



MIDAX C - STORE GAS AND FUEL PAYMENTS

Now Midax brings the power of a full credit switch into C-Store operation.

**Eliminates
Stand Alone Applications
For
Fleet Cards
Gift Cards
Check Authorization
ACH / Debit
Loyalty Solutions**

Branded, unbranded, or a mixture of brands across your C Store chain; different POS; different dispensers, it doesn't matter to Midax. Midax integrates to all Gilbarco and Wayne dispensers and can fully integrate its solutions with Ruby, Ruby/Sapphire, Passport and Nucleus.

How can we offer you a fully integrated solution, a solution not normally found in the industry today? The secret is that we have two things our competition lacks: we have a PCI compliant payment switch, which can talk to any 3rd party service provider; and we have a pump control application that is powerful enough to operate unmanned stations. We bring both to bear in the existing C-Store environment to compliment existing pump controls. In essence we interject between your POS and dispenser another layer of pump control that allows all the additional functionality at the pump, which you want to have, but which your POS doesn't allow.

Midax Modules Include:

- Midax Fleet Card, with billing tailored to your individual requirements
- ACH Check Card, saves you up to 80% on credit card transaction fees
- Midax Gift Card, develop your own in-house gift card for savings
- Midax Scrip Card, allows customers to apply savings to charity
- Pay Inside Privilege Card, stops drive-offs by pre-authorization.

Midax Fleet Card

The Midax In-House Fleet Card puts you in control of costly receivables while managing discounts, and giving you accurate billing. All billing can be custom tailored to your existing G/L systems.

A full function in-house fleet card program that allows you to accept charges at retail while maintaining the necessary level of control. Midax gives you the ability to prompt for control data such as drivers license number, vehicle number, odometer reading, etc. You can use this data to provide your customers audit capability and control over their card users and accounts.

Midax ACH Check Card

The Midax ACH Check Card offers your customers improved convenience and delivers to you up to 80% savings over credit card fees from providers.



**Eliminates
Store Applications That
Ignore The Pump**

**No More Proliferation
of
MSR's**

Integrated Reporting

**Lower Operating Costs
Improves Gross Margin**

Reduced Transaction

A FULLY INTEGRATED, FULL FUNCTION SOLUTION FOR C-STORES

Midax ACH Card....

In order to encourage customers to use Check Cards many retailers offer the customers a small discount. The savings on Check Cards are so dramatic that the retailer will show significant savings even after providing the discount.

Midax Gift Card

The Midax Gift Card allows the retailer to setup and manager their Gift Card program in-house for substantial savings. Promote your own business with your own custom card design, make payment available at the pump or in the store, payment support across the chain, all POS, all dispensers, branded or unbranded. Add dollars to the gift card at the pump with a cash acceptor; even activate gift cards at the pump.

Midax Scrip Card

The Midax Scrip Card allows the retailer to offer their customers a card, where the customer doesn't get the discount directly, but instead applies it to his preferred school, church, or charity of choice.

The card can be associated with an individual charity or a group of charities. Each time the Scrip Card is re-charged, Midax notes the spiff for the charity and sends a report and s check each month to those entities.

The Pay Inside Privilege Card

Stop driver offs by allowing pay inside privileges only to customers who you pre-authorize. The application activates when a customer presses the Pay Inside Button at the dispenser. The pump prompts for the Pay Inside Privilege Card, which the customer inserts into the card reader. Midax then checks the database and if the customer is authorized, a message is sent to the pump to authorize fueling. If the customer is not authorized, another payment option is suggested.



Midax Third Party Service Options Include
Third Party Gift Card Programs & Prepaid Phone Card Programs
Activation and Re-Charge At The Pump

Midax Allows The C-Store To Fully Integrate With Midax Backoffice Modules

Integration with Midax Loyalty

Any or all of the above payment methods can co-exist with Midax's Loyalty program, and in many options using the same plastic, thus providing in a single card multiple payment discount and loyalty functions.

Midax offers additional loyalty rewards programs such as:

- Operating as a grocery store's gas discounting outlet. Typically Midax grocery chain clients teaming up with C-Store operators bring additional traffic to the C-Store: up to 50% in outside sales and 10–15% inside sales.
- Run your own C-Store chain's reward program, discounting at the pump based on sales in the store, plus couponing at the pump to market inside sales promotions.
- Working with partners, which provide community card programs, using the C-store as their collective gas discounting outlet.

All integrated into Midax Back Office and Financial Reporting

Using the same database, ask your Midax representative about Price book, receiving, computer assisted ordering, ad management with financial consolidation and reporting extend the suite of Midax programs to provide a full-service software solution to run your entire business.