

# POSway™ Every Transaction Tells a Story

## THE PROBLEM Optimizing the dial-up payments transaction process

Financial institutions, retailers and payment processors running Point-of-Sale (POS) and Automated Teller Machine (ATM) terminals are looking for ways to lower their operational costs, without increasing the risk of service disruption to their end customers. Many are already utilizing dial-up terminals instead of costly full-service terminals, and are looking to implement a payment solution that will:

- Reduce transaction costs, such as per-transaction fees, that are paid out to third party transaction network services
- Increase transaction volume and revenue generation opportunities through reliable connection to a wider range of dial-up POS terminals and ATMs
- Better manage communications risks such as transaction failures, protocol issues, and service disruptions
- Reduce operating costs by running a dial-up POS and ATM transaction network on a existing IP backbone network (network convergence)

INETCO POSway, combined with your telecommunications service, provides a reliable payment solution alternative that will address all of the issues outlined above.

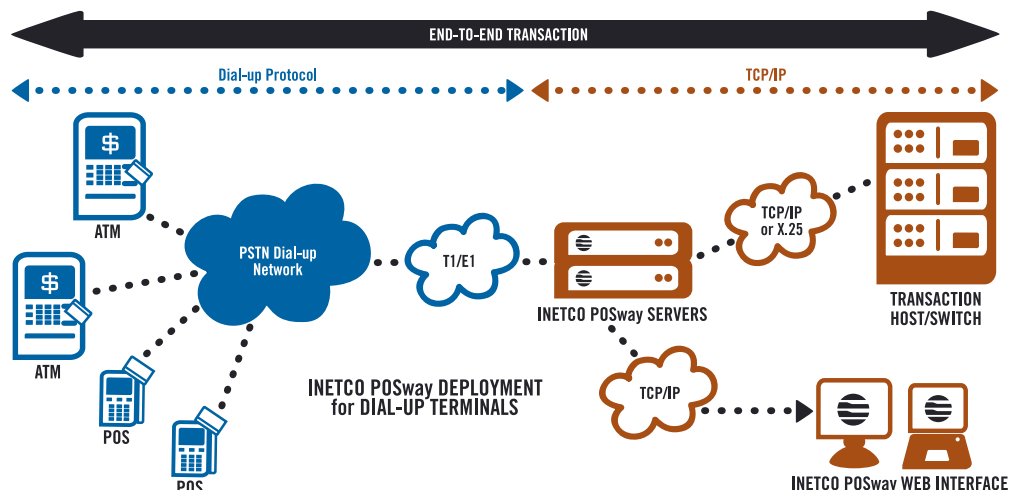
*“INETCO POSway and BankLink have “set and forget” installations. In the rare instances that we have needed technical support we have found the INETCO technicians to be knowledgeable and very willing to help us.”*

**BILL LAMB**  
VICE PRESIDENT INFORMATION TECHNOLOGY  
CENTRAL NATIONAL BANK OF ENID

## THE SOLUTION POSway protocol conversion for dial-up POS and ATM terminals

INETCO POSway is a communications gateway software solution for POS and ATM dial-up terminals that offers multiple host support, transaction aggregation, and extensive web based management capabilities. POSway connects any dial-up terminal to a transaction host or switch by providing protocol conversion for TCP/IP and dial-up protocols. POSway supports direct T1/E1 connectivity, making it possible for companies to utilize generic telecommunications networks and eliminate the need for third party transaction networks.

With POSway as a part of your overall dial-up solution, you can guarantee dial-up terminal connectivity, reduce operating costs, lower transaction costs and experience a faster return on investment.





 **INETCO**  
**POSway**

FEATURES	BENEFITS
TCP/IP interface	Transition dial-up protocols to TCP/IP; reduce operating costs by converging dial-up POS and ATM transaction network with existing IP backbone networks; eliminate the cost of running parallel networks
TPDU routing and "called number" routing	Route transactions based on terminal type, terminal ID, or called number to guarantee connection to accurate back-end transaction host/switch
Greater dial-up connectivity support	Integrate with all dial-up POS and ATM terminal types for increased transaction volume and revenue generation opportunities; make it easier to integrate with existing management systems and consoles
Load balancing	Increase communications reliability through alternate host routing and multiple host support
Fail over support and management	Re-route transactions automatically in cases of transaction host/switch failure
Concentration protocol for transaction aggregation	Connect to as many POS and ATM terminals as you need to, without having to worry about overloading the transaction host/switch
Independent	Prevent vendor lock-in by separating transaction host/switch application and protocol conversion functionality
Statistics and alerts	For troubleshooting and capacity planning
Web-based management capabilities	Monitor transaction traces and terminal, port and link status from anywhere, anytime
Customizable	Customize POSway to meet the unique needs of your communications environment; scalable for all sizes of POS and ATM dial-up networks

SYSTEM REQUIREMENTS: All current hardware requirements for Windows 2000/Windows 2003 Server, 15GB available hard disk space, 1 GB shared RAM, CD ROM for software loading, LAN card, one free PCI slot for each communications card (modem, T1, E1, or sync/async), Operating systems supported: Windows 2000/Windows 2003 Server.

**INETCO POSway TECHNICAL SPECS**

**TRANSACTION HOST/SWITCH CONNECTIVITY**

- ⇒ TCP/IP, X.25, QTP
- ⇒ NDC+ (2 byte), 4 byte, STX/ETX, TPDU, Datapac, and INETCO framing
- ⇒ Multiple host support
- ⇒ Transaction aggregation/concentration

**DIAL-UP POS AND ATM TERMINAL CONNECTIVITY**

- ⇒ TPDU transport message types
- ⇒ NDC+ (2 byte), 4 byte, STX/ETX, HDLC/NRM, Asynchronous, Visa I/II/III, APACS protocols, and INETCO framing
- ⇒ Fast modem set-up

**TELECOMMUNICATIONS CONNECTIVITY**

- ⇒ Channelized T1/E1 and ISDN PRI
- ⇒ Analog modem cards



INETCO Systems Limited creates business transaction intelligence solutions to help companies manage the performance of customer facing applications. The Company's core technology, INETCO Insight, provides both real-time transaction information and historical trending analytics to quickly identify issues impacting business critical processes, payment revenue streams, and the online customer experience. A recognized technology leader in the TCP/IP payment transactions space, INETCO products are currently deployed within financial, retail, and telecommunications IT environments in over 50 countries. INETCO is based in Vancouver, British Columbia. [www.inetco.com](http://www.inetco.com)

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