

Merchant Advantage

ISSUE 4 • 2007



Discover how pinklily became a Star Merchant

Plus It pays to plan: a few simple steps
to franchise success

Data theft and how you can avoid it

Your chance to WIN a place at a
Beyond Survival Business workshop



Welcome

Wishing you a successful Christmas period

What a busy time of year this is for retailers! We've got an issue packed with advice, case studies and competitions to help you through this hectic season.

Check out our tips on how to avoid data theft, and find out what your responsibilities are when it comes to safeguarding your customer's personal payment details. Then read our guide on financing your franchise to discover the best ways to get a franchised business up and running.

Also, you may have noticed a pink theme running through this edition of *Merchant Advantage*. That's because we profile pinklily – a luxury mail order business built on the success of the now famous Pinklily clear shoe box. Learn the secrets to pinklily's success, and how the owner worked with Westpac to take her business into overseas markets.

Plus, now that the weather's warming up, we take a look at the role the Westpac Lifesaver Rescue Helicopter service is playing in keeping our beaches safe this summer – and just how much work and commitment goes into keeping this free community service in the air.

Finally, we're offering readers the chance to win a place at a Beyond Survival® Business workshop. It's a short course that provides small business with practical financial management tools to help improve and sustain overall business performance.

We hope you enjoy this edition of *Merchant Advantage* and we wish you a prosperous and successful Christmas trading period.

As always, any comments on the articles or suggestions for upcoming editions should be emailed to merchantadv@westpac.com.au

Alexandra Holcomb
General Manager
Westpac

Viewpoint)

We value your opinion and invite you to email your comments to us about any of the articles in this edition of *Merchant Advantage*. Simply email merchantadv@westpac.com.au

Beyond Survival®

A workshop that could change your business

WIN a place at a Beyond Survival® Business workshop.

Please tell us in 25 words or less how your business would benefit from a Beyond Survival® Business workshop.

If we print your answer then you'll win a Beyond Survival® Business workshop valued at \$1,250 and is valid until 31 August 2008

All entries should be emailed to merchantadv@westpac.com.au by Friday 11th January.

Beyond Survival® is a series of one day workshops. In a supportive learning environment, our dynamic facilitators teach you how to use relevant and readily useable business and financial management tools, by working with you through real everyday business examples.

Where's your business at?

Where's your business headed?

Your numbers, your plan.

Things you should know: Conditions apply. Does not include airfares, taxes, transfers or transport. For more information and full terms and conditions please visit westpac.com.au/merchants.

The information we collect for this competition will be used to contact you if you are a winner of the competition. Your details may be disclosed to our service providers who do something on behalf or other members of the Westpac Group. If you do not provide your information to us, we may not be able to contact you. You can access this information, if we have retained it, by calling (02) 8253 1326.

Franchise success – it pays to plan

When it comes to franchise success, do your homework, make yourself comfortable with the franchise business and risks you are taking on and then make sure you fund it properly.

Creating a business plan is one of the keys to success. When you outline your goals, your strategies, your prospects and how you will achieve them, it keeps you on track, enabling you to achieve smooth growth and to avoid unexpected crisis. Your plan is your roadmap to success. And a major component of your plan is cash flow and how you hope to finance your franchise.

Poor cash flow is one of the main reasons that small businesses fail. The important thing to understand is that many profitable businesses can go broke because they didn't have enough cash flow to support their business in the short term.

When you start to look at where to obtain capital to fund your franchise business, you have two main options:

- Equity – This is money from your own savings, equity in your assets or money lent by family and friends
- Banks – Once you have explored all other avenues, you can then work with your bank to provide the rest of the capital for your business.

Then when it comes time to fund the growth of your franchise business, there are two further options:

- Trade Creditors – Business funds can be freed up by suppliers who give you an extended amount of time to pay for the goods and services you buy
- Profits – Profits are a vital source of capital further down the track after you've firmly established your franchise business.

For more information on financing your franchise, go to westpac.com.au/business or call 132 772



Merchant Advantage Competition Winner

In the last edition of *Merchant Advantage*, we asked you to tell us what you won an award for and why you won it. Congratulations to our winner. A 3 night accommodation voucher for 2 adults staying at Silky Oaks Lodge, QLD is on it's way to:

**Kerry Scanlon,
Just 4 Mums Maternitywear**

"Late nights, early mornings, weekends and behind the scenes work was recognised by the Australian Government in the prestigious Small Business Champion Awards for fashion."





bRisk presents: Don't get caught out by data theft

You may not realise it, but there's a growing concern that organised crime syndicates are now targeting customer data as a new 'commodity' in committing fraud. Often these syndicates can remain anonymous while accessing and stealing this data, then go on to use it for fraudulent means.

If you're a merchant who has access to customer payment details, it remains your responsibility to safeguard it.

Individuals are very cautious about their personal information and expect merchants to be the same. Imagine if large volumes of customer information was 'hacked' or simply 'stolen' from your business and then fraud was committed using your customers' personal details? It would not only cause considerable damage to your business's reputation, but also large penalties may apply.

If you store credit card details electronically on hard drives, or if you use a service provider who can access this data, it's important to be mindful of protecting this confidential information at all times – regardless of the method you use to process credit card information.

In order to minimise the risk of on-line customer data theft, your business must adhere to a set of security principles, called Payment Card Industry Data Security Standards (PCIDSS).

Westpac expects you to complete a PCIDSS accreditation program. Please note, in the event that your business suffers a data breach and you have not complied with the PCIDSS or completed the PCIDSS accreditation

program, you may be liable for all of the loss or fines incurred.

What does PCIDSS look for?

The following is assessed through the PCIDSS program:

- Did your business build a secure network and does it maintain it?
- Does your business protect cardholder data?
- Does your business maintain a vulnerability management program?
- Does your business implement strong access control measures?
- Does your business regularly monitor and test networks?
- Does your business maintain a security policy?
- Does your business utilize a third party and if so, are they also meeting PCIDSS program requirements?

Westpac offers a website for merchants to easily complete a Self Assessment Questionnaire, based on the PCIDSS principles, to determine their level of security. It is totally free of charge, and can be found at <https://ap-ais.scanalert.com/SignUp.sa?oc=3738>

After you've completed the Self Assessment Questionnaire, it's then easy to arrange for Quarterly Scans to be performed at a time that best suits your business – if you discover your business is required to perform them.

For further information regarding Payment Card Industry Data Security Standards (PCIDSS), please email merchantrisk@westpac.com.au for a copy of Westpac's booklet.

Did you know?

Batch Advantage is a great option for businesses that are looking for a low-cost solution to process mail order, telephone order or periodic payments. It's the simple, convenient and secure way to process these types of transactions.

Batch Advantage has the ability to reduce your fees, administration and chargeback costs. With Batch Advantage, all of your transactions are authorised online at a VERY low cost. You also have the option to process your transactions one at a time, as well as in a batch.

Batch Advantage has many benefits including:

- Accepts all major credit cards as well as charge cards
- Offers same day settlement value
- Simple to use with no integration required
- Provides online settlement reporting and access to historical transaction information
- Supports multiple batch file formats
- Allows you to create a copy of a processed batch file for periodic payments
- Can be accessed from any secure computer with Internet access
- Immediate authorisation response when you submit individual transactions
- Allows transactions to be forward dated
- Provides a downloadable Excel template to easily create batch files.

With Batch Advantage your transactions are validated before they are submitted for processing. This ensures that any data entry errors are minimised before your transactions are processed.

If you'd like to discuss specifically how Batch Advantage could help your business, simply call the **Merchant Business Solutions Team** on **1800 029 749**. And have a prosperous and successful Christmas trading period.

Introducing our Star Merchant

pinklily – going international with Westpac



“Once customers knew they were entering details into Westpac’s secure credit card payment system, they were confident to use credit card details on the internet.”

Sascha Griffin

pinklily production line

Everyone deserves a little luxury, and Sascha Griffin knows it.

After running her family’s 60-year-old catering equipment company, Sascha took a chance and struck out on her own, launching a luxury mail order business for time-poor women.

Based on her own experience as a busy small business owner, Sascha knew there were many women out there with little time for self-pampering. So she created pinklily, which delivers a range of luxury products hand-picked for their style, beauty or practicality.

It all began with the now famous pinklily clear shoe box, and quickly grew to include t-shirts, jewellery and storage solutions for everything from shoes, boots and handbags to

one-of-a-kind bracelet stands, jewellery cabinets and earring screens.

Many of these products are designed and manufactured in Australia, while others she sources from suppliers around the world.

But Sascha was processing orders for her products over the phone, and soon her phone-based system couldn’t keep up with demand. She was losing sales.

So Sascha worked with Westpac to find a practical solution – and the solution was Web Advantage. It offered Sascha an efficient way to accept card payments over the internet, and an easy way for customers to place orders.

Sascha also received advice from Westpac on how to best configure her website to optimise the effectiveness of

the online payment page – plus she got expert training in how to use her new online payment system.

Very soon, Sascha saw an enormous transition from phone-based sales to online sales.

Now pinklily is an international business, with orders being processed from right across Asia, as well as Australia. And with 24 hour high-speed credit card payment processing and real time credit and charge card authorisation, Sascha has a lot more time to focus on sourcing new suppliers and products from around the world.

Best of all, Sascha can now access sales information online in real time while overseas – so she never misses a beat.



Banking on surf safety

2007 was a milestone year for Surf Life Saving Australia (SLSA). It's been 100 years since the first patrols began on the Eastern Suburbs beaches of Sydney. In that time the nation's surf lifesavers have saved over half a million lives and provided first aid to a million more. But saving lives is an expensive business.

As one of the country's largest volunteer organisations SLSA depends heavily on support from the public and the corporate sector to provide everything from basic rescue gear and first aid equipment to organisational development programs.

2007 was designated the 'Year of the Surf Lifesaver' by the Federal Government, to help this Aussie icon gain critical long-term financial stability by enhancing their profile and public fundraising.

We believe that surf lifesaving is a vital community service. Westpac has supported SLSA for more than three decades and was the principle fund raising partner for the Year of the Surf Lifesaver – making it possible for SLSA to engage with an additional 2.5 million people.

Since 1973, when Westpac sponsored the nation's first civilian rescue helicopter service, our support has grown to include Life Saver Rescue helicopter services operated by SLSA's subsidiaries in Sydney and Lismore – collectively operating under the Westpac Life Saver Rescue Helicopter name – as well as similar services in Queensland and South Australia, fixed-wing aircraft in Victoria and the latest rescue equipment in Tasmania. We also support the Westpac Rescue Helicopter Service in the Hunter

and New England regions of NSW and a rescue helicopter through the Tasmanian Air Rescue Trust.

In 2007, we broadened our support into a national, mutually-beneficial partnership with SLSA. Our financial support helps SLSA operate a viable service free of charge to the community, and we are able to leverage this with Westpac branding on uniforms, helicopters, jet rescue boats etc.

But our relationship goes much deeper than a financial transaction. Many Westpac employees support the surf lifesaving movement across all levels, from volunteers and club treasurers to senior advising roles.

Last year alone, Westpac employees donated more than \$34,000, which was matched dollar for dollar by Westpac.

Where possible, we look for ways to maximise each other's strengths and work together. For example SLSA conducts First Aid accredited CPR training for our employees, and Westpac uses all its resources to raise awareness and funds for our rescue service partnerships.

If you would like to help keep our beaches safe this summer and for many summers to come, you can make a donation over the counter at any Westpac branch.

Staff Profile

Shayne Carlson



I have been with Westpac...

18 months – after 15 years with Telstra.

My current position is...

Pricing Manager for Merchant Acquiring.

The best part of my role...

Interacting with sales staff, educating them on merchant pricing factors and learning from them about the challenges they face in the marketplace.

To add value to a customer...

Customers should know that a merchant facility with Westpac is not just about price but about the whole banking relationship.

The most frequent question I get asked...

'Can I please have a rate review for my customer?'

And as my second job as a surf lifesaver at Coogee beach I'm always being asked 'are there any blue bottles in the water?'

Contact Us

For General Merchant Enquiries, EFTPOS technical support and stationery orders call **1800 029 749**.

For Card Authorisations call **13 24 15**.