

# GenPay

A connected, multi-channel payment processing solution



GenPay allows transit agencies to simply, securely, and cost-effectively accept credit card payments, including "tap and go" contactless credit cards and mobile wallets, at any onboard, online, or retail sales channel.



## Simplify

GenPay is a single-vendor, turnkey bank card processing solution, streamlining support and accelerating revenue collection across channels. It has a simple fee model with no tiers to reach, no minimums, and no additional fees to use purchased products. Implementation of GenPay is faster and simpler to setup allowing clients to accept contactless EMV and mobile wallet payments within a few weeks.



## Empower

We partner with the leading U.S. merchant services provider, Chase Merchant Services, to process Discover, Visa, and MasterCard payments. Funds are directly deposited into the agency's account and are immediately available for use.



## Connect

GenPay is powered by Genfare Link®, Genfare's cloud hosted fare processing platform. Reporting, customer service, and other functions are easy to access in Genfare Link's administrative interface. GenPay works with all Genfare sales channels accepting bank card payments including:

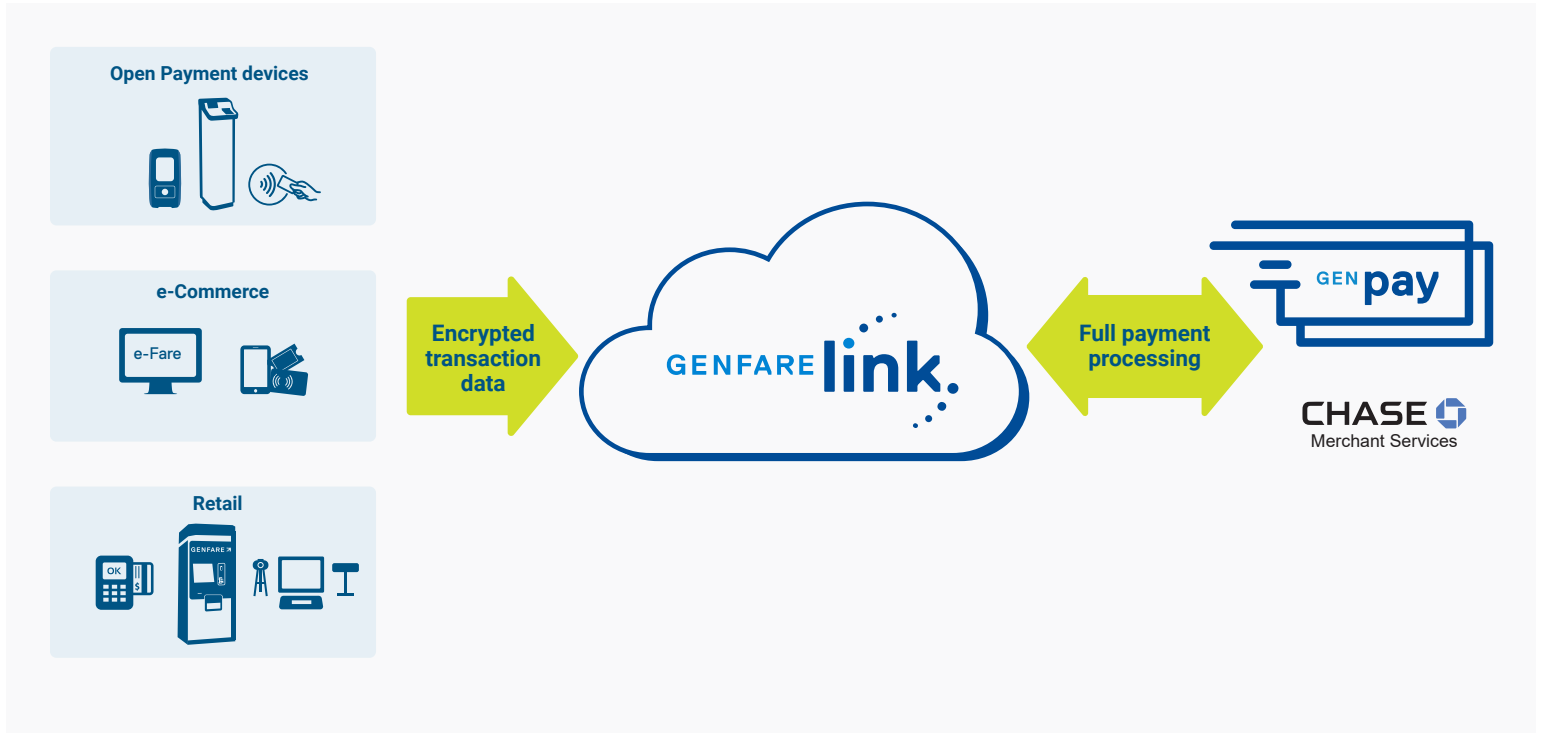
- Fast Fare® farebox
- Open Link Validator
- Rider portal
- Mobile Link™ mobile ticketing application
- Administrative point of sale terminals
- Vendstar® ticket vending machines



## Secure

GenPay is PCI-certified as Level 3 compliant with the Payment Card Industry (PCI). Its tokenization process anonymizes sensitive card information and ensures only the bank receives credit card information, reducing the risk of data breaches and building trust with riders.

## How it works



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