile and/or Mini will deploy with an automatic upgrade to the FD PRO software
- All devices will reflect the same Menu/Inventory and Register (amongst other PRO apps)

Menu Indication refers to current MSC ticket process. Retail Clients should continue to submit MSC tickets with Addendums on all Clover orders

First Data

RESOURCES

First Data™

RESOURCES

- **Clover.com/features**

- **New! Help.Clover.com**

- **Pre-sales help desk 800-788-9516**

- Coming Soon**! Marketing Materials**
  - Next gen brochure
  - Solutions hardware sell sheets
  - Email templates
  - Web banners and digital content

First Data

GET EXCITED…
OUR MERCHANTS
ALREADY LOVE IT!

"I really like this one I'd give it a 10, based on what is out there now – it's very easy to use in a business setting."

– David, Service Owner

"I dig it. It's pretty fast, it's self-explanatory, I can figure things out in a second or two. It's cool."

– Nic, Bar/Club Manager

QUESTIONS

First Data

Thank you.