

Magensa Web Services

Transitioning from Terminals to POS Solutions

Best Practices while Building the MagTek and TSYS Partnership



Moving from selling payment terminals to selling POS solutions can seem overwhelming at first. But, after you have the tools you need in place and a partner supporting you, the process can be quite painless and it allows you to offer your customers more. By partnering with MagTek you can now offer EMV and mobile POS solutions. The point of sale no longer has to take place at a fixed terminal that handles all of the communications and protocols. The “terminal” now has the freedom to walk a retail floor, pay table-side at restaurants, deliver services wherever they are offered, and to not be a terminal at all – but a smart POS application that can access and do so much more.

MagTek’s Magensa services are built from security, developer tools, and hardware. With these elements in your tool box you can create solutions that are used in multiple environments and cross industries. Magensa Services, MagTek eDynamo hardware (mobile to countertop, EMV and magstripe reader, Bluetooth® LE and USB connection), and TSYS have come together to deliver EMV certified solutions.



Developer Tools with Communication is Critical

In addition to our standard SDKs, MagneFlex Prism is a suite of interface developer tools that simplify integration, handling the communication between the reader and the POS application. MagneFlex drives the hardware, interfaces with the POS app, and can issue the commands to parse, pack, and send the data out to TSYS for processing.

Whether you are on a network system or using a web-based app, there is a MagneFlex tool for you. This simplifies development and allows you to determine the best ecosystem for each individual environment.



Supporting Encrypted Data Where you Need it Most

Magensa Services allow you to limit PCI scope through Magensa as your payment gateway. The biggest advantage is this allows you to work with and use encrypted card data in environments that may not have

been able to hold encrypted card data before. There are unlimited customization options available that help transition your customers' terminals from older systems that work on old networks, to more simplified options where Magensa does the heavy lifting for you.



Magensa Web Services

Magensa Services' features include device authentication, where the host and the reader are authenticated to each other, preventing rogue devices from being added to the environment and providing device authenticity; card authentication, where magstripe cards are added to the Global MagnePrint® Exchange and are authenticated as valid cards, preventing counterfeit card use; and tokenization, where tokens can be generated as a block of encrypted data or a MagnePrint token, to limit cardholder data in the payment environment.

Magensa Decrypt and Forward Gateway

Magensa Decrypt and Forward Gateway is intended for customers that know how they want to send data along for authorization. This service requires Developer interaction because it allows you to build transaction messages directly, giving you the greatest flexibility and options for customization. It is an open tool box best suited to resellers and ISO with merchants. The POS application coupled with APIs direct whatever data is transmitted.

Magensa Payment Protection Gateway (MPPG)

MPPG is intended for faster integration. This service requires the least amount of developer support because

Magensa has done the heavy lifting for you on the back end. This delivers an easy to use gateway that supplies Authorization, Sale, Capture, Refund, and Void transactions. ISOs and VARs can board and manage their customers onto the MPPG gateway for faster integration and implementation.



Hardware – Reliable and Secure

The MagTek eDynamo secure card reader authenticator converts easily between a countertop and mobile peripheral that communicates with the POS application to accept magstripe and EMV card transactions. The communication lines you need between the reader, the application, and the processor are the key elements in determining which Magensa Services will be the best fit.



Figure 1.
eDynamo mobile form factor with EMV card inserted, also accepts magnetic stripe cards; with Bluetooth Low Energy or USB connection



Figure 2.
eDynamo mobile form factor encased in countertop form factor. Easily changes from mobile to countertop.

