



Clover Station Pro

Go-to-Market Plan

As of February 20, 2020

Clover Station GTM Outline

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Executive Summary

Station Pro

Introducing the latest product from Clover, **Station Pro**, a powerful, customizable point of sale and business management system designed to be the center of your business and engage your customers

Expected Launch Timing: February 20, 2020



Built with the same core functionality as Clover Station, the new Station Pro includes additional features that address evolving merchant needs:

- Dedicated customer-facing display for improved order accuracy, customer engagement, loyalty program facilitation, and more
- Customer display is durable and thoughtful, built with strengthened glass which includes anti-fingerprint and anti-microbial coating
- Fully integrated EMV/NFC payment acceptance and integrated fingerprint login for up to 50 employees
- Includes native 4G/LTE connectivity for additional reliability
- Station Pro includes a 14" high resolution merchant-facing screen that's fixed in place versus on a swivel
- State of the art processor for increased transaction and app speeds
- Compatibility with same peripherals as previous Station to reduce additional costs (for existing Station merchants)

Messaging & Positioning Focus Areas

Engage Your Customers

Deliver top-notch experiences at checkout like never before with Station Pro. Whether you're promoting a loyalty program, giving customers dotation options, or making it easy for them to review their order, Station Pro's terminal is an intuitive and powerful feature to drive engagement at the counter.

Increase Customer Loyalty

It's never been easier to launch a loyalty program for your business. Clover Rewards is pre-built into Station Pro and will help encourage customer signups, drive repeat business, and help you create a loyal following.

Reduce Checkout Friction

Nothing slows down the rush like voids and returns due to error. Empower your customers with real-time information on the Station Pro Terminal to ensure order accuracy, increase loyalty program usage, and easily enable mobile wallets.

All the Payments

In addition to swipe, dip, and tap capabilities for credit, EBT, EMV and PIN Debit cards, you can now offer NFC payment options like Apple Pay, Google Pay, WeChat* Pay, Alipay* and more for streamlined and secure checkouts.

All-in-One System

Run your business and accept payments all from one point-of-sale and payments system. Clover Station Pro is the point of sale and business management system for merchants that want to simplify and centralize payment acceptance, customer engagement, and operations management using one integrated device.

Multi-Layered Protection

Station Pro is PCI PTS 5.0 PED certified and P2PE ready. It supports EMV, Pin Debit, and digital signature capabilities. Station Pro also features Clover Security, delivering end-to-end encryption and data tokenization with each transaction to protect your data.

Increase Operational Speed

Get your customers rung up and on their way with an intuitive, easy-to-use terminal that processes payments in under 3 seconds, encourages NFC payments, and concurrently displays order information alongside loyalty logins.

Ultimate Flexibility

Clover Station works seamlessly with other Clover devices and peripherals, so merchants have flexibility to move beyond the counter, into the aisles, and on the go, as business demands.

Station Pro Recommended Copy

5 Word	<ul style="list-style-type: none">• Run your business like a pro• Fast, personal, secure. That's Station Pro.
10 Word	<ul style="list-style-type: none">• A powerful point-of-sale that's as personal as your business• Our fastest, most customer-engaging point-of-sale ever• Engage your customers like never before with Station Pro• Take your business up a notch with Station Pro.
25 Word	<ul style="list-style-type: none">• Engage your customers like never before with Station Pro, a powerful point-of-sale that's tailored to the needs of you and your business.• Tackle your daily traffic spikes without breaking a sweat. Station Pro is our fastest, most customer-engaging point-of-sale ever, designed for speed, security and engagement.• Engage your customers like never before with Station Pro. Run loyalty programs, contribute change to causes, capture contact info, accept mobile wallets, and more.
50 Word	<ul style="list-style-type: none">• Run your business like a pro with our fastest, most secure point-of-sale system yet, Station Pro. We're taking smart terminal to a new level, making it easy to offer rewards, capture information, ensure order accuracy, and accept just about every mobile payment type. Fast, personal, secure. Welcome to Station Pro.

The New Clover Station Competitive Advantages

	Clover Station	Competitors
Purpose Built, All in One Solution	<ul style="list-style-type: none"> ✓ Proprietary Clover system (hardware and software) ✓ Built-in capabilities (eg EMV/NFC) ✓ Customer engagement focused hardware and software (split screen for rewards/payment) ✓ Fast printer included 	<ul style="list-style-type: none"> ✗ “Piecemeal” solutions ✗ Disparate hardware/software ✗ Device collaboration an after-thought ✗ Printer sold separately
Speed & Capacity	<ul style="list-style-type: none"> ✓ Fast Qualcomm® Snapdragon™ CPU ✓ 2GB RAM 	<ul style="list-style-type: none"> ✗ Slower or dual processors ✗ 1-2 GB RAM
Software Functionality	<ul style="list-style-type: none"> ✓ 24 <i>pre-installed</i> apps on device ✓ Clover App Market - access to nearly 400 apps ✓ Open platform with app market 	<ul style="list-style-type: none"> ✗ 0-40 apps in app market, not all pre-installed ✗ Closed platform/app market
Security	<ul style="list-style-type: none"> ✓ Fingerprint & NFC logins ✓ Clover Security – transaction tokenization and encryption ✓ PCI PTS 5.0 PED w/P2PE readiness 	<ul style="list-style-type: none"> ✗ Fingerprint login N/A ✗ PCI N/A or dated

Merchant Pain Points

Pain	Description
Too many steps at checkout	When deploying loyalty programs or simply needing to allow customers the ability to review their orders, add tip, or pay, using just a single screen that both the merchant and customer use can take up lots of time. Dual screens streamlines this.
Control given to customer	Whether it's updating an email address, entering a phone number for rewards, or needing to allow for privacy when entering a tip or PIN, there's a need to enable the customer to help speed the transaction process up, especially during peak traffic.
Clutter & complexity reduction at checkout	If you're using a POS, a dumb terminal, and then throw a tablet for rewards into the mix, the complexity of running these systems, keeping them in sync, and also the overall esthetics of the checkout area becomes way too complicated.
Checkout speed	When the responsibility is on the customer to swipe, dip, or tap, merchants need easy-to-use systems that don't confuse their customers, are easy to understand, and help speed up checkout.
Incremental device expenses	There is incremental costs no matter the POS when you create a customer-facing display. Doing this today with Station and a Mini can get expensive, so this combination is a powerful solution that doesn't break the bank in the process.

Target Audiences

Audience	Why
Audience 1 QSR Merchants	The primary target audience for Station Pro are merchants in the QSR business. These merchants need to get customers through the line fast during peak meal periods, are interested in creating repeat customers through loyalty programs, and who would appreciate the ability to accept tip at checkout.
Audience 2 Retailers	The second target audience are retail merchants who are looking to add a more customer engagement experience at checkout through rewards systems, signing up for newsletters, and more. Think convenience stores, specialty retailers, apparel stores, pet stores, etc.
Audience 3 Services	Lastly, while services made up the smallest cohort of merchants using tethering today, the Station Pro is a natural fit for merchants providing a service that might encourage tipping as part of the transaction. By having a fully interactive customer-facing display, merchants can enable shoppers to tip, review their orders, select their next service appointment, and more.

Target Use Cases

- Merchant wants to start a frequent shopper rewards program.
- Merchants who want to improve order accuracy with a customer-facing display.
- Merchants who want to start an email newsletter.
- Merchants who want to collect additional information from their customers for demographic info, marketing activities, and more.
- Merchants who are looking for a quick way to enable all the mobile wallets, including AliPay* and WeChat.*
- Merchants who want to increase speed at checkout by having the customer swipe, dip or tap.
- Merchants who want to brand their business at checkout with a customer-facing display.
- Merchants looking to help various causes by allowing shoppers to round up their totals to donate excess change.
- Merchants looking for a private way for customers to add a tip to their total.
- Merchants looking to move to their first POS and/or Smart Terminal.
- Merchants who need to accept PIN debit. (Currently with Station 2018, the only way to do this is by tethering a Mini).
- Merchants who are needing to become EMV compliant.
- Merchants who are looking to have an integrated loyalty program vs a standalone tablet at checkout.
- Merchants who are using the original Station + Mini (or FD40) who want a more unified offering.
- Merchants who are looking to increase the number of employee logins possible for their staff (up to 50)
- Merchants who wish to do away with manual signatures on paper receipts vs signing on a customer-facing display.

Sales Enablement

Key Hardware Differences Over Station 2018

	Clover Station 2018	Clover Station Pro
Speed	Qualcomm Snapdragon 810 Octa Core Processor 1.5 - 1.8 GHz	Qualcomm Snapdragon 660 Octa Core Processor 1.843 - 2.2 GHz
OS	Android 7.x	Android 8.x
Customer Display	[Optional] 4.3" NFC display on printer	7.0" HD Display, accepts credit and EBT card swipes, EMV chip + PIN/signature, Alipay*, WeChat Pay*, and contactless payments
Connectivity	Wired LAN and WiFi Only	Wired LAN, WiFi and 4G/LTE
Employee Login	Employee Passcode Login Mag Stripe Employee Login Card Fingerprint Login	Employee Passcode Login Fingerprint Login
PIN Shield	N/A	PIN Shield and ADA PIN Entry Aid optional
Tethering	Complex. Partial tether capability between Mini and Station 2018. Not a great out-of-the-box experience	Purpose-built to work seamlessly. Easy out-of-the-box experience.

What's Been Added & Subtracted

	Clover Station 2018	Clover Station Pro
Base + Swivel	Station 2018 has a rectangular base with a swivel neck display used by merchants and customers.	Station Pro has a smaller, square base. The display doesn't swivel.
Station Terminal & Printer	Station 2018 has a printer with a customer-facing display. It doesn't include a Mini.	Station Pro used a new Mini to act as the Terminal. This device does not have a printer built in, but Station Pro comes with our standard printer.
Card Reader	Station 2018 has a built in mag and chip reader built into the 14" display, with NFC powered by the printer.	Station Pro's merchant-facing screen does not have a CC reader. Instead, tap, chip and swipe motions happen on the customer-facing Station Pro Terminal.
Connectivity	Wired LAN and WiFi Only	Wired LAN, WiFi and 4G/LTE
Employee Login	Station 2018 allows for fingerprint logins (up to 20), PIN entry, and mag stripe employee cards.	Station Pro increases fingerprints to 50 users, but removes the mag stripe employee card logins.
PIN Shield	N/A	PIN Shield and ADA PIN Entry Aid optional
Cables	Tethering Station 2018 to a Mini leaves you with two of everything (power cords, LAN, etc.)	Station Pro simplifies things significantly. One power cable and LAN cable, with everything powered from the Terminal.

Clover Station Pro Callouts

No MSR on Merchant Side

The Station Pro only has a magstripe reader on the Station Pro Terminal (the customer-facing display). This could prove to be a complication with gift card processing. If Merchant wants MSR on their side for gift cards, they may prefer Station+Mini combo. Our solution is processing gift cards on Mini side.

Employee Login Cards

With Station 2018, merchants can use MSR login cards for employees clocking in and accessing the POS. Without having an MSR on the Station Pro Display (merchant-facing screen), we are focusing more on fingerprint logins.

PCI PTS Compliance Nuances

Station Pro is fully PCI PTS compliant and eligible to be part of a Point-to-Point Encryption (P2PE) solution. In its factory configuration, Station Pro will not offer manual card entry, a requirement to maintain eligibility to be part of a P2PE solution.

Merchants can change the device settings to allow for manual card entry, but doing so removes some of the PCI protections.

- **Manual Entry Off:** Merchants using the device without this feature enabled will be able to file a brief PCI-DSS security evaluation on an annual basis.
- **Manual Entry On:** Manual card transactions will not be covered by PCI PTS and P2PE protections. The merchant will need to file a lengthier annual PCI-DSS security evaluation.

Alipay & WeChat Pay Availability

Station Pro is capable of accepting mobile wallet / NFC payment types Alipay and WeChat Pay. However, the availability of this functionality on a merchant's device is subject to overall availability by channel.

Clover Station Pro Callouts

Can't I Just Add a Mini to my Station 2018?

Yes, you can do that using our tethering setup, but simply adding a Mini to a Station 2018 doesn't give you a Station Pro. The Station Pro Terminal is a completely different device from the Mini in that it's the "brain" of the POS for both the merchant-facing and customer-facing displays, while also powering all devices connected. Also worth noting...you will not be able to purchase any of the Station Pro devices separately; it's only sold as a complete unit.

Customer-Facing Apps

All customer facing apps must be refactored to not use the Android OS IME (input method editor) and instead provide a method for customer to input text.

What Plans Work on Station Pro?

At launch, Station Pro will support three plan types: Register and the two restaurant-specific plan types: Counter Service Restaurant (for QSR) and Table Service Restaurant (for FSR).

Payment-related apps to be included:

- Secure Payment app (SPA)
- Bill Split app
- Remote Pay Kiosk app
- Payment app
- Refund app
- Authorizations app
- Tips app (US only)
- EBT app (US only)
- Alipay* app (US only)
- WeChat* Pay app (US only)
- Transactions app
- Clover Gift Cards app (US only; aka Red app)
- Balance Inquiry app (US, Canada only)
- Closeout app (US, Canada only)
- Check Acceptance/TeleCheck (US only)



Device and Accessories

Station Pro with Printer for QSR, Retail



Clover Station Pro Starter Kit

Every Clover Station ships with a complete Starter Kit



Clover Station Pro

Quick Start Guide
Kurzanleitung
Instructions de démarrage
Guía de inicio rápido
Guida introduttiva

clover.com/station-pro



What's included



Clover Station Pro Display



Clover Station Pro Terminal



Clover Station Printer



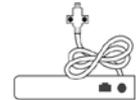
Pin Entry Aid
(Select Regions)



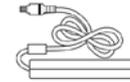
Pin Shield
(Optional)



Display Cable



Hub



Power Brick



Power Cord
(Region Specific)



Ethernet



Screwdriver



Receipt Paper



A First Data Company