

Yahoo! Merchant Solutions and Paymentech

Introduction

A merchant account is a special account that is set up for a business to accept and process credit card orders. You can apply online for a Paymentech merchant account. Once you are approved, Yahoo! and Paymentech will automatically configure the merchant account to process orders from your online store. This application note describes the benefits of a Paymentech merchant account and steps in applying for an account.

Solution Overview

Before you can accept and process online orders, you will need to apply for and set up a merchant account for use with your store.

Paymentech services include:

- Processing and approving your merchant account for online processing in as quickly as 48 hours.
- Configuring your merchant account from your online store.
- Processing your credit card sales.
- Paying you for your transactions.
- Handling all service, support, processing, technology, and billing.

Integration Benefits

Real-Time Authorizations

Once your store is set up for online credit card processing by Paymentech, the authorization confirmation for each order happens in real time. This means that as soon as the shopper clicks [Send Order], the card information and transaction amount is sent, verified, and either authorized or declined.

Address Verification System

The AVS (Address Verification System) is a feature which compares the street address and ZIP code that a shopper supplies on an order with the address on record to receive the credit card statement. AVS is only available inside the United States. Cards issued outside the United States will usually report as "AVS Unavailable."

Reviewing and Submitting Batches

Yahoo! and Paymentech will also automatically submit a batch of credit card transactions every night, automatically completing daily sales if you do not have immediate access to your online store to manually submit the transactions.

Using Paymentech With Yahoo! Merchant Solutions

Prerequisites

To complete the merchant account application, you will need to have the following information available:

- Business contact information including business name and address
- Federal tax ID number (or Social Security # if not incorporated)
- Third-party fulfillment provider contact information (if applicable)
- Current credit card processor contact information (if applicable)
- Business owner and bank reference information
- Funding information (bank routing numbers for your business' checking account)
- Land-based telephone number for business is required. A cellular telephone number will not be accepted.
- Valid/active email address is required to process the application.

Paymentech will check your personal credit history for the name/Social Security number listed on the merchant account application. The need for a Social Security number will be waived if your company is a publicly traded stock.

Applying for a Merchant Account

To apply for a merchant account:

1. Sign in to your Yahoo! Merchant Solutions account. The Manage My Services Console will appear.
2. Click the "Store Manager" link in the account for which you wish to set up online processing.
3. Click the "Pay Methods" link under the Order Settings column in the Store Manager.

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4. Click the link to apply for a Paymentech merchant account.

The Paymentech introduction page includes a list of the information you need to provide with your merchant account application. It also introduces you to the seven steps involved in submitting your application:

1. **General Information** – You must provide basic contact information and facts about your Merchant Solutions store.
2. **References** – You must provide business owner and bank reference information.
3. **Bank Information** – You must provide the bank and checking account that should be credited with your store's sales.
4. **Choose Card Types** – You must select the credit cards you wish to be able to use, which can include MasterCard®, Visa®, American Express®, JCB, and Diners Club®.
5. **Service Fees** – You will review your processing fees.
6. **Review Application** - You must correct or fill in all missing information. This will be indicated by fields highlighted in red.
7. **Merchant Agreement** - You will need to read the Merchant Processing Agreement and click [I Agree] to submit your application.

You will receive emails about your application status and application confirmations after the online merchant account application is submitted. A decision will be sent within two to three business days. You may email IssVirtualCreditApps@FirstData.com for questions concerning the application status.

After you are approved for a merchant account in a separate message, Paymentech will provide you with your MyMerchantView PIN# and enrollment information. Additionally, a confirmation message will be sent from Yahoo! providing some basic instructions for charging orders, voiding orders, and applying credits to orders. No additional set up is required on your part.

Support

Support Yahoo! Provides

Yahoo! will handle customer service issues with regard to setting up online order processing:

- Yahoo! Help/FAQs: <http://help.yahoo.com/help/us/store/order/index.html>
- Yahoo! Email Support: store-support@yahoo-inc.com
- Yahoo! Merchant Solutions 24/7 Technical Support: 1-866-800-8092

Support Paymentech Provides

For questions on completing the online Paymentech application please contact:

- 1-888-698-2262 8 a.m. - 5 p.m. EST
- ecommerce@paymentech.com

For questions concerning your merchant account application status:

- IssVirtualCreditApps@firstdata.com

For questions once your merchant account has been established (such as how to accept new credit card types):

- 1-888-807-5874 24/7, 365 days/year
- Yahoo.B1Support@Firstdata.com

Customer service telephone numbers for cards other than MasterCard and Visa:

- American Express/Optima 1-800-528-5200
- Diners Club/Carte Blanche 1-800-525-7376
- Novus/Discover 1-800-347-2000
- JCB 1-800-366-4522

You may also access your merchant account information online at www.MyMerchantView.com

About Yahoo! Merchant Solutions

Yahoo! Merchants Solutions is a complete e-commerce system that includes such features as a secure shopping cart and online order processing, advanced catalog and inventory management, a domain name, hosting services, and business mail, as well as tools and



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templates to help build a web site. An industry leader for more than 6 years, Yahoo! powers 1 in 8 online stores and handles billions in merchant sales.

About Paymentech

Paymentech, L.P. processes more payment transactions than any other company in North America - and more than half of all Internet transactions - for retailers accepting U.S. and international payments via traditional point of sale, Internet, catalog and recurring payments. The privately held company, founded in 1985, is an end-to-end processor for merchants of all sizes and industries. Paymentech's 1,500 employees have offices in multiple locations, including the Dallas headquarters; New York; Salem, NH; Tampa, FL; and Tempe, AZ.