



## MagTek Press Release FOR IMMEDIATE RELEASE

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### MagTek Launches its Vendor Integration Partner (VIP) Program


*The VIP suite of services is specifically designed to benefit Independent Software Vendors and Hardware Resellers to easily integrate MagTek Hardware and Magensa Services.*

**Seal Beach, July 29, 2016** – MagTek, a global leader in payments security, is pleased to announce the launch of its Vendor Integration Partner (VIP) program. Armed with a core understanding of rapid technology shifts in the payment industry, MagTek created the VIP program to assist Software Vendors, System Integrators and Hardware Resellers in their efforts to rapidly deploy the latest MagTek Hardware and Magensa Services for reading, securing and processing EMV and secure magstripe payment transactions.

The VIP program provides a multitude of benefits, including free SDKs (with no license agreement fees) for the latest mobile and countertop payment devices. VIPs are matched with a dedicated MagTek Account Manager who will support development efforts, coordinate technical support and assist with sales and marketing strategies. They will also help navigate access to the MagTek Sales Organization, the Distribution and Partner channels, and the Magensa platform which offers a suite of payment protection services, a robust test environment, and many demo programs.

“The payments environment is constantly changing, and not always in predictable ways. From the introduction of EMV to disruptive mobile payment technologies, we recognize the wide-ranging needs of our customers,” said John Arato, MagTek’s Vice President and General Manager for Retail Solutions. “MagTek’s Vendor Integration Partner program is our solution. If they’re looking for an SDK or hoping to use a demo, VIPs only have to make one call, saving time that can be better spent growing their business.”

MagTek’s VIP program is the ideal solution to address the diverse, yet specific needs of Software System Integrators and Hardware Resellers. Whether looking for product development, technical support, or marketing strategy, VIPs become well equipped with easy to use tools to ensure their solutions will exceed customers’ expectations. By streamlining, simplifying and quickly answering questions, the VIP program allows MagTek and its



partners to strengthen relationships and introduce timely, secure and innovative payment solutions.

For more information about the MagTek VIP Program, please visit [www.magtek.com/vip](http://www.magtek.com/vip) or stop by booth # 342 at the RSPA's RetailNOW® 2016 in Grapevine, TX.

### **About MagTek**

Founded in 1972, MagTek is a leading manufacturer of electronic systems for the reliable issuance, reading, transmission and security of cards, checks, PINs and identification documents. Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Its products include secure card reader/authenticators, token generators, EMV and NFC reading devices, encrypting check scanners, PIN pads and distributed credential personalization systems for secure magstripe and EMV enabled cards. These products are used worldwide by financial institutions, retailers, and processors to provide secure and efficient payment and identification transactions.

Today, MagTek continues to innovate. Its MagneSafe™ Security Architecture leverages strong encryption, secure tokenization, dynamic card authentication, and device/host validation enabling users to assess the trustworthiness of credentials and terminals used for online identification, payment processing, and high-value electronic transactions.

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