



## **Shift4 Revs up Credit Card Processing at this Year's Biggest Races -\$\$\$ On the Net's Speed and Reliability Lap the Competition**

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Las Vegas, NV ([PRWEB](#)) March 11, 2005 -- The speed of the cars wasn't the only important thing at this year's Daytona 500 and AutoClub 500 races. Hundreds of thousands of auto racing fans in attendance at these two events were also counting on the speed of the transactions at the retail outlets to make sure they didn't miss any of the heart pounding, nail biting 200+ laps at either race. These fans weren't disappointed thanks to Shift4's real-time, enterprise payment processing solution, \$\$\$ On the Net®. In fact, in the little over a minute it took Jeff Gordon to complete one of his race winning laps at Daytona, 45 transactions could be completed at any given store at the track.

Shift4 has long been a partner of Island Pacific, creators of the International Speedway Corporation's (ISC) chosen point-of-sale system, Retail Pro®, and has a full featured interface to this solution that includes credit, PINned debit, signature capture and gift card capabilities. By deploying \$\$\$ On the Net in conjunction with Retail Pro, ISC was able to process credit card transactions through the Retail Pro system quickly, accurately and securely, passing the transactions to the processor of their choice. They were also able to view transactions from each retail location in real-time as the events were occurring and audit these transactions prior to settlement to save on downgrades and avoid costly credits.

At Daytona International Speedway, this entailed integrating 50 different retail locations ranging from trailers to tents with more than 240 individual workstations. In Fontana, there were 100 workstations at 30 different locations.

The Daytona 500 is the flagship event of the ISC and it was the first event for which they were deploying \$\$\$ On the Net. We knew all systems had to be a go for the race and they were. The solution worked great and the average processing time for each transaction was 1.48 seconds, with some transactions as fast as .49 seconds, stated J.D. Oder II, Vice President of Research & Development and CTO of Shift4 Corporation.

### **About Shift4 Corporation**

Shift4, a leading developer of financial transaction processing software and services, provides web-based, real-time enterprise payment solutions for leaders in the hospitality, retail, foodservices and e-commerce markets. Through connectivity to most of the major processors, \$\$\$ On the Net provides both high speed and low cost authorizations and settlements for credit, debit, check, private label and gift card transactions. \$\$\$ On the Net also includes the ability to access, review and edit transactions prior to settlement, as well as a searchable, 24-month archive of transactions for reporting and charge back defense. For more information contact Shift4 at (702) 597-2480 or visit Shift4 online at [www.shift4.com](http://www.shift4.com).

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