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The industry leader in quality office machine vending products

SELF-SERVICE PHOTOCOPYING & CASHLESS PAYMENT IN A LIBRARY ENVIRONMENT



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Introduction

Self-service photocopiers have long been expected by the public as a service of a library. Increased functionality in today's digital office equipment has led to increased feature offerings as well as patron usage. Patrons now can often get color copies, double-sided copies, or even copies on large paper and pay only for the features they use. However, with the advent of this increased functionality came incremental cost increases. These increases, when passed on to the patron, led to increased revenue for the library. While this benefited libraries by helping cover the increased cost of providing these services it also added a hidden soft cost: handling more money. Additionally, while patrons enjoyed a wider array of service offerings they now had to carry more money on them in order to make the best use of the available services. So how do libraries continue to provide improved service to patrons while carefully controlling costs and without sacrificing patron satisfaction? Well, for self-service photocopying the answer is simple: accept credit cards!

Credit card usage has steadily increased over the past few years, in many scenarios exceeding cash usage. One particular place where credit card acceptance has seen significant growth in recent years is in self-service vending. Through research and development aimed at the popular snack and beverage industry, solutions are now available that allow credit cards to be used in the vending of many other items. Top among these other vendable services is photocopying.

Challenges

Does accepting credit cards cost my library money?

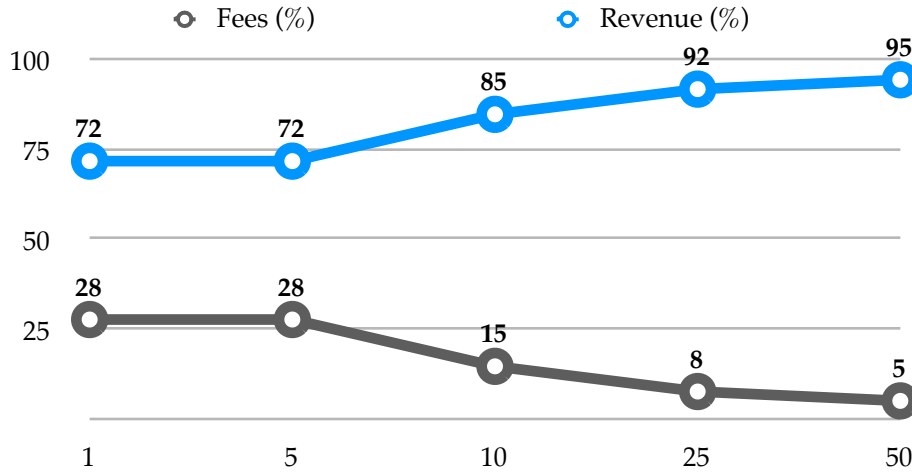
Any credit card transaction will incur a cost. Costs vary widely from one library to another based on a number of criteria. Before engaging in any business that accepts credit cards it is advisable to engage your financial institution to assist in the selection of an appropriate credit card processor or merchant services provider. In general, each credit card transaction will incur two charges: the first is a per transaction fee and the second is a percentage charge for the transaction. The per transaction fee is a flat amount that is the same whether the credit card transaction is \$0.50 or \$50.00. Per transaction fees usually range from \$0.05/transaction to \$0.30 or \$0.35/transaction. The percentage fee of the transaction is taken as a percentage of the total transaction amount. For example, if your library's percentage charge fee for transactions is 2.95% then you will pay \$0.06 if you charge a patron \$2.00 for an item.

How can we expect to make money selling photocopies at \$0.10 each when the credit card fees may exceed that?

Make sure the solution you choose supports a configurable minimum transaction amount. Being able to define a minimum transaction amount insures that you will be able to cover your costs on each and every transaction. Doing so effectively sets up volume price discounts for your patrons if they plan to run very small copy jobs. Take the following example: a minimum transaction amount of \$0.50 with a copy price of \$0.10 each. The result is a price table similar to the following:

NUMBER OF COPIES	PRICE PER COPY
1	\$0.50
2	\$0.25
3	\$0.166
4	\$0.125
5+	\$0.10

The chart below shows the percentage of each transaction that is spent on fees and the percentage realized as revenue as the number of copies made increases. The numbers are based on the pricing described above with credit card fees of \$0.12 per transaction plus 3.00% of the transaction total.



What kind of special bank arrangements does my library need to make?

You should seek a solution that allows you to leverage any banking relationship. If you already accept credit cards pick a solution that allows your library to use your existing credit card processor. If you do not accept credit cards, or if you ever plan to switch from one merchant service provider or bank to another, you want to be sure that the solution you choose will work with the bank or merchant service provider that is the best fit for your library. Picking a solution that ties you to one financial institution does not make good business sense. Solutions that require your library to open a new or separate account with a specific bank or credit card processor should be avoided.

How quickly should we expect to see money deposited into our account?

Your preferred solution should allow you to receive your funds as quickly as any other credit card transaction. Ideally, you should use your own credit card processor and your existing merchant account. This will insure that funds arrive within the same time frame as any other credit card transaction. For most credit card processors this is generally a day or two. Solutions that suggest payments at monthly or greater intervals will cause delays in receiving your funds which can have a negative effect on the financial health of

your library. Imagine having to make lease payments or purchase supplies for the photocopier before you receive any revenue from the copies that have already been made.

What is the best way to reconcile funds from photocopying and funds from other credit card transactions?

Look for a solution that offers a dedicated reporting tool. Being able to review all of your credit card transactions for photocopying at a glance is important when doing your monthly reconciliation. Be sure that the solution you choose allows you to view transactions at any time, not just monthly summaries available after an accounting period has closed.

Solution

Is there a solution that does all of this?

Absolutely! The brand new NetPad Touch from Jamex follows all of these best practices. The NetPad Touch breaks down all of the barriers that exist in today's marketplace for a self-service credit card vending solution. Each part of the total solution has been addressed with best in class, or even revolutionary, approaches. Distinct advantages to equipment owners exist in the hardware, software, and credit card processing workflow of the NetPad Touch.

Credit Card Processing

The NetPad Touch delivers security and simplicity with its solution for credit card processing.

Money moves from the patron to the library in a straight path with the NetPad Touch. Libraries can maintain their existing banking relationships when vending self-service copies via the NetPad Touch. No special accounts are necessary. Funds for transactions processed through the NetPad Touch are deposited as quickly as funds that are run through the merchant's cash register. There is no middle man holding onto your library's money for weeks or even months.

A critical item when dealing with any type of financial transaction is the security of that data. That is why all communications to and from the NetPad Touch are encrypted. The NetPad Touch adheres to all of the best practices recommended by the Payment Card Industry, ensuring that all cardholder data remains secure and protected from unauthorized access.

Hardware Advantages

The hardware platform of the NetPad Touch has been designed to be consumer-friendly. Both the internal electronics and outward appearance of this terminal include features that librarians and patrons will appreciate.

The appearance of the NetPad Touch will look familiar and approachable to anyone that has used a credit card to buy items in a grocery store, department store, or other retail location. With a large, full-color touchscreen and a horizontally oriented card swipe slot,

the NetPad Touch would fit right into any checkout lane. There is no learning curve or new device appearance that users need to adjust to when using the NetPad Touch and, consequently, no staff time spent training patrons on its use.

Network administrators will appreciate the networking features of the NetPad Touch. Featuring a built-in 10/100 Mbps network switch with two ports, the NetPad Touch can take advantage of an existing network connection and share that connection with another network device. Many modern devices feature network connectivity, including today's digital office equipment. With the NetPad Touch there is no need to incur the time and financial expense of adding a new network connection.

Software Features

To deliver the most reliable, stable, and feature-rich platform possible Jamex selected Linux to drive the NetPad Touch. Now, the same operating system that powers the world's web sites powers this amazing terminal. Under active development by a host of programmers, the operating system of the NetPad Touch has been built to be secure and stable, ensuring the longevity and usefulness of the device.

Embracing other open technologies, the NetPad Touch features a whole new web-based management scheme. Via an embedded web server in the NetPad Touch, device administrators can view activity meters, set prices, and change device configurations from their office. Simplifying administrative tasks such as these is one more way that the NetPad Touch delivers exceptional value.

Conclusion

Libraries continue to grow as full featured resources for their communities. This can be exceptionally difficult as budgets and funding dwindle. Increasing service offerings and convenience within the library that is self-funding becomes an easy choice. The NetPad Touch from Jamex is just such a solution. This full featured product can enhance your library's offerings to the community while providing a self-funding source of revenue.

To learn more about the NetPad Touch and other self-service vending solutions from Jamex visit: <http://www.jamexvending.com/>