Authorize.Net®

□ Your Gateway to IP Transactions™

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App Store

Take Your Business Anywhere with Authorize.Net® Mobile Payment Solutions

The Business
Located in Orem, Utah, the Orem Owlz™ are the Los Angeles Angels affiliate of the Pioneer Baseball League, a short-season, "Rookie Advanced" professional minor league, with teams in Idaho, Montana, Utah, and Wyoming.

The Challenge
In addition to tickets, the Owlz sell branded baseball hats, shirts, and other memorabilia. With both an online presence (www.oremowlz.com) and a physical store front, the Owlz were set up to process a variety of transaction types, including e-commerce, telephone orders and Card Present (CP), or in-person credit card payments. However, they also needed a mobile payment solution, or a system that would allow them to process payments from offsite locations, such as community events.

"We had a terminal," reports Ryan Pace, Owlz General Manager, "So we could key in transactions, but we didn't have the flexibility to process those transactions other places." Concerned that they were missing potential sales opportunities, the Owlz contacted their Authorize.Net reseller, Dynamic Payment Solutions, to learn more about options for processing mobile transactions.

"We wanted to be able to attend different community events and process credit card transactions on the spot instead of sending people to the Web site or store after the fact" explains Pace. "Anyone who runs a business knows that it's better to make the sale right then, while the customer is excited."

The Solution
Working with Authorize.Net and its point-of-sale (POS) hardware partner, Infinite Peripherals, the Orem Owlz purchased iPhone Terminal   an integrated solution that combines an Authorize.Net CP account with a compatible PDA , Smartphone or any popular browser cell phones in the market and bluetooth printers. The combined system can process credit card transactions anytime, anywhere using the same industry-leading security Authorize.Net merchants take advantage of for their online transactions.

For the Owlz, the benefits have been clear. The team recently traveled to Anaheim, CA to participate in the 2005 Angel Fest, an event for baseball fans that includes opportunities

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to meet players, get autographs and pictures, and pick up sports gear from their favorite teams. "We sold quite a bit of merchandise," reports Pace. "Using iPhone Terminal , we simply ran the credit card transactions from there." Unlike mechanical "knucklebusters," iPhone Terminal   offers real-time authorizations via a secure, wireless phone network, so mobile merchants avoid the risk of inventory loss due to insufficient funds or fraudulent transactions.

In addition, because Authorize.Net supports Web, retail, mail order/ telephone order (MOTO), and mobile payments, the Owlz can process all of their transactions— whether placed online, at the store or in the stands—through one payment gateway. "It simplifies things," Ryan emphasizes, "And that's key for us. Like any other company, we have a lot going on and a lot to get done. We don't want to worry about managing a bunch of different phone numbers and vendors for our payment processing."

The Results

With Authorize.Net and iPhone Terminal PDA   Orem Owlz have increased their sales opportunities, revenue, and customer satisfaction.

Says Ryan Pace, "When we go to an event and a customer wants to buy a hat . . .they don't have to wait. They can take it home with them. And we're able to realize the sale. It's a benefit to everyone."

For more information or questions email UBC

Authorize.Net®, Your Gateway to IP Transactions™

Authorize.Net provides secure, reliable, Internet Protocol (IP) based payment gateway solutions that enable merchants to authorize, settle and manage electronic transactions anytime, anywhere, via Web sites, retail, mail order/telephone order (MOTO) call centers and on wireless devices.

Authorize.Net is sold through an extensive network of reseller partners and financial institutions that offer its industry leading payment services to their merchant customers. Authorize.Net is a service of Lightbridge, Inc. (Nasdaq: LTBG).

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