

# Why Go Mobile?

➔ Sell more...faster, easier

## 1 Open New Market Segments

- ROAM's target market is small businesses and mobile merchants — markets traditionally untapped by Payment Processors
- Small businesses represent 78% of the total number of merchants in the U.S.

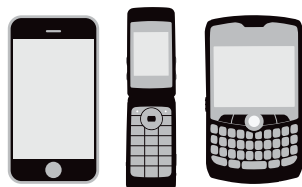
## 2 Get Your Small Merchants Over the Hurdle

- Talk directly to the decision maker
- No upfront equipment cost to slow things down

## 3 Increase Your Margins

- Decision makers are less price sensitive
- Looking for convenience and ease-of-use, help them sell anytime, anywhere

*Dynamically provide valuable commerce applications to your merchants anytime, anywhere*



### Mobile commerce features include:

- Virtual terminal for Mobile
- Secure login and PCI-DSS & PA-DSS compliance
- Credit card authorization
- Void & refund
- Emailed receipts

Bluetooth  
Printer/Stripper  
available on  
select phones

Low cost swiper  
available on  
select phones



### Flexibility extends to the desktop:

- Matching virtual terminal for PC/Mac
- Training and account management tools available online
- Branded landing pages to sell your app
- Automatic app delivery from branded app storefronts

[www.roamdata.com](http://www.roamdata.com)

### Perfect for the following industries

- Gardeners and landscapers
- General contractors
- Heating and air conditioning sales and repair services
- Electricians
- Masonry, tile and plastering contractors
- Carpenters
- Roofing or siding contractors
- Taxi, limo or airport shuttle services
- Direct Sellers
- Mobile business owners
- Mobile market vendors: artists, farmers, antique sellers

### ROAM's mCommerce Gateway Partners

ROAM is connected to the largest payment processors in the industry, offering not only retail and eCommerce gateway solutions, but also state-of-the-art mCommerce solutions from POS payments, to Prepaid Debit and mobile banking. Go Mobile Now with ROAM!



# Why Go ROAM?

➔ Sell anytime, anywhere

## Works on Hundreds Phones

- Not just the iPhone® & BlackBerries®
- Certified class B POS on all major carriers

## Easily Add Value-Added Apps

- Certify once and update on-the-fly anytime
- Customizable apps like order entry, inventory, etc.

## Level 1 Support

- Users get access to account management tools
- Call center support for all mobile needs



### About ROAM Data

ROAM Data makes mobile commerce secure, affordable and easy. ROAM is the only mobile commerce service provider to deliver payment-related applications on hundreds of mobile phone models as easily and securely as on one. ROAM enables financial institutions to deliver their own mCommerce apps including for merchants who want to securely process payments on their own mobile devices.

With ROAM's patented, device-agnostic platform, companies can reach up to 15 times more mobile users and update their apps more than 20 times faster when compared to device-specific static applications. ROAM's full mCommerce services also include end-user app provisioning, rights management and alerts. Secure transactions are done through ROAM's PCI-certified payment gateway.

### Contact Us

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## ROAM DATA™

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## ROAM DATA Your mCommerce Gateway

*Turn your merchants' cell phones into secure Mobile POS devices and more...*



Offer Your Merchants Mobile Apps Now!

Works on Hundreds of Phones and On Any Network

Low Cost Swipers Available On Select Phones

Learn more inside ➔

## ROAM DATA

The world's only PCI-DSS & PA-DSS compliant mCommerce gateway provider to dynamically deliver commerce applications to hundreds of phones, as-a-service.