

## Update Bulletin

### WinEPS License and Maintenance Pricing

November 30, 2007

New pricing for WinEPS has been announced effective January 1, 2008.

- The dealer price for WinEPS licenses changes to \$1,250. This represents the maximum 50% discount against MSRP which is being applied across all MTXEPS reseller channels. StoreNext dealers therefore will continue to enjoy the lowest price available, although this cost may be available to some other channels as well.
- The WinEPS/interface packages for Espresso (45180/065, SM45180/065) are withdrawn, with no orders or shipments after December 31, 2007. This product for small stores has been replaced by the small-store Connected Payments offerings.
- The WinEPS SMS price for Dealers will be \$400 per year (\$100 per quarter) against the standard \$700 MSRP. The \$400 price is also the lowest available from MTXEPS across all resellers and channels, and will apply as of the next SMS invoices. Note that StoreNext dealers will uniquely continue to enjoy the cash flow advantage of quarterly invoicing with no SMS payments until after at least one quarter's installation.

WinEPS is the only payments software that has continued to provide the complete range of EPS capabilities across multiple POS platforms and processors. Other vendors have either withdrawn or "capped" their offerings due to the extraordinary costs of development, support and certification in the payments software business.

Electronic payments – and the industry's expectations – have changed dramatically in comparison to just a few years: in fact, a 2002 user would barely recognize the payments environment today. Support for electronic check conversion, biometrics, Blackhawk and other gift card opportunities, smart-card WIC, credit-to-debit conversion and even – in some markets – signature capture have each required major engineering development projects.

MTXEPS has also responded to the economic demands with new features delivering ever-higher performance, labor savings and the best possible shopper service. And regulatory requirements alone – including PCI, FACT, SAS70 and most recently FSA – have required massive re-writes, not to mention the skyrocketing cost of ongoing certifications and compliance.

WinEPS users will continue needing new capabilities, cost-saving features and high-quality software and support to stay competitive and minimize operating costs. But accomplishing these objectives takes more than just a nice-sounding mission statement: MTXEPS must continue to attract and retain the finest engineers and support staffers (and enough of them) to manage these rapidly-expanding demands.

The new prices ensure MTXEPS' ability to raise the bar as fast as the industry raises the stakes.

To Your Success,



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Anthony van Seester

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