



## *Simplify™ Hospitality Payments*

*Protect your brand and guests against card data breaches*

Elavon delivers secured payments technology specifically designed for the hospitality industry, and certified to integrate with leading Point-of-Sale (POS) and Property Management Systems (PMS).

### **SIMPLIFY - NOTHING TO FIND, NOTHING TO STEAL**

Simplify, powered by our Safe-T Security Solutions, is a semi-integrated EMV certified solution that delivers point-to-point encryption (P2PE) and tokenization to isolate sensitive payment related information from the PMS and POS. This layered approach to security not only protects your brand(s) from the risks associated with a card data breach, it also reduces your burdens associations with PCI compliance.

- **EMV - CHIP CARD TECHNOLOGY**

The hospitality industry will see the most dramatic change to the way guests pay using EMV with the need for customer-facing payment devices. Although this is a new experience in the hospitality environment, consumers have been using customer-facing payment devices in retail settings for many years. Our hospitality solutions offer flexible payment acceptance which can easily accommodate that latest in secured payment technologies like EMV and contactless payments.

- **LAYER SECURITY WITH ENCRYPTION & TOKENIZATION**

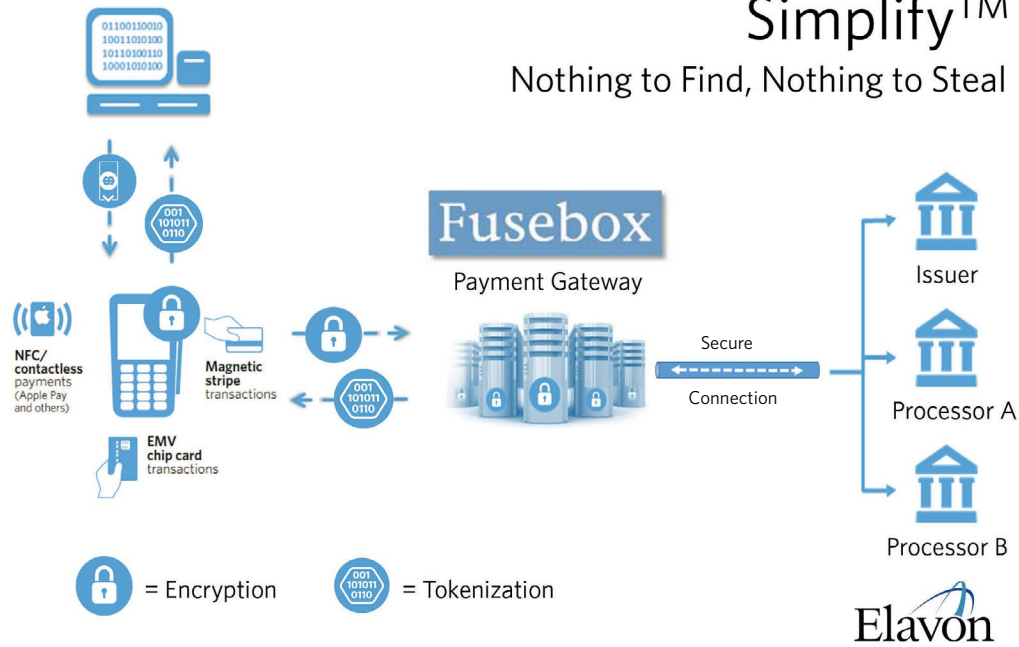
We deliver encryption and tokenization that protects sensitive card data, especially where it is most vulnerable - both when it's "in-transit" and "at-rest." Card data is encrypted at the point of entry and then tokenized before returning to the POS or PMS or secure network storage. Tokens have no value to hackers, thereby greatly reducing the risks inherent with holding customers' card data for subsequent charges or inquiries.

*Elavon helps  
Simplify™ PCI  
compliance with  
encryption and  
tokenization!*

*Let us show you a  
better way to security!*

# Simplify™

Nothing to Find, Nothing to Steal



## SOLUTIONS FOR THE WAY CUSTOMERS PREFER TO PAY

Our ongoing investment in leading-edge hospitality technology helps ensure you are prepared for the future of payments and keep pace with the payment demands of your guests.

- **MOBILE WALLETS & NFC**

The release of Apple Pay™ has reignited interest in mobile wallets and NFC technology. Those businesses who have already adopted the solution are reporting great success from a usage perspective. We can help you take advantage of the incremental revenue mobile payments can bring to your business with the right NFC-enabled solution.

- **RESTAURANT PAY-AT-THE-TABLE**

Deciding on an appropriate technology for a pay-at-the-table solution can be challenging. It requires careful consideration of available options to better understand any impacts to your current point-of-sale system and protect your investment. Will it require you to invest in a new point-of-sale solution, improve customer experience, or speed up the payment process in order to free up tables for waiting patrons? These are just some of the questions to consider before investing in a pay-at-the-table solution.

Our Simplify solution is a great way to immediately secure your payments environment while enabling your guests to pay with their preferred payment method. It also helps protect your investment by opening the door for a pay-at-the-table solution that integrates with your current point-of-sale system.

## THE FUTURE OF PAYMENTS STARTS NOW