

A publication of the



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Aloha
ENTERPRISE

Hello, {FIRST_NAME}!

Crimeware... Command Center is watching your back

Adware? Spyware? Malware? Crimeware? What's the difference? Isn't my anti-virus software already protecting me from all these viruses? In fact, one of your biggest threats is the viruses delivered through remote access; hackers are constantly searching for back doors into your system. Crimeware is designed to perpetrate identity theft in order to access a computer user's online accounts at financial services. Of our 1200 customers nationwide, five have recently been identified to have been infected by crimeware in their POS systems.

These five customers were not actively serviced by Matrix but, instead, they chose to have third party providers access their systems. Using Aloha Command Center keeps your back door locked, while other service providers can't promise that kind of security.

Aloha Command Center is a sophisticated tool that enables unbeatable levels of service and support for all your site systems. Command Center monitors the status of each server and terminal in real time. Dynamic alerts allow many issues to be caught and resolved before they impact your operations. Advanced security features allow remote access to your sites for problem resolution while protecting your systems and guest data. Aloha Command Center quickly and efficiently manages the technical realities of your hospitality technology, allowing your staff to focus on restaurant operations and guest service.

Aloha COMMAND CENTER SECURITY

Remote support of site systems has traditionally involved a trade-off between ease-of-use and



We say "Aloha"

to our recent customers



Woodmere Village, OH



Brunswick, OH



Detroit, MI



security. Aloha Command Center provides powerful support tools that simplify life at the site while also enforcing strict security measures that can generate an audit trail of all actions taken at the site and control who has access and what tasks they can perform. Aloha Command Center is security without compromises.

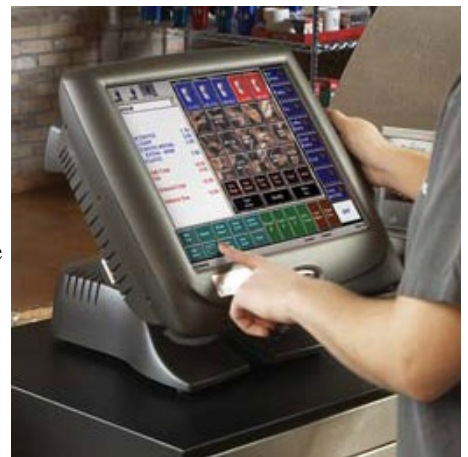


For more information on Command Center, [click here](#) or call the **Customer Care Center at 877-456-8890**

PCI Data Safeguards

Matrix can help you protect your customers

A growing emphasis is being placed on all retailers to address security issues. Risks such as credit card number theft can negatively impact the store's reputation and can attract sizeable penalties. Business owners need to take additional steps to ensure that their store is perceived as a safe place to do business.



Common issues associated with security & loss prevention:

- Employee Theft
- Shoplifting & Larceny
- Armed Robbery & Assault
- Accidents
- Fraud including Check Fraud, Credit Card Fraud & Returns Fraud
- Alarm Verification (both for site alarm systems and EAS)
- Data / Information Theft

Restaurateurs have been hearing about PCI DSS credit card data safeguards and their responsibility to ensure compliance with specific and dynamic security requirements. But what does it all mean? Do all restaurants have to comply to the same standards?



Orlando, FL



Cincinnati, OH

PCI Compliance Quick Update:

Aloha version 6.4 is the most up-to-date, secure and PCI compliant software currently available for your Radiant system. Though this is just one piece of the PCI data security puzzle, the version of Aloha POS software you're running is crucial to getting your system in full compliance.

Older versions of Aloha software will eventually expire and must be updated to provide the PCI compliance you need to keep

Matrix customers can be confident their choice of an Aloha POS system is a first important step to make compliance less painful. Radiant Systems' Aloha POS was one of the first POS technologies to be validated against the initial set of data security requirements in 2005 and it has maintained payment industry validation when releasing new versions of its software (now called Payment Application Data Security Standard or PA DSS). With each new software release, Aloha includes features to proactively meet or exceed the PA DSS. These enhancements will continue to strengthen the security of our applications, but are just a small piece of the numerous requirements included in the PCI DSS. If you'd like to get more information about PCI DSS and data security, [click here](#) to visit the PCI page at matrixprovenpos.com.

Compliance with PCI DSS standards is crucial in 2010 and beyond. Matrix Proven POS has assembled a knowledgeable team to help you get the information you need to achieve compliance. Our team can remotely assess your Aloha POS system and provide you with a roadmap of the steps you need to take to meet each requirement. To schedule your assessment or get more information, call the **Customer Care Center** at 877-456-8890 or email pci@matrixprovenpos.com.

Talon Video – Taking security beyond your POS system

Beyond just video security, Talon DVR gives you the tools to manage your business without having to be there all the time. POS Systems can be invaluable in the detection of inventory or monetary shrink by providing accurate reporting but at times the POS system does little to prevent the incident and can provide inconclusive information when investigating the cause of the loss. The power of the Talon DVR solution comes from the integration with your POS system.



Video security, when integrated with other technologies, can be extremely useful in reducing store loss risk. While video security alone is normally only useful as an investigative tool when loss is already detected, integrated video security can enhance other systems and provide real prevention and detection.

When video security is integrated with POS system data, the combined systems can provide audit trails that are backed by video's superior evidentiary record. This allows owners and managers to not only detect loss, but also gives them the tools to investigate and resolve the issue quickly giving them a higher chance of recovery and preventing future loss.

With operating costs increasing, the Talon DVR system is an investment in saving money by stopping the most common types of shrink. The system can help you detect and resolve problems quickly, giving you a higher chance of

compliance you need to keep your customer data secure. Note important expiration dates below:

- **Aloha POS v 5.3 - EXPIRED 12/2009**
- **Aloha POS v6.1 - EXPIRED 6/1/2010**
- **Aloha POS v6.2 - expires 12/1/2010**
- **Microsoft discontinued support for Windows 2000 Server - July 2010**

Matrix Proven POS can help get your software upgraded to version 6.4 and help you take other steps to meet compliance requirements. Visit the PCI page at matrixprovenpos.com or call the Customer Care Center at 877-456-8890.

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recovery. This saves you money that goes directly to the bottom line.

Many types of shrink are difficult to detect by nature. Many owners that install the Talon DVR system don't know that they already have an ongoing problem. Studies have shown that employee theft is a larger source of shrink than any other area. The Talon DVR system strengthens the audit trail that is put in place by your POS system, making it more difficult to bypass.

The total security and loss prevention approach brings together POS systems, video security, industry specific security and store policies. By looking at these systems as a whole and by integrating compatible technologies, retailers can greatly reduce the risks associated with retail businesses.

Each part of the total security approach can fail on its own, but the integration of these parts can provide a system that really works to reduce risk and improve revenue.

For more information on Talon Digital Video Security and the integrated approach, [click here](#) or call the **Customer Care Center at 877-456-8890**.

Gift Cards - be ready for the holidays

Make sure you get yours ordered in time for holiday sales and avoid rush charges and delays

Gift cards are a cost-effective way to drive revenue growth and increase store traffic. In addition, a great customer loyalty solution will attract new repeat customers and helps you maintain a competitive edge in today's crowded restaurant marketplace.



Make sure you have enough time to get your gift cards for your holiday sales and promotions. The upcoming holidays are a great time to promote your gift card sales and offer promotions, while boosting your bottom line at the end of the year.

What are the best reasons to use gift cards? They...

- are 100% targeted, measurable and accountable;
- provide a consistent, positive ROI;
- eliminate mass media's huge waste factor; and

340 North Main Street

Huron Ohio 44839

Office: 419-433-4013

Toll Free 877-456-8890

- can be put into action quickly and easily.

You can order your gift cards from [Card Marketing Services](#), just make sure you order by **October 15th** to get them in time for the holidays without incurring extra rush production and shipping charges.

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340 North Main
Huron, Ohio 44839

[Read](#) the Radiant Systems marketing policy.

