

## Features

Transforms checks into electronic transactions

Reads the MICR line and captures the image of the check at the POS

Reduces the expense of accepting checks at the POS

Eliminates labour intensive paper handling of checks and receipts

Allows timely dispute resolution on ECC transactions

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## RDM EC5000i "Enabling ECC with image at the POS"

With RDM's EC5000i, merchants can capture all of the information they need to transform a customer's check into an electronic transaction. Capturing the image of the check at the POS enables merchants to hand the paper check back to the customer. The EC5000i also captures images of receipts from debit, credit, and ACH transactions. The EC5000i eliminates the paper trail that is associated with traditional check payments while providing the advantage of having an image of these documents for future reference.

### Benefits to Merchant

In a non guarantee setting, having the image of the check benefits the merchant in several different ways:

- Faster collection on NSF or administrative returns.
- Fast dispute resolution on electronic check transactions.
- Accelerated cash flow, lower fees and idle balances in local bank accounts.
- Check writer information for customer reports (data mining).

### Benefits to Payment Processor

The EC5000i allows payment processors to save time and money on electronic check transactions.

The benefits to the payment processor:

- Faster collection on NSF checks or administrative returns.
- Improved collection rate.
- Increased staff productivity.
- Fast dispute resolution on converted check transactions
- More NSF fees revenue.

### Benefits to Consumer

Checks are still the preferred method of payment by many consumers. Check volume is roughly 68 billion annually and growing. Consumers will continue to use checks at the POS. The benefits to the consumer are:

- NSF checks and administrative returns are cleared more quickly creating a faster open to buy.
- Consumers can continue to use their preferred method of payment (check) at the POS.
- Complete check transaction information will be displayed on monthly bank statement
- Customer retains check reducing the risk of fraud.

RDM's EC5000i along with RDM's Payment Archive Service offers a complete solution for electronic check conversion at the point of sale.





# Increasing End-User Value from ECC

The EC5000i delivers the functionality needed to make ECC a low cost payment method for the merchant and payment processor.

## Power of Converting Paper to Digital Information

Eliminating paper at the POS represents a dramatic process improvement over prior practices. Checks and signed credit/debit card receipts – in digital form – can be stored centrally, retrieved when needed, routed to the appropriate end-user – all in an unattended manner. For monetary transactions this capability translates into a compelling cost-justification. Sources of pay-back accumulate from accelerated cash flow, lower banking fees, fewer NSF returns, elimination of idle balances in local bank accounts, ACH collection of return items / handling fees and electronic responses to charge-backs to protect credit/debit card deposits. The image capability provided by the ECC with image solution enables the retailer to enjoy these earnings improvements while returning the check / signed receipts directly back to the consumer. The cash register – only contains cash. The image is readily available for dispute resolution or return item collection.

## Building Relationships from Transactions

Consumer checks contain valuable information not available to retailers on any other form of payment – specifically, their customer’s name and address. Many times, the check also contains pre-printed Drivers License and phone number information. Having the check image archived provides a strategic repository of valuable information that can be used to profile home location through ZIP codes that translate directly into demographic knowledge. This information linked to transaction frequency and value information can dramatically increase the effectiveness of advertising dollars. This same database provides an automated means to enable loyalty programs for check payments as an alternative payment option to the expensive bank card alternatives.

### EC5000i Models

Model	Image Storage	Modem	Typical Applications
EC5001i	Approx. 25 Images	No	The EC5001i is the base model and is used in PC applications where the images are stored in the PC or on-site. If the images are being stored off-site, the local PC’s attached modem can be used for transmission of images.
EC5002i	Approx. 350 Images	No	The EC5002i has all the same features as the EC5001i with increased internal image storage capability. This is used in applications where the images are not directly stored in the PC but are batched in the scanner and transmitted at a later date by the PC’s modem.
EC5003i	Approx. 350 Images	Yes	The EC5003i is used in a high volume dial-up retail POS electronic check conversion environment for volumes higher than 175 checks per day. It is typically used in a terminal application but can also be used with a PC. The internal modem is used to transmit the images to an image archive (e.g., RDM’s Payment Archive Service, <a href="http://www.paymentarchive.com">www.paymentarchive.com</a> )
EC5004i	Approx. 175 Images	Yes	The EC5004i is the standard electronic check conversion model. It is used in a lower volume dial-up retail environment (less than 175 checks per day). It is typically used in a terminal application but can also be used with a PC. The internal modem is used to transmit the images to an image archive (e.g., RDM’s Payment Archive Service, <a href="http://www.paymentarchive.com">www.paymentarchive.com</a> )