What is claimed:

1. An apparatus comprising:

a first I/O port;

a second I/O port of a same type as the first I/O port, wherein

the second I/O port is connected to the first I/O port such that data passed into the first I/O port is allowed to pass through the apparatus to the second I/O port unimpeded, prior to analysis of the data, in at least a first operating mode;

a processor; and

a non-transitory computer readable medium storing instructions thereon wherein the instructions, when executed, cause the processor to:

collect information passed from a first computing device connected to the first I/O port to a second computing device connected to the second I/O port,

identify, from the information, transaction data; and

provide, to a third computing device, the transaction data.

2. The apparatus of claim 1, wherein the first computing device comprises a point of sale terminal and the second computing device comprises a purchase recording device.

3. The apparatus of claim 1, further comprising a third I/O port, wherein

the third I/O port is configured for connection to the third computing device; and

providing the transaction data comprises transmitting the transaction data via the third I/O port.

4. The apparatus of claim 1, further comprising a communication port, wherein

the communication port is configured to connect to a network communications device, and

providing the transaction data comprises transmitting the transaction data via the network communications device.

5. The apparatus of claim 4, wherein the network communications device comprises one of a modem, a router, a hub, and a gateway.

6. The apparatus of claim 1, further comprising an antenna, wherein providing the transaction data comprises transmitting the transaction data via the antenna.

7. The apparatus of claim 1, wherein a connection between the second I/O port and the first I/O port is configured to pass data through the apparatus while the apparatus is disconnected from all power ~~soureessupplies~~.

8. The apparatus of claim 1, wherein each of the first I/O port and the second I/O port comprises a serial connector.

9. The apparatus of claim 8, further comprising a third I/O port and a fourth I/O port, wherein:

the fourth I/O port is connected to the third I/O port such that data passed into the third I/O port is allowed to pass through the apparatus to the fourth I/O port unimpeded in at least a first operating mode, and

each of the third I/O port and the fourth I/O port comprises a USB connector.

10. The apparatus of claim 1, wherein, in a second operating mode, the instructions cause the processor to:

buffer at least a portion of the data received at the first I/O port; and

forward at least a portion of the buffered data to the second computing device via the second I/O port.

11. The apparatus of claim 10, wherein, in the second operating mode, the instructions cause the processor to introduce injection data to the second computing device via the second I/O port prior to forwarding the at least a portion of the buffered data.

12. The apparatus of claim 10, wherein buffering the portion of the data comprises temporarily storing the portion of the data in a buffer region of a storage medium.

13. The apparatus of claim 12, wherein the non-transitory computer readable medium comprises the storage medium.

14. A method comprising:

collecting, by an intermediary device installed between a point of sale computing device and a second computing device, information passed from the point of sale computing device to the second computing device, wherein

the intermediary device is configured to collect at least a portion of the information while the information passes between the point of sale computing device and the second computing device unimpeded, prior to analysis of the information ~~by the intermediary device~~;

identifying, from the information, transaction data; and

providing, to an external computing device, the transaction data.

15. The method of claim 14, further comprising:

identifying, from the information, printing instructions; and

responsive to identifying the printing instructions,

buffering the information,

identifying injection information for injecting into a print stream, wherein the print stream is provided by the point of sale computing device to the second computing device, and

injecting the injection information prior to transmission of a portion of the print stream to the second computing device.

16. The method of claim 14, further comprising:

identifying, from the transaction data, sensitive information; and

prior to providing the transaction data, applying a security algorithm to the sensitive information.

17. The method of claim 16, wherein the sensitive information comprises payment information.

18. The method of claim 16, wherein the security algorithm comprises a strong one-way hash.

19. The method of claim 14, further comprising, prior to providing the transaction data, compressing at least a portion of the transaction data.

29. The method of claim 14, wherein a payment terminal is connected to the intermediary device via a wired connection, the method further comprising receiving, from the payment terminal, a print blocking command.

30. The method of claim 14, wherein the intermediary device is installed between the point of sale computing device and the second computing device by one of a WiFi™, Bluetooth®, and wireless Ethernet connection.

31. The method of claim 14, wherein identifying the transaction data comprising filtering the information to identify at least one of a product name, a product type, and a price.

32. The method of claim 31, further comprising:

analyzing the transaction data; and

matching an offer based upon at least one of a threshold purchase quantity, a threshold cost, a product type, and a product name.

33. The method of claim 32, further comprising determining, based upon the offer, print instructions for injection to a print stream destined for the second computing device.

34. A system comprising:

a data extraction device comprising:

a first I/O port;

a second I/O port of a same type as the first I/O port, wherein

the second I/O port is connected to the first I/O port such that data passed into the first I/O port is allowed to pass through the apparatus to the second I/O port unimpeded, prior to analysis of the data, in at least a first operating mode;

a communications channel configured for communication with a computing device, wherein the computing device is configured to collect transaction data extracted by the data extraction device;

a processor; and

a non-transitory computer readable medium storing a set of instructions that, when executed by the processor, cause the processor to:

collect information passed from a first computing device connected to the first I/O port to a second computing device connected to the second I/O port; and

provide at least a portion of the information to the computing device.

~~35. A method comprising:~~

~~receiving, at a computing device, transaction data regarding one or more transactions conducted at a point of sale;~~

~~receiving, at the computing device, customer information, wherein the customer information is associated with at least a portion of the transaction data;~~

~~associating, by a processor of the computing device, the transaction data with a customer loyalty program account;~~

~~preparing, by the processor, based upon the transaction data, an electronic receipt;~~

~~providing, by the processor, the electronic receipt to the loyalty program account;~~

~~identifying, by the processor, from the transaction data, one or more purchases affiliated with a rewards program, wherein the rewards program comprises at least one of an electronic punch card program and a credit rewards program; and~~

~~updating, by the processor, based upon the one or more purchases, rewards information associated with the loyalty program account.~~

~~36. The method of claim 35, wherein providing the electronic receipt comprises providing the electronic receipt for review at a customer mobile device at the point of sale responsive to completion of a first transaction of the one or more transactions.~~

~~37. The method of claim 35, further comprising:~~

~~analyzing, by the processor, the transaction data to identify one or more offers; and~~

~~providing, for review at a customer mobile device, the one or more offers.~~

~~38.~~35. A system comprising:

a processor; and

a non-transitory computer readable medium storing a set of instructions that, when executed by the processor, cause the processor to:

identify transaction data regarding a transaction conducted at a point of sale;

analyze the transaction data to identify one or more offers, wherein at least one offer of the one or more offers is associated with at least one of a product, a product type, and a cost;

prepare injection information comprising at least one of the one or more offers; and

provide, for injection as print data to a receipt printer by an intermediary device installed between the point of sale device and the receipt printer, the injection information.

~~39.~~36. The system of claim ~~38~~35, wherein the instructions, when executed, cause the processor to:

identify customer data associated with the transaction data; and

identify historic transaction data associated with a customer account identified by the customer data, wherein

identifying the one or more offers further comprises analyzing the historic transaction data to identify at least one of the one or more offers.

~~40. A loyalty terminal device comprising:~~

~~an input device;~~

~~an I/O port configured to communicably connect the loyalty terminal device to an intermediary device, wherein the intermediary device is configured for installation between a point of sale device and a second computing device;~~

~~a communications channel configured for communication with a computing device;~~

~~a processor; and~~

~~a non-transitory computer readable medium storing a set of instructions that, when executed by the processor, cause the processor to:~~

~~receive a customer identifier via the input device,~~

~~provide the customer identifier to the computing device via the communications channel,~~

~~responsive to providing the customer identifier, receive a command from the computing device, and~~

~~forward the command to the intermediary device.~~

~~41. The loyalty terminal device of claim 40, wherein the command comprises a print injection command.~~

~~42. The loyalty terminal device of claim 40, wherein the command comprises a print blocking command.~~

~~43. The loyalty terminal device of claim 40, wherein the set of instructions, when executed, cause the processor to:~~

~~receive, from the intermediary device, transaction data; and~~

~~forward, to the computing device, the transaction data.~~

~~44. The loyalty terminal device of claim 40, further comprising an antenna, wherein the communications channel comprises a wireless communications channel via the antenna.~~

~~45. The loyalty terminal device of claim 40, wherein the input device comprises a card reader.~~

~~46. The loyalty terminal device of claim 40, wherein the input device comprises an optical scanning device.~~

~~47. The loyalty terminal device of claim 40, further comprising an antenna, wherein the set of instructions, when executed, cause the processor to provide, to a mobile device associated with the customer identifier, via the antenna, loyalty program information.~~

~~48. The loyalty terminal device of claim 47, wherein the loyalty program information comprises a reward redeemable towards a purchase.~~

~~49.~~37. A non-transitory computer readable medium, wherein the computer readable medium stores instructions that, when executed by a processor, cause the processor to:

collect information passed from a point of sale computing device, prior to analysis of the information, without impeding transmission of the information to a destination associated with the information;

identify, from the information, transaction data; and

provide, to an external computing device, the transaction data, wherein

the destination comprises a computing device comprising the processor;

a printer module of the computing device receives the information; and

a transaction collection and analysis module of the computing device collects the information.

~~50.~~38. The computer readable medium of claim ~~49~~37, wherein the instructions, when executed, further cause the processor to:

receive, from the external computing device, an injection command;

responsive to identifying the injection command,

buffer a print stream passed from the point of sale computing device,

identify injection information for injecting into the print stream, and

inject the injection information prior to transmission of a portion of the print stream to the destination.