

MAGENSA™

A MAGTEK COMPANY

Partner



Magensa Web Services

Develop EMV®-certified POS solutions with
MagTek's DynaPro and eDynamo, Magensa Services, and First Data

Build full-function, EMV-capable POS applications for the retail and restaurant environment. This EMV level 3-certified architecture combines MagTek's DynaPro, a full-function countertop EMV and magstripe reader, or eDynamo, a magstripe and EMV chip card reader, with Magensa's secure Decrypt and Forward platform (with optional MPPG gateway) to First Data.

ISVs, VARs and Solution Providers can tailor their products and services to meet the needs of their merchant base while enjoying the security and functionality that MagTek, Magensa and First Data provide.

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. 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.

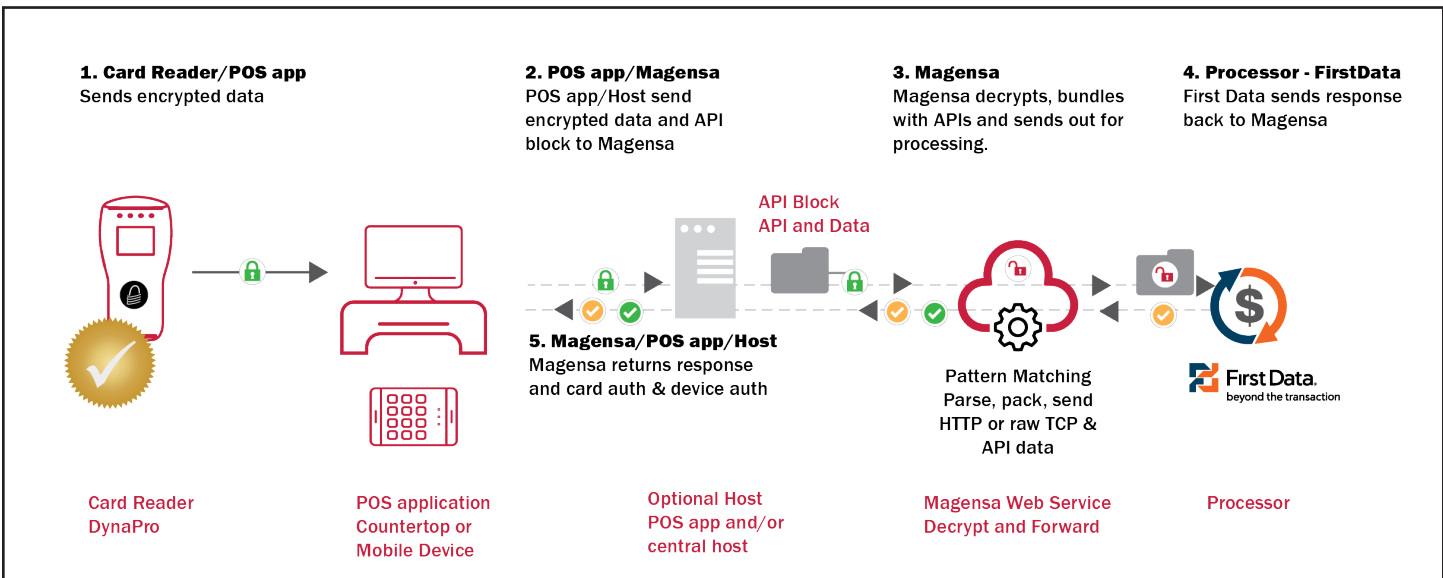
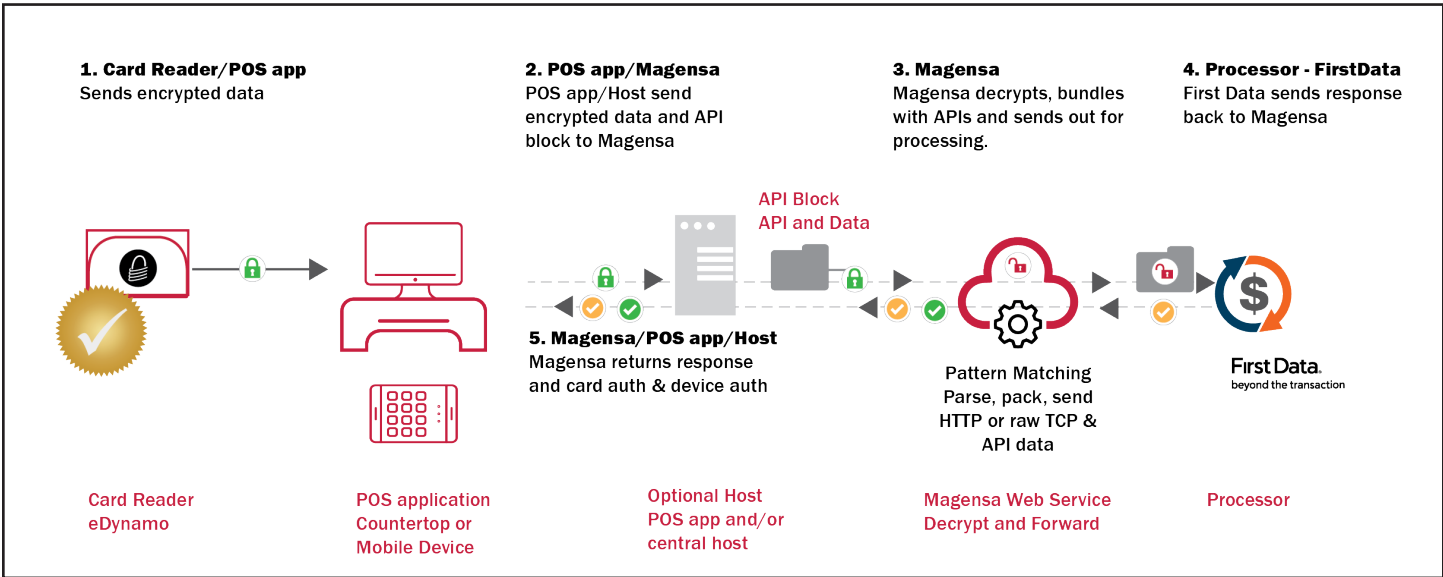
Benefits

- MagTek's MagneSafe security architecture, the industry's most mature end-to-end encryption solution. Dynamic encryption secures payment data everywhere in the merchant's environment.
- MagneFlex Prism, the fastest way to integrate the DynaPro and eDynamo into a variety of application scenarios, from standalone PC applications, to tablet and smart phone-based web apps, on Windows, iOS and Android.
- Magensa's Decrypt and Forward architecture, a new, cloud-based gateway model with groundbreaking customization potential.
- QwickDIP processing, yielding fast transaction times and "dip-before-you-checkout" functionality

Typical Applications

- Retail and restaurant checkout with PC-based ECRs
- Mobile and distributed transaction initiation at fixed stations (DynaPro Ethernet)
- Customer-initiated interactions

Contact your MagTek or First Data Sales Representative for more information.



eDynamo

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 in mobile form factor



Figure 2.
eDynamo in countertop case form factor



Figure 3.
DynaPro PIN PED