Overview

This Standard Operating Procedure (SOP) outlines the end-to-end workflow for the DataCap Rental Program. DataCap serves as middleware that bridges Point of Sale (POS) software with card processors, enabling terminal-agnostic setups and supporting features like BIN lookups for compliant surcharge programs.

Program Pricing

Fees are assessed to the Partner via residual reporting deductions. Partners are encouraged to bill merchants a miscellaneous monthly fee (suggested $29.95–$39.95) to recover these costs.

Fee Type	Amount
One-Time Setup Fee	$25.00 per merchant
First Terminal/Lane	$12.00 per month
Each Additional Lane	$5.00 per month

Step-by-Step Activation Process

1. Partner Onboarding (Rental Agreement)

- **Responsible Party:** Finance / Relationship Manager/RevOps.
- The Partner must be a registered reseller and sign the **DataCap Rental Agreement**.
- Finance generates and sends the agreement via PandaDoc.
- Once signed, Finance/RevOps must upload the document to the Partner's account in Salesforce and add internal notes flagging their reseller status.

2. Initiate Activation Request

- **Responsible Party:** Partner.

- The Partner submits a request using the DataCap Activation Web Form.
- The form must include the correct contact information for the reseller, as DataCap uses their own records for communication.
- **Submission Action:** This generates a case for Client Services in Salesforce.

3. Case Review and VAR Creation

- **Responsible Party:** Client Services.
- Client Services reviews the request and verifies the reseller status.
- A Value Added Reseller (VAR) is generated under the same request.
- For specific hardware like PAX A30 or A35, Client Services ensures correct encryption (e.g., First Data TD1313 / TSYS Synovus 375A).

4. Partner Acknowledgment

- **Responsible Party:** Partner / Reseller.
- DataCap sends an activation link directly to the email address they have on file for the partner.
- **Critical Step:** The Partner must click the link and acknowledge the request. **Setup cannot be finalized until this is completed**.

5. Final Setup and Configuration

- **Responsible Party:** Client Services.
- Once the acknowledgment is confirmed, Client Services completes the technical configuration.
- Client Services notifies the Partner and/or merchant that the setup is complete.

Deactivation Process

1. Initiate Deactivation

- **Responsible Party:** Partner / Relationship Manager.
- When a merchant account is closed, the Partner must request deactivation to stop monthly rental fees.
- Access the same web form and toggle the action to **"Deactivate"**.

2. Finalize Closure

- **Responsible Party:** Client Services / Finance.
- Client Services processes the deactivation with DataCap and closes the Salesforce case.
- Finance stops assessing monthly rental fees to the Partner's residuals following the deactivation date.

Roles and Responsibilities

- **Finance:** Handles DC rental agreements, uploads documents to Salesforce, and manages residual deductions.
- **Partner (Reseller):** Signs the master rental agreement, initiates activation/deactivation via the web form, and acknowledges DataCap's emails.
- **Client Services:** Manages Salesforce cases, verifies reseller status, configures technical parameters, and confirms setup completion.
- **Relationship Managers:** Reviews DataCap fees during portfolio reviews and prompts partners to deactivate services for closed accounts.

Summary Workflow

Submit Request → **Client Services Review** → **VAR Created** → **DataCap Email Sent** → **Partner Acknowledgment** → **Setup Finalized**.
