

THIS LITTLE CHIP PAYS OFF BIG TIME FOR YOUR BUSINESS

Accepting your customers' EMV chip cards pays off in business growth and security. Giving yourself and your customers every possible security benefit builds loyalty and protects hard earned gains. Work with your processor to make sure you have the technology and service to meet your customers' payment preferences and protect yourself.



ADVANCED TECHNOLOGY HELPS YOU COMPETE

Talk to your processor about your terminal technology options to accept chip cards, and make sure any investment you choose also gives you the resources to accept customers' mobile payments, mobile wallet and contactless payments so you get all the benefits at once. These options help you compete with other businesses, and are safe, simple and convenient for your customers. Mobile sales in the U.S. are expected to reach \$142 billion by 2019*. You can be a part of those sales with the right technology in place.

GIVE YOUR CUSTOMERS WHAT THEY WANT

Your customers know that chips offer greater security than magnetic stripes and they want to use their chip cards. Surveys show 40% of consumers are more willing to shop at a store that accepts chip cards, and 73% are more confident in their safety when they use their chip cards.

SECURE EVERY TRANSACTION

Remember, chip cards work directly with the terminal to generate an encrypted code which makes each transaction unique and impossible to duplicate. The unique transaction code cannot be used for more than one transaction—which makes your customers' data less valuable to fraudsters and reduces your liability. Your chip-enabled terminal will have all the features you're used to, but will have a slot for the customer to insert their chip card.

Get started by contacting your processor today. You can also learn more about making the switch at gochipcard.com