

Ready for Liberty PAY?

Here's what you need to know.



Ewing Oil and Liberty Petroleum have launched the new **Liberty PAY App** using P97 Networks' PetroZone® mobile commerce platform. Your first step is to sign the P97 **Hosted Solution License Agreement** for Ewing Oil/Liberty Petroleum dealers. The document will be signed by both parties. Your P97 contact is Bryan Boone (Bryan.Boone@p97.com). Questions related to the proposal? Please contact Bryan at (901) 857-3331.

POS requirements: Verifone (Commander and Ruby CI) base software 44.00 and higher and Gilbarco (Passport) version 11.01.G and higher and 11.04B for Heartland. In order to activate Liberty PAY, mobile and loyalty modules are required for the Gilbarco system. A 2D scanner for the loyalty program is also required (for inside).

Verifone Commander and Ruby CI

- Mobile and loyalty modules are included in the EMV software at no additional cost

Gilbarco Passport

- The new Mobile Loyalty Suite, which includes the Enhanced Loyalty Interface, Multiple Loyalty Interface, and Mobile Payment, is available at a discounted rate for Liberty customers

Activating Liberty PAY: Setup is required with your credit card processor. New terminal IDs will be requested from your processor and sent to P97. Once this setup is complete, a technician visit will need to be scheduled to complete the activation of Liberty PAY.

Loyalty Portal: You will receive an email from P97 with a link to create your unique user name and password. The portal will allow you to create and push personalized digital offers to your customers.

Marketing Materials: Eddie Edwards Signs (EES) has put together the following optional marketing packages:

Standard Package

- (4) Decals for Dispensers
- (2) Pump Topper Inserts
- (2) Dispenser Riser Decals
- (1) Window Cling

Deluxe Package

- (1) Standard Package
- (4) Nozzle Talkers Decals
- (4) Hose Hangar Inserts
- (2) Canopy Column Decals

Additional options include:

- Wind Master Inserts
- Banners
- Advertising Flags
- Sign Faces
- Floor Graphics

To order your marketing package, please contact EES at (800) 697-7446 or via email at brunion@eesigns.biz.

Promote Liberty PAY at your station using Facebook and Twitter or any other social media platform. A consumer video is now available here <https://www.youtube.com/watch?v=l8jXjy2liDo>.



Liberty PAY Offers a Seamless User Experience

- Liberty PAY uses GPS to locate the nearest Liberty station
- Customers are then able to purchase gas quickly and securely using their smartphone
- Customers may also purchase products in store securely with their smartphone
- Customers are able to receive personalized digital offers while at the station
- Customers are able to track their purchases

Liberty PAY Workflow

- Locate the nearest Liberty station
- Select the pump number
- Enter the passcode on the dispenser
- Select any available digital offers
- Choose whether a receipt is emailed, viewed in the app, and/or printed

Is Liberty PAY secure?

Liberty PAY is enabled through our partner, P97, a PCI-certified (DSS 3.2 Level 1 ROC) company. No cardholder data or personally identifiable information is stored in either the retailer or the P97 environments. Because your credit and debit cards never leave your wallet, zip code prompting and skimming are eliminated. Safe and secure.

Liberty PAY includes optional Velocity checks by calendar day on the following parameters:

- Daily purchase attempts (indoor and outdoor, based on completed transactions)
- Daily payment card additions to a user's Liberty PAY wallet
- Daily pump authorizations (outdoor transactions)

Additionally, P97 will be implementing a "fingerprinting" service of user devices in the near future. The idea is to catch a fraudster before the first transaction. There are many levers that can be tweaked, with each new user account being scored. A sample of some of the parameters are:

- Malware/Crime ware on a user's device
- Number of installs/uninstalls of Liberty PAY on a user's device
- Verification of where a device is (to avoid a fraudster spoofing a device's location)
- Usage of location spoofing
- Rooted and jailbroken devices

Build meaningful relationships with your customers! Reach new customers by transforming the way people shop and transact daily business with mobile commerce. The speed and ease of use Liberty PAY provides minimizes customer wait times, improving customer acquisition, engagement and retention. Give yourself the competitive advantage by signing up for Liberty PAY today.

Need more information? If you need assistance with the Liberty PAY set up or a recommendation for a technician to activate Liberty PAY, please contact Chrissy Griffith at cgriffith@ewingoil.com or directly at (301) 790-7411.

