

MAGTEK[®]
SECURITY FROM THE INSIDE

Discover the instruments that bolster the ideal winery experience

MagTek hardware and Magensa Services are designed to seamlessly facilitate payment and digital transactions. Ideally suited to support the winery experience, these tools deliver the subtle and secure ability to take payment without disrupting the mood. Additionally, these devices and services ensure customer peace of mind by securing their sensitive data, while the operator can be confident they are adhering to the highest standards of customer data security.

Visiting a winery is an expansive and immersive experience. Leverage the tools that can be used anywhere, to turn visitors into customers.

Secure and Subtle Customer Card Readers

Winery visits are as unique as the grapes they harvest. And as individual as the payment solutions they offer. MagTek's mobile secure card reader authenticators (SCRAs) are rugged, secure and affordable card reading devices that provide a swift, smooth card transaction that does not distract from the experience. Easily integrated, they encrypt the data at the point of swipe or dip, and can be used in a mobile capacity, on a patio outside, or locked down at the tasting room register.



Payment Gateway Ensures Protection of Customer Data

Spectacular surroundings and rustic venues are de rigueur settings for a winery. This enjoyable atmosphere can be maintained by the confidence provided by Magensa Gateway Services and their absolute protection of customer payment data. There is much that encrypted data can do through Magensa Services – move on to the processor for payment, be available for immediate (if necessary) refund, be tokenized for in-house use, such as wine club management. Various services are available, depending on the needs of the solution. Decrypt and Forward allows the processing and management of encrypted data, without having to loop in a 3rd party for decryption service. Magensa Payment

Protection Gateway (MPPG) provides a secure rail for encrypted data to be moved on to processors, gateways, acquirers and to return the payment authorization. And Tokenization generates and transports dynamically created tokens that can be easily integrated into the application or business program.



Quick and Simple Integration

Successful wineries employ a staff that allows visitors the time to enjoy the environment and discover their new favorite wine. The fast and seamless integration of MagTek hardware and Magensa Services into a payment solution minimizes development time, providing an up-and-running solution quickly so the staff and the winery can focus on what's important – the winery experience. A key tool to speedy development is MagneFlex, a suite of development tools that drive hardware, interface with the POS application and can pack, parse and send data out for processing. This minimizes development time and increases attention-to-visitor time.



Tasting Room POS Solutions

Whether it requires an hour-long bus ride or walking through the door of a funky urban enclave, a winery visit is always more than just a stop-and-go... it is an experience. And it is an opportunity to turn visitors into

buyers. Enjoying wine in a well-appointed tasting room, attended to by cultivated staff is the goal. The skills of tasting room personnel should not be interrupted by a clunky payment process. A smooth, unobtrusive swipe of the card maintains the flow of the experience. Utilizing a POS solution ideally suited for this environment minimizes the friction of the card payment transaction. MagTek secure card reader authenticators are recognized with one of the highest first swipe read rates and offers the ability to effortlessly pay without disrupting the flow of the tasting. That one swipe also, by leveraging Magensa Services, facilitates payment, acknowledges and manages wine club customers and protects the winery itself, from data breaches, by exceeding PCI compliance.



Walking the Vineyard - mPOS

Witnessing the craft of wine-making, actually turning the grapes into wine, is an enlightening aspect of a winery visit. In addition to learning about the process and mechanisms involved, visitors can walk the vineyard, discovering the distinction between grapevines and farming efforts. This adds up to a strong connection built between guest and winery. This is also a time the winery does not want to miss an opportunity on a sale. Along the way, should a guest want to purchase another tasting

Summary

The Winery experience draws a distinct and devoted clientele. They expect good service and excellent wine. MagTek is dedicated to designing the necessary tools and services to provide that experience. Visiting a winery is an immersive experience. Transaction points are not just relegated to the tasting room counter, but throughout the winery. A payment and processing solution should be readily available throughout, too. That's why MagTek's secure card reader authenticators are the ideal devices to ensure simple and seamless payment or digital transactions during a winery excursion.

MagTek hardware and Magensa's Gateway Services are flexible enough to support a mom-and-pop shop winery solution as well as large, enterprise level solutions, delivering the utmost in security and flexibility across the spectrum. Using MagTek secure card reader authenticators and Magensa Services to establish a wineries ability to accept payments and make sales anywhere on their property also bolsters the ability to scale the winery business and brand throughout the region... and beyond.

or, even better, cases of wine that originated from this soil, MagTek's mobile readers can facilitate payment on the spot, as long as there is data or wireless connectivity. The buyer is able to satisfy their purchase impulse and the winery takes care of their customer.



Touring the Winery - mPOS

Bus tours, ATV tours, horseback tours, train tours... touring wineries can take on almost any shape, size or expedition. One destination can be a quiet picnic for two, another a group infiltrating a barrel room. But what all these events have in common is the guests' relationship to the winery. Tuned-in staff can recognize what aspect of the adventure best suits their visitors, and they know that sleek and smooth payment card transactions can maintain the festive mood. Even having parked the ATVs, and while surveying the grounds, a mobile POS leveraging MagTek's SCRA devices and utilizing Magensa Services, staff can place orders, check stock and manage wine club status. This combination of hardware and services bolsters the winery's ability, anywhere on their grounds, to turn a visitor into a customer.