



**Merchant
Industry**



Meet

Eric Bernstein

CEO of Valor Paytech

Where We're Going

2019

Development & Beta



2020

Public Launch



2022

Rapidly expanded by partnering with ISOs to deliver powerful payment solutions – powering over 50,000 devices and growing fast



2023

100,000 devices connected, but who's counting? Oh wait, we are!

2024

Celebrating **200K+** devices & **ranked 130** on Inc 5000's fastest growing companies in America, alongside our exciting **rebranding** and collaboration with **AWS**



Where We've Been

Terminal Based Solution



Cloud Based Solution





Menu & Inventory

Merchant Industry MI Taco Truck

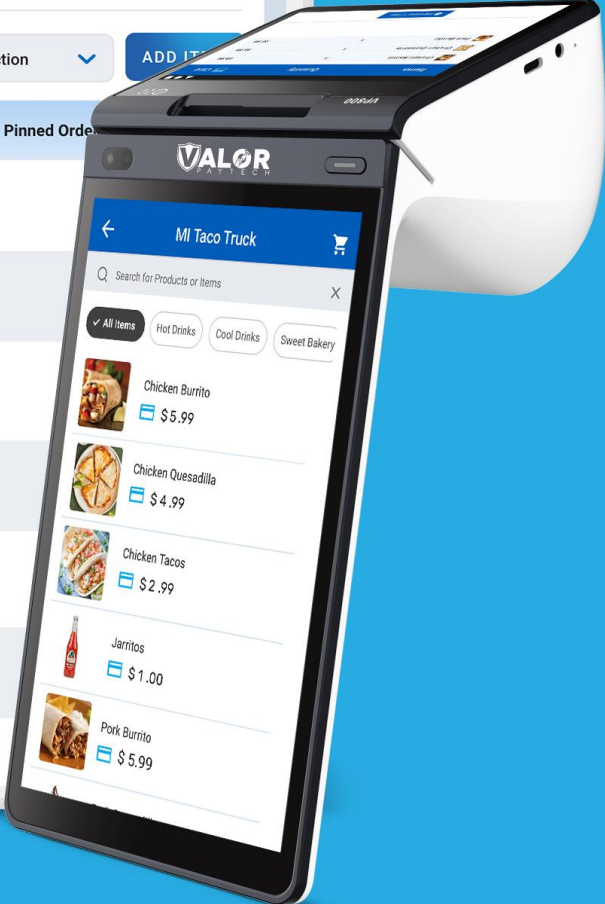
Settings

Product | Discount | E-Commerce

Product | Modifier

PaySteak Toco Truck | Search | IMPORT | Action | ADD IT

<input type="checkbox"/>	Image	Item Name	SKU	Description	Category	Qty	Unit Cost	Tax	Inventory	Is Pinned / Pinned Order
<input type="checkbox"/>		Chicken Burrito	ChickenBurr	Burrito with chicken...	Burrito	-	\$5.99	Yes	No	No
<input type="checkbox"/>		Chicken Quesadilla	ChickenQues	Quesadilla with chicken...	Quesadilla	-	\$4.99	Yes	No	No
<input type="checkbox"/>		Chicken Tacos	ChickenTaco	Tacos with steak, lett...	Tacos	-	\$2.99	Yes	No	No
<input type="checkbox"/>		Jarritos	Jarritos	Jarritos	Soda	-	\$1.00	Yes	No	No
<input type="checkbox"/>		Pork Burrito	PorkBurrito	Burrito with pork...	Burrito	-	\$5.99	Yes	No	No
<input type="checkbox"/>		Pork Quesadilla	PorkQuesa	Quesadilla with pork...	Quesadilla	-	\$4.99	Yes	No	No





Segment your audience

Lost Customer

List customers who visited at least 2 times in the last 30 days who have not visited me in the last 30 days

High Spenders

List customers who spends more than \$1000 in the last 30 days

Loyal Customer

List customers who visited more than 2 times in the last 15 days

Customer Time Slot

List customers who came between 13:00 to 18:00, and visited me in last 30 days



Communicate with transactions

All Search

Recent

EXPORT



Date And Time	TXN Type	Method	Card Detail	Device Type	Base Amount	Tip	Amount	
08/02/2024 04:07 AM (CST)	CREDIT SALE	Swiped	4554	VL100	\$ 255.00	\$ 5.00	\$ 287.85	<ul style="list-style-type: none"> View Receipt Closed Batch Issue Refund Send Promotion Send Campaign Promotion Open Ticket Convert to Recurring Payment
08/02/2024 04:07 AM (CST)	CREDIT SALE	E-Invoice	5426	VL110				
08/02/2024 04:07 AM (CST)	CREDIT SALE	Tapped	1248	VL110				



Create customized campaigns

Text MMS Email

Name

"It's new menu Monday!"

Type

Automatic

Manual

Send to
Customers

Send to

In days of last
15

Coupon Type

Fixed

Percentage

Select Percentage

5 %

Upload Image

CHOOSE

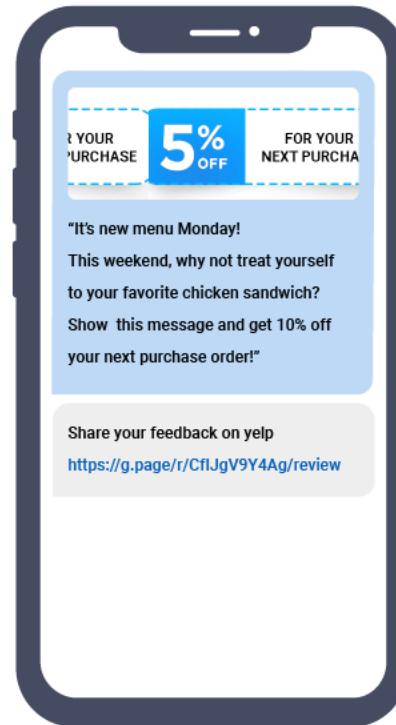
Coupon.PNG

Body Message

"It's new menu Monday! This weekend, why not treat yourself to your favorite chicken sandwich? Show this message and get 10% off your next purchase order!"

SUBMIT

Preview



VALOR Shield RT

Centralized Location for All Transactions Within Merchant

Create Hierarchies Within Valor Ecosystem

Standard Local Semi-Integration

Robust Reporting

Tip Reports

Partial Refund

Receipt Storage (24 months)

Easy Search / Transaction Locator

Send Marketing Messages

Tip Adjustment

Create / Deactivate Devices

Control Sub-ISO Assignment

Batch Reports

Control Merchant Level Module Access

Merchant Controlled Basic Parameters

Open Ticket on Transaction

Lock EPI to Device

View Transaction Log



PROCESSOR Agnostic

Unlock Serial Numbers

Merchant Email Server

Live Transaction View

Copy Parameters

One Click Boarding

Full Parameter Control



THE VAULT

CRM Integration

Store & Forward



Scalability



Convert Transactions into Recurring Payments

SMS \ MMS Marketing Campaigns

Ticketing System

Customer Survey

Menu & Inventory

Remote Diagnostics

Waiter / Tip Management



Internal Risk Rules

AVS

Data Dump at Time of Batch

Transaction Based Actions

Card Updater

Multi Merchant

Data Collection



Gift Card Support

Send Promotions

Control Privileges



File Attachment

Amazon S3 Bucket

Image Attachment

ISO Email Server

Virtual Terminal

E-Commerce

Management

Value Added
Services

Card Not
Present

Card
Present



Valor Controls in Native CRM



Transactional History for Vaulted Customers



Tokenization



Installments

E-Invoicing

VL500 SDK

Mobile App

Subscription



RCKT SDK



Email Invoicing



MOTO



SMS Invoicing

PayNow Link

WebHooks



QR Code Pay

Virtual Terminal



Hosted Payment Page

Menu & Inventory



L2 / L3

Direct Post



ONE VENDOR FOR ALL YOUR PAYMENT NEEDS

Embedded User Guides & Tutorials

Merchant Industry Flavor of Merchant Industry

Virtual Terminal

EPI 2102557904 **MANAGE**

Sale | Recurring | Authorization | Refund | E-Invoice | QR | Cash

Amount: \$ 10.00 Customer Name: Dan Smith Phone Number: 880-071-6656

Email: Test@merchantindustry.net Invoice Number: Description:

Line Items

Customer Address

Enter Payment Info

XXXX1452

CVV XX/XX

Test Credit **VISA**

Available Cards

Card Holder Name: **** * 1452

Confirmation

Payment Approved **\$10.80**

Base Amount: \$10.40
State Tax (4.000 %): \$ 0.40

PRINT **OK**

Total Amount: \$10.80

CANCEL **PROCESS PAYMENT**

Merchant Industry

To process a Card Not Present sale, start by selecting "Virtual Terminal" from the menu on the left.

Next, enter the sale details. The required fields are the Amount and Card Details. For more comprehensive customer tracking and reporting, it is advisable to also include the Customer Name, Phone Number, and Email. Once all the information is entered, click "Process Payment."

Congratulations! You just ran a Card Not Present sale using your Valor Virtual Terminal! Once you click OK, you will be taken back to the VT Sale screen.



Meet
Michael Grottano

Director of Partner Relations

Introducing Our Valor eComm & Virtual Terminal Training

Get acquainted with your Valor Virtual Terminal and integrate it into a Website for payment processing!

**See Michael
Live On The
Following
Dates**

10/29 – 12pm EST

11/06 – 11 am EST