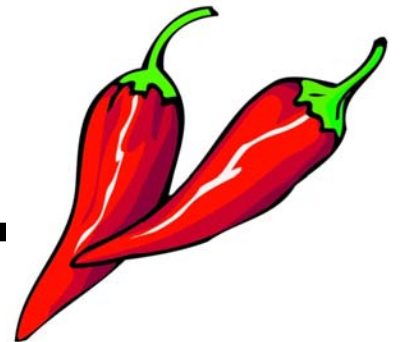


**General Interest – G5**

# **Importing Credit Card Transactions**



**CONNECTIONS 2007**



# Agenda

- General Thoughts
- Past, Present and Future Plans
- Blue Bear and Other Providers
- Transaction Fees – the possibilities
- The Import Flow in Tracks
- Challenge for Generic Imports
- Integration with The Active Network



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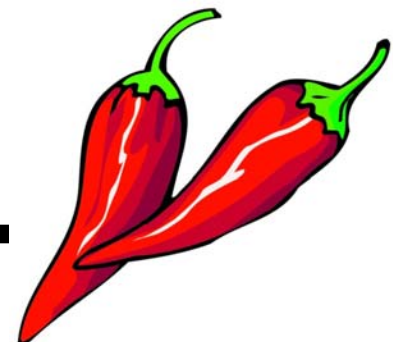
# General Thoughts

- What we (and you) don't want to do:
  - Be responsible for Sensitive Data
    - Don't want to store credit card information.
  - Processing
    - Don't want to process transactions.
    - Don't want to deal with VISA/MC/AMEX.
    - Don't want to go through compliance audits.



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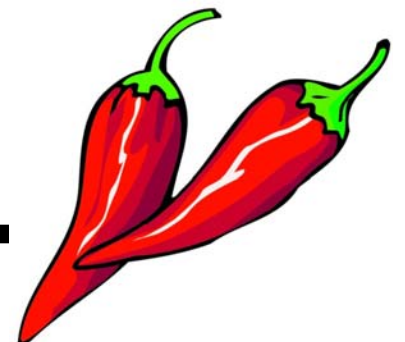
# What We Do Want To Do

- Give you the ability to import transactions & export data in both Tracks and SchoolBooks.
- Give you the ability to work with any transaction processor you choose.
- Give you the ability to pass on charges or absorb them and have the accounting work either way.
- We want this to be as easy as possible – seamless.



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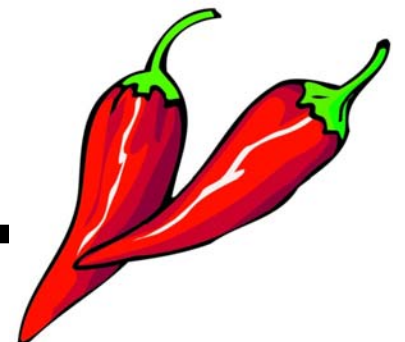
# Past, Present, Future

- Past – Hard coded ability to import from RevTrak.
- Present – Ability to process generic imports from anyone.
- Future – Seamless integration with The Active Network for both Tracks and SchoolBooks.



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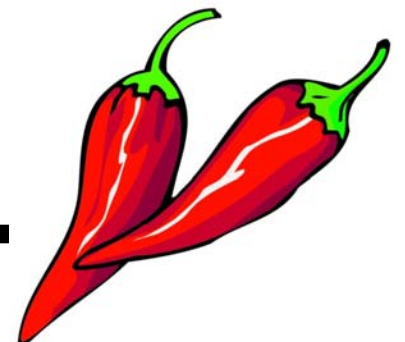
# What we ask from Vendors

- We provide file layout to our standards.
  - Why we have a generic import routine.
    - Validation of Customers and Items.
    - Use of Bonus Fields.
    - Specific way to deal with fees.
- Currently, no charge for integration.
- But we charge them a nominal fee for testing their data to make sure it works.



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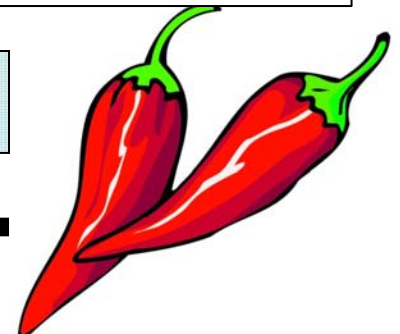
# Import Specification

Import file – data fields						
	Field Name	Format (Max Length)	Description	Sample data	Used in Tracks Import	Comments
1	Unique ID	String (10)	Unique ID of this transaction	13880	Y	Each transaction line item should have its own unique ID. The import program uses this number to determine whether the item has previously imported.
2	Date	MM/DD/YYYY	Transaction date	06/17/2007	Y	
3	Time	HH:MM:SS	Transaction time	8:13:53	Y	The import uses the current time as the transaction time. This will be changed in the future to use the transaction time.
4	Order Number	String (8)	Web order number. May span multiple lines.	17122003	Y	The program uses this to determine which items are on the same receipt.
5	Student ID	String (10)	Student number	18880757	Y	This is usually the unique district number for this student.
6	<u>SubTotal</u>	Number (9.2)	Purchase amount for this line	402.92	Y	The amount for this item.
7	Fee	Number (9.2)	Convenience or handling fee	0	Y	Any convenience fee added to item.
8	Grand Total	Number (9.2)	<u>Amount+handling Fee</u>	402.92	Y	The total amount for this item.
			Extra information associated with		Y	See explanation and rules below

Available upon request.



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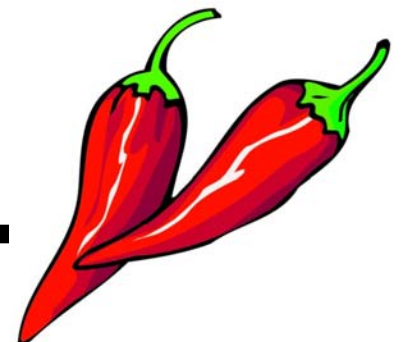


# Transaction Fees – Vary

- Monthly Merchant Fees
- Setup Fees, Training Fees
- Transaction Fees – for example only
  - Flat fee - \$5 per transaction
  - 5% on amount of transaction
  - 5% plus \$.05 per transaction



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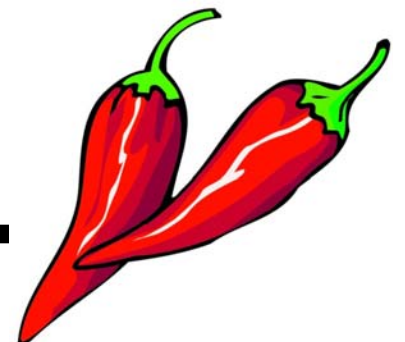
# Fee Handling Options

- School absorbs the fees.
- School passes fees along to parents as Convenience Charges.
- School splits the fees with parents:
  - If transaction fee is 5%
    - Parent pays 2.5%
    - School pays 2.5%



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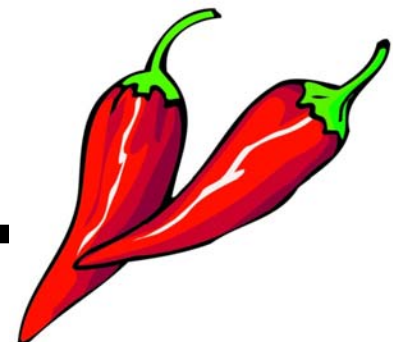
# Fees in Tracks – Many Options

- Choose between
  - Conv Fee all goes to one GL Acct.
  - Conv Fee added to items and goes to GL Acct for the Item.
- Now we add transaction fees...



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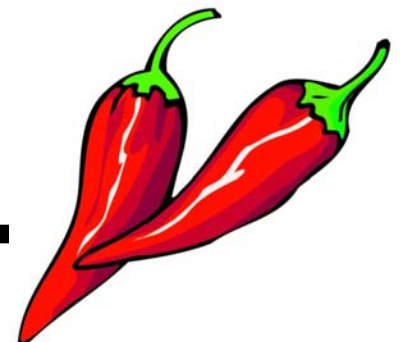
# Flow in Tracks

- Setup on Closeout Tab 1
- Import from Web Store
- How do transactions look?
  - With Convenience Fees
  - Without Convenience Fees
  - With or without Transaction Fees



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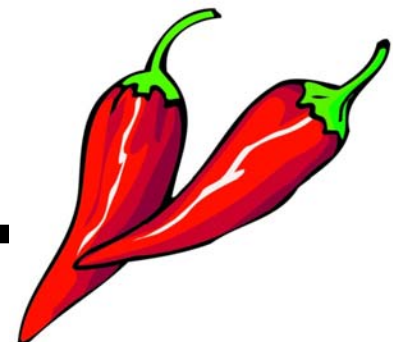
# Setup on Closeout Tab 1

Web Store Integration		
Convenience Fee Item	WSCONVFEE	Web Store Convenience Fee
Pre-Payment Item	PPITEM	Pre-Payment Item
Processing Fee Item	WSTRANSF	Web Store Transaction Fee

- First add Items in Item Mntce.
- Then enter them here.
  - Determines how import routine creates transactions.



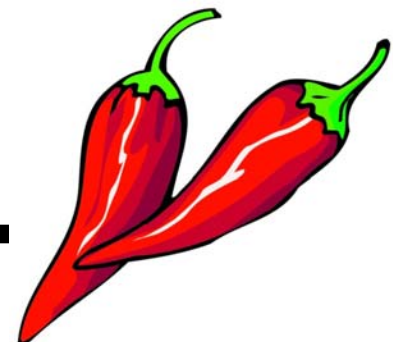
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# The Import Process



- Import moved to Imports/Exports menu.
- Types – Generic Web Store or RevTrak.



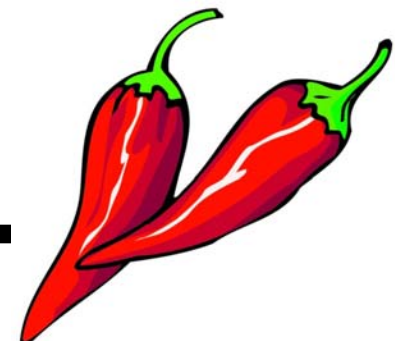
# With Conv Fee as Separate Item

Item Number	Description	Dept	Quantity	Price	Ext Price
YRBK	YEARBOOK		1	60.00	60.00
WSCONVFEE	Web Store Convenience Fee		1	3.00	3.00

F9 PRINT	CH HIST	LC LAST	NOTE	R RET	?	Detail information	63.00
						Sales Tax	0.00
						Total	63.00

- Enter Conv Fee Item in Setup
- Yearbook = \$60 – to Yearbook account
- Conv fee = \$3 – to Conv Fee account
- Total receipt = \$63



# With Conv Fee Added To Item

Item Number	Description	Dept	Quantity	Price	Ext Price
YRBK	YEARBOOK		1	63.00	63.00

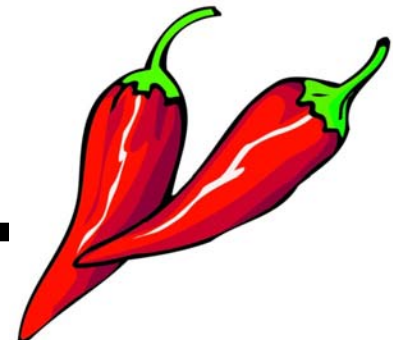
  

F9 PRINT	CH HIST	LC LAST	NOTE	R RET	?	Sub-Total	63.00
						Sales Tax	0.00
						Total	63.00

- Leave Conv Fee Field blank
- Yearbook & Conv Fee = \$63 – to Yrbk acct.
- Total receipt = \$63



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# With Transaction Fee Deducted

Item Number	Description	Dept	Quantity	Price	Ext Price
YRBK	YEARBOOK		1	60.00	60.00

**Individual transaction will not show fee.**

F9 PRINT	CH HIST	LC LAST	NOTE	R RET	?
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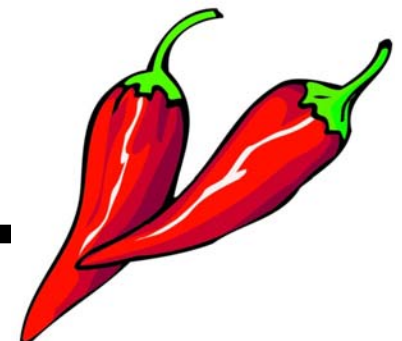
Sub-Total	60.00
Sales Tax	0.00
Total	60.00

Item Number	Description	Dept	Quantity	Price	Ext Price
WSTRANSF	Web Store Transaction Fee		1	-15.46	-15.46

F9 PRINT	CH HIST	LC LAST	NOTE	R RET	?
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Sub-Total	-15.46
Sales Tax	0.00
Total	-15.46

**All fees for batch will be grouped together on one receipt.**



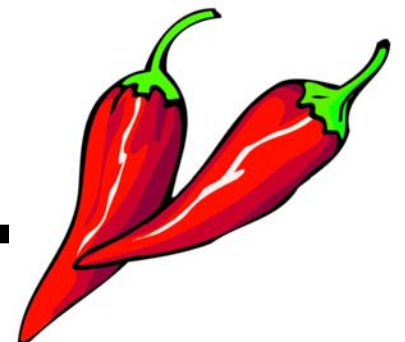
# This is the challenge!

- Trying to give you some options about how to allocate fees.
- Designing the setup and function of the software to work correctly.
- Allow the system to operate effectively with a variety of different provider data paradigms.



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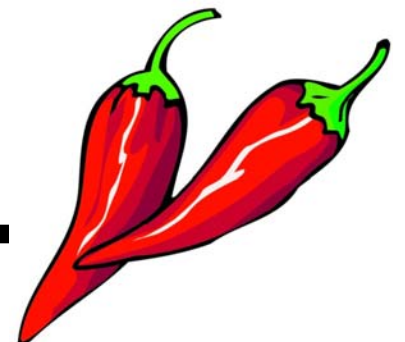
# Integration with Active – Tracks

- Seamless integration by June 07.
- No merchant account required.
- Minimal Item setup required – just start using it.
  - Click option in Item Mntce to activate item for Web Store.
  - Automatic export of student data including balances due.
  - Automatic import of transactions into a control file.



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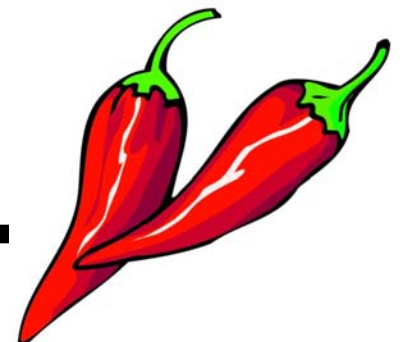
# Integration with Active – SB

- Import available by ??
- Seamless integration by ??
- No setup required – just start using it.
  - Automatic import of transactions into a control file.



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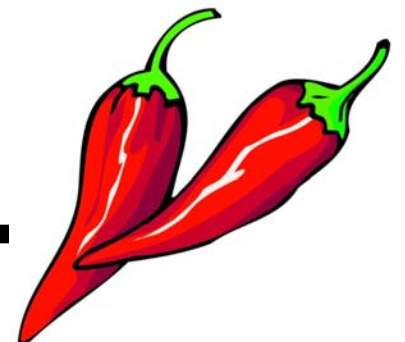
# Encouraging Adoption

- Educate students & parents that paying online is more convenient.
- Increasing the number of online transactions frees up your time and increases efficiency.
- Reducing/eliminating convenience fees may dramatically increase online transactions.



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# Let's Walk Through It! Or Questions & Answers



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