

Data Systems Company Inc.

Reliability is the key to company's success

By Deborah Fisher

These days companies, not to mention consumers, are doing everything in their power to be on the leading, and sometimes bleeding, edge of technology. But technology isn't always reliable. Power outages, natural disasters, unreadable cards or terminal malfunctions are just a few of the things that could go wrong.

In addition, with new gadgets constantly hitting the market, it's easy to forget about some of the more basic products and services that are available and often still very pertinent and useful. Embracing some of those basic items might protect merchants from fraudulent activities and save time, energy and aggravation at the same time.

A perfect example is the imprinters offered by Mt. Pleasant, S.C.-based Data Systems Company Inc. Founded a decade ago, Data Systems provides imprinter products to companies across North America and in about 60 countries around the world.

In addition to four models of imprinters, the company offers related consumables including blank plastic cards, card affixing stickers, cleaning cards, cleaning tapes, full-color (D2T2) dye sublimation ribbons, indent ribbons, inked rollers, monochrome thermal transfer ribbons, printer cleaning products, printer supplies, scratch-off ribbons, scratch-off stickers, spare parts and tipping foils.

Imprinters (which are sometimes referred to in the industry as "knuckle-busters") are used to manually make an impression of a credit or debit card when the magnetic stripes on cards are not readable, explains Eric H. Brown, president of Data Systems. This can help prevent fraud and decrease the number of chargeback occurrences by proving the card was in the consumer's possession at the time of the purchase. "[When the cards won't swipe], mer-

chants that accept Visa and MasterCard are required by the card associations to take an imprint of the card to ensure that the card was actually present," he says. "And, these days, some merchants are choosing to use imprinters in all cases."

Data Systems distributes its products to dealers and serves approximately 1,000-plus clients.

Data Systems Model 535 Pumphandle Imprinter is increasingly popular because it's being used as an adjunct to

ture devices, but its durable construction allows it to serve as the primary data capture device.

Recently, Brown has seen Data Systems' portable imprinter taking marketshare from its flatbed product. "This is happening because more merchants are becoming mobile," he explains.

In addition to benefiting mobile merchants, the imprinter is useful for companies that accept deposits or require pre-authorizations for services. For example, the hospitality industry

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electronic cash registers (ECR), notes Brown. ECRs are cash registers that emulate a point-of-sale terminal for processing credit card transactions. The Model 535 accommodates ECR receipts, service documents, credit card sales drafts and delivery tickets.

The Data Systems Model 505 Portable Imprinter is ideal solution for a merchant's mobile printing requirements. Credit card sales drafts are easily and accurately imprinted anytime, anywhere, making transactions more secure and providing more opportunities to make sales. Taxis, food delivery or tow trucks, for example, would be prime candidates for this type of machine. Smaller merchants selling their wares in homes or at craft or trade shows also could benefit from using this product.

The Data Systems Model 515 Flatbed Imprinter is expressly designed for imprinting credit card sales drafts. The 515's compact size makes the system easy to store when not in use.

Most merchants use the Model 515 in a backup role to electronic data cap-

uses imprinters to accept room deposits or to run a tab at a restaurant or bar.

However, while the flatbed marketshare is being reduced, companies are still purchasing replacements for older machines, adds Brown.

Finally, Data Systems offers the Model 585 Electric Imprinter, a niche product that handles medical records' imprinting requirements. The Model 585's self-compensating print anvil automatically adjusts to accommodate form thicknesses from single sheet to eight parts.

Hospitals and clinics will use the Model 585 to track charges for same-day or multi-day stays. "In essence, it acts as an integral part of the internal billing system that is specific for each hospital," says Brown.

And, just as the company's products are basic, so is its business philosophy. "We treat every customer as our very best customer," says Brown. "I know it sounds trite, but we have a strong commitment to superior customer service." **TT**