



# BluePay's TokenShield(SM) Service Enables Merchants to Use Customer-Defined Tokens

*BluePay is pleased to announce the enhancement of its tokenization functionality to allow merchants to use customer-defined tokens to process transactions.*

NAPERVILLE, IL, UNITED STATES, April 21, 2017 /EINPresswire.com/ -- [BluePay](#), a leading provider of secure payment processing solutions and a pioneer of tokenization technology, is pleased to announce the enhancement of its tokenization functionality to allow merchants to use customer-defined tokens to process credit, debit and ACH transactions. Prior to this release, merchants were only able to protect stored credit card or bank account data with BluePay-defined tokens.

With the addition of the new functionality, BluePay has named its overall tokenization solution TokenShield(SM), to encompass both customer-defined and BluePay-defined tokens.

In the payments space, tokenization is the process of replacing an account number with a random non-specific identifier known as a token. Merchants can store tokens to make it simple and convenient for returning customers to pay for goods and services quickly rather than having to repeatedly enter payment information. A token is useless to hackers and thieves, thereby reducing a merchant's PCI scope.

Customer-defined tokens offer a little more flexibility for merchants, by allowing them to use existing customer numbers or unique identifiers which are already part of their billing system. If payment information changes, merchants can easily edit these tokens within their user interface and use them to process transactions through the BluePay Gateway or virtual terminal for recurring and non-recurring transactions.

Tim Trench, EVP of Product at BluePay, said, "We continuously evaluate our security methods and offer solutions that help our merchants protect their business and reduce the risk of compromised payment data. We strongly encourage our merchants to be PCI compliant, and our TokenShield(SM) service meets all current and recommended PCI-DSS requirements as outlined by the PCI Security Standards Council."

Trench continued, "Whether merchants choose to use customer-defined tokens or BluePay-defined tokens, either method offers a number of benefits, including reduced PCI scope and liability. It really depends on what makes more sense for them and their business."

To learn more about tokenization technology and BluePay's TokenShield(SM) service, [click here](#).

About BluePay: BluePay is a leading provider of technology-enabled payment processing for merchants and suppliers of any size in the United States and Canada. Through physical POS, online, and mobile interfaces, as well as CRM and ERP software integrations, BluePay processes business-to-consumer and business-to-business payments while providing real-time settlement, reporting, and reconciliation, along with robust security features such as tokenization and point-to-point encryption. BluePay is headquartered in Naperville, Illinois, with offices in Chicago, Maryland, New York and Toronto. For more information, follow BluePay on Facebook, Google+, Twitter, and LinkedIn, or visit

[www.bluepay.com](http://www.bluepay.com).

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