



# Clover Go (3rd Gen)

## Go-to-Market Plan

As of June 3, 2021

# Executive Summary

## Clover Go (3rd Gen)

The newest Clover Go is a new peripheral or bring your own device solution (BYOD) that can be used to take card-present transactions from anywhere.

Compared to the original Clover Go, the new Clover Go is sleeker, processes payments faster, and has a longer battery life.



# Value Propositions

Custom built by Clover to provide the latest chip and contactless payment acceptance technology, Clover Go (3rd Gen) includes features that address the constantly evolving payment and business management needs and enable mobile payments:

- Accept the latest in EMV chip card and NFC contactless payments, so your customers can pay the way they want.
- Built-in Clover security to help protect both customers and merchants from fraud. Secure processor ensures cardholder data is encrypted.
- Ability to email receipts directly from your tablet or phone.
- Help when you need it - 365/24/7 support.
- Long battery life - a reader that works as long as you do!

# Clover Go app with the Clover Go (3rd Gen)

**Now with the power of Clover Go app, merchants can easily leverage the Go reader to accept chip and contactless payments from anywhere.**

Created by Clover to support all merchant plans and Clover devices, new Clover Go app is a mobile app that enables mobile payments and enables merchants to run their business from anywhere.

- All on the Clover Go app - track payments, see reporting, manage inventory, check employee transactions, and stay on top of orders - so a merchant can run their business from anywhere.
- The app experience streamlines the payment process with fewer taps from beginning to end.
- Compatible with all Clover devices: open an order from any other Clover POS devices and close it out in new Clover Go app.
- The new Clover Go app replaces both the Clover Dashboard app and the previous Clover Go app. The timing of the previous Go app sunset is still to be determined.

# Messaging & Positioning Focus Areas

## Go (3rd Gen):

### **Ultimate Mobile Payment Flexibility**

Credit and Debit Card - Chip and contactless mobile payment acceptance wherever you do business, in the shop, in the field, or on the road.

### **Security Protection**

Built-in Clover security to help protect both customers and merchants from fraud. Secure processor ensures cardholder data is always encrypted. Physical security mechanisms protect device from hacking, alerting the merchant via the Go app and email if tampering occurs.

### **Sleek Design**

Sleek design and form factor make taking the Clover Go wherever you do business easy and fun.

### **Convenience and Dependability**

Ability to email receipts directly from a tablet or smartphone; battery life for 400 contactless payments per charge.

### **Fully Supported Solution**

Help when you need it, with 24/7 support via email, phone, and chat.

## Clover Go app:

### **Merchant Control**

Complete merchant control through the Clover Go app. Manage your business from anywhere - track payments, see reporting, manage inventory, check employee transactions, and stay on top of orders.

### **Streamlined Experience**

App experience that streamlines the payment process with fewer taps from beginning to end, using the new Clover Go app.

### **Complete Clover Compatibility**

Compatible with other Clover devices. Open an order from any other Clover POS device and close it out on the Clover Go app.

### **Data to Make Decisions**

Access all of the reporting you need right from the Clover Go app.

### **Clover App Market Compatibility**

Works with select apps in the Clover App Market, which offers a wide range of tools that can help merchants run their business better.

# Product Positioning

# Messaging & Positioning Focus Areas

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# Merchant Pain Points

Pain	Description
<b>Payment acceptance everywhere</b>	Today's merchants need the flexibility to take chip and contactless payments everywhere they do business. Customers may still come into the shop, but many may expect house calls or roadside calls. Merchants need to be able to meet customer expectations and process their payments quickly and easily, everywhere they go.
<b>Able to take anywhere</b>	Whether your "checkout counter" is the hood of a car or the back of pickup at the farmers' market, merchants doing business everywhere need something easy to carry, easy to access and fun to use to take payments everywhere.
<b>Track all transactions</b>	The mobile payments merchants take on the go may be only part of their total business. Merchants need to be able to track payments across all of their devices in order to keep customer records complete.
<b>Secure payment acceptance</b>	Security is a top concern for both merchants and customers. Just because they take payment in the field, a merchant cannot risk the security of any payment. And customers expect security. A merchant's secure chip and contactless payment acceptance everywhere will increase their customers' confidence in them.
<b>Support when I need it</b>	Nothing is worse than trying to complete a payment in the field and wishing you were in your shop so you could access the support documents you need. Having 365/24/7 support when you accept payments everywhere and at any time is critical for merchant success today.

# Target Audiences

Audience	Why
<b>Audience 1 Services</b> (professional, personal, home services)	The primary target audience for Clover Go are merchants in the Services vertical. These merchants need to accept chip and contactless mobile payments everywhere they provide their services. whether in the salon, in the shop, in a client's home or on the road. Security and payment tracking across all devices are critical to Services merchants.
<b>Audience 2 Retailers</b> (away from the shop, pop-up stores, markets, fairs, festivals, events)	The secondary target audience for Clover Go are retail merchants who are looking to sell their products outside the shop. Whether at a weekly farmers' market, an occasional flea market or street fair or at temporary pop-up, taking chip and contactless mobile payments safely and securely everywhere they do business is critical for these retail merchants.
<b>Audience 3 Gig Workers</b>	The third target audience for Clover Go is the continually growing and changing gig worker population. These entrepreneurs need to take payment wherever and whenever they work. Whether spinning tunes for a party or creating street art, these workers need a mobile payment acceptance solution with 365/24/7 support and security.

# Target Use Cases

- Services:
  - **Mechanic** wanting to accept chip and contactless mobile payments in the shop and at roadside service.
  - **Esthetician** with small office, limited client list and COVID safety concerns that wants client to pay in a mobile contactless manner.
  - **Hairstylist** renting a chair in a salon, but charging clients directly and wanting to accept chip and contactless mobile payments.
  - **Accountant** filing taxes for clients and wanting to be paid promptly via chip or contactless mobile payments.
  - **Independent plumber** who requires payment when services rendered, but does not want to deal with checks.
  - **Independent lawyer** wants to accept chip and contactless mobile payments from clients, but is worried about fraud.
  - **Landscaper** wants to accept chip and contactless mobile payments in the field, but wants to engage more services to grow their business without having a fixed location shop.
- Food & Beverage:
  - **Artisan bakery** selling pastries in a storefront Monday through Friday and at a farmers' market on Saturday or Sunday.
- Retail:
  - **Pop-up retail shop** in an empty storefront that wants to accept chip and contactless mobile payments while the shop is up, but return to billing corporate clients in the normal way thereafter.
  - **Small retailer** wants to learn more about their business while accepting chip and contactless mobile payments.
  - **Merchant with Clover Station in shop** that wants to capture chip and contactless mobile payments in the field, but have them aggregated with all other transactions.



# Clover Go app

# Manage your business on the go with the Clover Go app

Clover Go provides a snapshot of the business you do with Clover. It's simple, intuitive, and interactive, making it easy to see your sales, top items, employee performance, reports, and more.

- **Mobile Payments.** Accept card payments in the app or using a card reader, and record cash or check payments.
- **Receipts.** Send receipts by email or text.
- **Offline payments.** Accept and record payments without an internet connection.
- **Access orders and transactions.** Search, filter, and find open and closed orders and transactions quickly, issue refunds, and send receipts.
- **Notifications.** In-app notifications to provide you with important information in a timely manner.
- **Enhanced interactive sales report.** A clear picture of your sales in a simple interactive graph provides a real-time snapshot of daily sales, most popular items, and individual employee performance. Easily filter by date range, and see details about: Gross Sales; Discounts; Refunds; Net Sales; Tips; Taxes & Fees; Amount Collected; and Unpaid Balances.
- **Run your business from anywhere.** Easily manage employees and inventory as well as view closeout history, right from the app.

# Clover Go (3rd Gen) and Clover Go app Release FAQs

These are questions we have received in reviewing the Clover Go reader and Clover Go app rollout:

- **Does the Clover Go (3rd Gen) have p2pe certification?** The Clover Go (3rd Gen) does not yet have p2pe certification, but we plan to secure it. It is a multi-month process, and it is anticipated to be completed by launch (June 2021).
- **Will Clover Go (3rd Gen) users have to use the Clover Go app?** Yes, Clover Go (3rd Gen) users will need to use the new Clover Go app (formerly known as the Dashboard app).
- **Do current Clover Go users have to switch from the Clover Go app (2.14) to the newest Clover Go app?** No, current Clover Go app users do not have to switch to the Clover Go app immediately, but the Clover Go app (2.14) will be phased out over time with an anticipated end date of 1H 2022. At that time, Clover Go app users will switch to the newest Clover Go app.
- **Will we communicate the renaming of the Dashboard app to Clover Go app?** Yes, we will send an email communication to merchants about the name change one week prior to the anticipated rollout of the Clover Go app.

# Sales Enablement

# Key Hardware Differences Over Clover Go (3rd Gen)

Clover Go (3rd Gen)		Clover Go
OS Supported	iOS and Android	iOS and Android
Display	6 LEDs	LED lights
Contactless Compatibility	Chip credit and debit cards, Apple Pay®, Google Pay®, Samsung Pay®	Chip credit and debit cards, Apple Pay®, Samsung Pay®, Google Pay
Swipe	Swipe is not supported, but chip/EMV®-enabled credit and debit cards supported	Magnetic-stripe and EMV®-enabled credit and debit cards supported
Battery Life	Up to 400 EMV contactless transactions per charge.	Estimated 160 dip/EMV or 160 swipe or 130 contactless transactions per charge
Battery Charging Time	2 hours	2.5 hours
Additional Apps	More than 500 apps available on the Clover App Market	More than 150 apps available on the Clover App Market



# SALES BATTLE CARD: Clover Go (3rd Gen)

## Elevator Pitch

Run your business and take payments from anywhere whether you're running around your store or taking matters into the field. Clover Go is your go-to reader for secure chip and contactless mobile payments. It helps you get more done by making it easy to take your business to your customers. Purpose-designed and built, the Clover Go features many of the same industrial-strength payment capabilities and security as our larger Clover devices.

## Value Proposition & Benefits

Custom built by Clover to provide the latest chip and contactless mobile payment acceptance technology, Clover Go includes features that address the constantly evolving payment and business management needs:

- Accept the latest in EMV chip card and NFC contactless mobile payments, so your customers can pay the way they want.
- Built-in Clover security to help protect both customers and merchants from fraud. Secure processor ensures cardholder data is encrypted.
- Ability to email receipts directly from your tablet or phone.
- Help when you need it - 365/24/7 support.

## Recommended Target Audiences

- Audience 1: Services Merchants
- Audience 2: Retailers
- Audience 3: Gig Workers

Use the reader with Clover Go app, the mobile app that enables you to run your business from your phone.

- All on Clover Go - track payments, see reporting, manage inventory, check employee transactions, and stay on top of orders
- App experience streamlines the payment process with fewer taps from beginning to end.
- Compatible with all Clover devices: open an order from any other Clover device and close it out in Clover Go.
- Integrate selected apps in the Clover App Market, which offer a wide range of tools that help you run their business better.

# Clover Go (3rd Gen) Callouts

## No Magstripe Reader (MSR)

Clover Go does not support MSR or swipes. Clover Go supports chip cards/EMV and contactless payments including Apple Pay®, Google Pay®, and Samsung Pay®. Card numbers can be keyed into the Go app to take chipless cards, if needed.

## Leverages Clover Go app

Clover Go syncs with the new mobile app, Clover Go, where merchants can accept payments and manage their business from anywhere. The app is available via the Apple Store or Google Play. Clover Go replaces the Clover Dashboard app and will eventually replace the Clover Go app as well.

Merchants currently using the current Clover Go app (2.14) with a Clover Go device can start using Clover Go for taking payment. Clover Go will have inventory capabilities in the October 2021 release. We will work on migrating current Clover Go (2.14) users to Clover Go in Q3 2021.



# Marketing and Communications

# Device, Packaging & Quick Start Guide

# Clover Go





## Final (Design yet to be refined by drop tests)



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