

# Element Payment Services

Leading the Way In PCI DSS Compliant Payment Processing



Simple and Secure



SECURE

RELIABLE

COST-EFFECTIVE

SCALABLE

EASY-TO-USE

Bluebird Auto Rental Systems has partnered with **Element Payment Services**, the industry leader in PCI DSS compliant payment processing solutions to offer customers fully integrated, secure, and cost-effective payment processing available through RentWorks version 4.

Capture every sale with easy-to-use, reliable payment processing solutions that simplify card payment acceptance and reduces the risk associated with handling cardholder data. The state-of-the-art Element Express Processing Platform supports your credit processing needs allowing you to easily comply with PCI DSS requirements.

- Get the Most Valuable Payment Processing with Highly Competitive Processing Rates and Fees
- Eliminate Your Gateway Fees by Processing Directly with Element
- Entrust Your Business To An Established Industry-Leader Who Securely Processes Over \$4 Billion In Payments Annually
- Process Payments Using the Fully Integrated Payment Module in RentWorks version 4
- Security and Compliance with Industry Standards such as PCI DSS
- Access to 24x7 Customer Support at No Additional Cost

Contact Element today for a statement analysis and FREE RATE QUOTE. We're committed to **offering you competitive pricing and superior value**. Call our payment experts today at 866-435-3636 x721 or request to be contacted at [www.elementps.com/bluebirdmerchantreferral](http://www.elementps.com/bluebirdmerchantreferral).



## Element Payment Services – An Overview

### Payment Processing Designed For You

#### Why We're Different Simplified Payment Processing

- ▶ **SECURE TRANSACTIONS**  
that protect sensitive customer information
- ▶ **PCI DSS COMPLIANT**  
processing solutions
- ▶ **FAST PAYMENTS**  
reasonable fees
- ▶ **EASY SETUP**  
no third party software to maintain
- ▶ **COMPREHENSIVE**  
Web-based transaction reports
- ▶ **SUPERIOR CUSTOMER SERVICE**



Element Payment Services can help you capture every sale with easy-to-use, reliable payment processing solutions that provide unparalleled security for you and your customers.

Focused on the unique needs of auto rental merchants, we offer innovative options that simplify card payment acceptance and reduce your cost, risk and burden. Element's state-of-the-art Express Processing Platform supports credit and signature debit, and is fully integrated with RentWorks version 4 – enabling you to manage your entire business and securely process payments within the same application. Our Express Processing Platform also exceeds the requirements of the Payment Card Industry Data Security Standards (PCI DSS);

helping you quickly address industry compliance mandates to protect you and your business. Our participation on the PCI Security Standards Council allows us to remain on the forefront of the ever-changing security standards ensuring that the merchants we support never fall out of compliance.

Element's extensive expertise – along with industry-leading technology, strategic partnerships, and superior 24x7 customer support – enables us to deliver customized solutions to meet your specific business needs. Select Element and discover the value of payment processing designed for you.

### State-of-the-Art Technology, Performance and Security You Can Rely On

At Element, we are committed to providing the most secure, reliable and user-friendly payment processing solutions available today. By partnering with us for your payment processing needs, you can be confident that payment transactions will be processed quickly and efficiently, and your customers' information will be safe. You'll enjoy our easy set-up with no third-party software to maintain, as well as our True Pricing<sup>SM</sup> structure and robust Online Reporting. Our PCI DSS compliant Express Processing Platform protects transaction data from throughout the payment process. With Element as your payment processor, you'll benefit from the **fastest, most secure**, and **cost-effective** payment processing in the industry.

## Online Reporting

Element's Online Reporting gives you fast and easy access to transaction information and can help you to reduce administrative and overhead costs. From any Web-enabled PC, view up to thirteen months of daily batch details. If you need to research a specific transaction, online reporting allows you to drill down to transaction-level detail, such as card type used and response codes. Search by date, date range, card number and transaction amount to get the information you need quickly and efficiently. With Element's online reporting capabilities, you can reconcile transactions against daily deposits whenever and wherever it's convenient – enabling you to dramatically cut down on paperwork and back-office expenses.

Card	Type	Amount	Discount Rate	Number	Type	Fee	Processing Fee	Interchange	Assessment	Total
VISA	1961	\$17,837.68	0.4500%	389	0.0000	\$111.20	\$301.85	\$11.11	\$075.34	\$405.67
VISA	1961	\$17,837.68	0.4500%	146	0.0000	\$86.27	\$308.91	\$16.49	\$405.67	\$405.67
VISA	1941	\$15,791.58	0.4500%	125	0.0000	\$76.06	\$271.56	\$14.53	\$396.75	\$396.75
VISA	1951	\$15,948.81	0.4500%	81	0.0000	\$69.20	\$277.75	\$15.12	\$375.30	\$375.30
VISA	1221	\$9,437.76	0.4500%	20	0.0000	\$43.47	\$24.28	\$6.75	\$176.77	\$176.77
VISA	1951	\$7,628.21	0.4500%	25	0.0000	\$25.68	\$19.78	\$7.33	\$97.62	\$97.62
VISA	1955	\$2,486.70	0.4500%	10	0.0000	\$11.19	\$5.14	\$2.29	\$23.64	\$23.64
VISA	1955	\$1,153.86	0.4500%	10	0.0000	\$5.38	\$5.82	\$1.84	\$24.04	\$24.04
VISA	1951	\$1,127.68	0.4500%	6	0.0000	\$3.97	\$3.66	\$1.04	\$46.17	\$46.17
VISA	1968	\$796.25	0.4500%	2	0.0000	\$7.38	\$21.44	\$6.70	\$26.52	\$26.52
VISA	1962	\$580.20	0.4500%	4	0.0000	\$1.82	\$5.94	\$6.33	\$7.89	\$7.89
VISA	1222	\$168.60	0.4500%	1	0.0000	\$6.48	\$0.28	\$6.10	\$3.17	\$3.17
VISA	1953	\$105.50	0.4500%	1	0.0000	\$0.47	\$2.46	\$0.18	\$3.05	\$3.05
VISA	1220	\$52.00	0.4500%	1	0.0000	\$6.25	\$3.17	\$6.02	\$1.67	\$1.67
VISA	1950	\$47.78	0.4500%	1	0.0000	\$6.22	\$0.89	\$0.04	\$1.15	\$1.15
VISA	1224	\$0.00	0.4500%	8	0.0000	\$0.00	\$84.52	\$0.00	\$64.51	\$64.51
VISA	1950	\$0.00	0.4500%	1	0.0000	\$0.00	\$6.72	\$0.00	\$6.72	\$6.72
VISA	1950	\$0.00	0.4500%	8	0.0000	\$0.00	\$15.82	\$0.00	\$15.81	\$15.81
MASTERCARD	1291	\$15,712.18	0.4500%	190	0.0000	\$61.70	\$47.23	\$13.03	\$321.04	\$321.04
MASTERCARD	1291	\$15,712.18	0.4500%	129	0.0000	\$48.17	\$33.26	\$13.16	\$198.94	\$198.94
MASTERCARD	1291	\$8,894.38	0.4500%	76	0.0000	\$46.02	\$31.47	\$8.46	\$209.95	\$209.95
MASTERCARD	1291	\$6,707.80	0.4500%	64	0.0000	\$35.19	\$33.98	\$6.38	\$195.53	\$195.53
MASTERCARD	1291	\$2,897.42	0.4500%	20	0.0000	\$23.94	\$19.77	\$2.75	\$94.94	\$94.94
MASTERCARD	1511	\$2,261.84	0.4500%	19	0.0000	\$10.18	\$46.14	\$2.14	\$52.44	\$52.44
MASTERCARD	1511	\$2,002.67	0.4500%	8	0.0000	\$8.00	\$33.96	\$1.00	\$43.97	\$43.97
MASTERCARD	1511	\$1,408.24	0.4500%	13	0.0000	\$8.68	\$40.83	\$1.84	\$51.35	\$51.35
MASTERCARD	1511	\$1,328.13	0.4500%	14	0.0000	\$8.89	\$32.26	\$1.47	\$46.61	\$46.61
MASTERCARD	1511	\$1,352.31	0.4500%	6	0.0000	\$6.09	\$26.18	\$1.29	\$33.54	\$33.54
MASTERCARD	1511	\$771.45	0.4500%	5	0.0000	\$14.47	\$14.47	\$0.00	\$14.46	\$14.46
MASTERCARD	1501	\$415.85	0.4500%	1	0.0000	\$1.87	\$8.15	\$0.38	\$10.41	\$10.41
MASTERCARD	1211	\$378.20	0.4500%	3	0.0000	\$17.70	\$9.76	\$0.36	\$13.02	\$13.02
MASTERCARD	1251	\$257.00	0.4500%	3	0.0000	\$1.10	\$5.85	\$1.62	\$7.38	\$7.38
MASTERCARD	1202	\$116.00	0.4500%	2	0.0000	\$0.97	\$1.86	\$1.18	\$6.01	\$6.01
MASTERCARD	1251	\$130.00	0.4500%	1	0.0000	\$0.68	\$6.68	\$0.14	\$4.90	\$4.90
MASTERCARD	1225	\$0.00	0.4500%	1	0.0000	\$0.00	\$80.15	\$0.00	\$80.15	\$80.15
MASTERCARD	1335	\$0.00	0.4500%	1	0.0000	\$0.00	\$8.92	\$0.00	\$8.92	\$8.92
MASTERCARD	1225	\$0.00	0.4500%	3	0.0000	\$0.00	\$8.40	\$0.00	\$8.40	\$8.40
DISCOVER	1511	\$894.38	0.4500%	5	0.0000	\$4.92	\$11.67	\$0.83	\$25.82	\$25.82
DISCOVER	1521	\$780.00	0.4500%	4	0.0000	\$3.38	\$18.12	\$0.74	\$26.45	\$26.45
DISCOVER	1461	\$791.48	0.4500%	4	0.0000	\$3.32	\$4.26	\$0.71	\$14.44	\$14.44
DISCOVER	1041	\$87.00	0.4500%	1	0.0000	\$0.44	\$1.78	\$0.09	\$2.28	\$2.28

## True Pricing<sup>SM</sup> Delivers True Value

The cost to process payments has been traditionally complex and confusing, with varying interchange rates, fees and surcharges. As a result, merchants charged according to conventional price structures

### Why We're Different

Element's True Pricing

- ▶ **MOST HONEST PRICING IN THE INDUSTRY**  
exact fees are passed through to you
- ▶ **ELIMINATES THE CONFUSION**  
of interchange rates
- ▶ **ELEMENT CHARGES**  
a set, disclosed and consistent processing fee
- ▶ **SAVE MONEY**  
through interchange optimization

usually end up paying too much. Element believes that cost of card acceptance shouldn't be a mystery and has developed a simple, easy to reconcile merchant services rate structure called True Pricing. With True Pricing, actual Visa and MasterCard fees are clearly identified and Element shows its service fee for processing the transaction. When Visa and MasterCard raise interchange rates, Element only passes on the specific rates increases, rather than a blanket rate-hike like other processors.

## Element Payment Services – The Industry Leader in Simple and Secure Processing Solutions

