# PAYMENTS CASE STUDY
# WHOLESALE DISTRIBUTION

**cdi»**

## Pollock Boosts Cash Flow with Streamlined Integrated Payments

### Success Strategy

Optimize the cost of payment acceptance.

Streamline the order to cash process.

Simplify the reconciliation process.

Decrease PCI complexity and scope.

### CDI Solution

Reduced cost by creating an easy, customer facing system for credit cards and ACH with lower processing fees and Level 2 and Level 3 card support.

Optimized the order to cash process by integrating multiple e-commerce platforms with the payment application, gateway and processing as a single vendor solution. The entire system operates with real-time SAP integration.

Improved reconciliation to a single batch reconciliation process per day, and now includes GL codes to mirror AMEX, VISA and Mastercard.

Airtight PCI compliance process features encrypted keypads for CSR order entry, robust technical security, and enhanced internal protocols.

### Results

Pollock experienced a significant process improvement, cost reduction and enhanced customer experience as a result of working with CDI Technology.

Less than three months to go-live.

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*CDI Technology's SAP integrated solution streamlined and secured our credit card and ACH payments, creating immediate effort and cost reduction."*

**- Tracy Evatt, COO Pollock**

## POLLOCK'S DIGITAL TRANSFORMATION EXPANDS WITH CDI TECHNOLOGY FOR PAYMENTS.

Pollock, serving the facility operations and packaging needs of businesses, has been refining their digital processes since 1998 for their high volume catalog. A lot has changed since they conducted their first online transactions. Their strategy upgrade led them to abandon third party options for their own B2B e-commerce. Then their e-commerce solution optimized in 2014 when they integrated real-time with SAP via CDI Technology's ERP2Web e-commerce solution.

Extending this solution in late 2016 to include SAP integrated payments would mean integrating three existing e-commerce solutions through the payment application, gateway, and processing. CDI Technology's SnapPay and BluePay's Gateway and Processing were a natural fit for handling all of Pollock's requirements.

In the wholesale distribution business, a high volume of orders are completed electronically. Sixty percent of Pollock's orders are electronic, so effective credit card and ACH processing efficiency is critical.

## ADDITIONAL PAYMENT SOLUTION VULNERABILITIES ADDRESSED BY SnapPay

In addition to effective, low cost credit card and ACH processing, SnapPay neutralized risks and vulnerabilities for Pollock.

With SnapPay, Pollock now offers secure customer self-service for adding card data, credit card payment at the time of order entry, and open invoice bill pay with ACH, all integrated with SAP. This means that customers could pay now, pay themselves, and pay securely, according to their preferences.

Pollock had a goal of 'airtight' PCI compliance. The SnapPay solution created a 'no-touch' CSR handling protocol for credit card data, providing maximum security and compliance. With BluePay, Pollock also has transaction level approvals for Comerica ACH processing.

**Extend the Value of Your ERP with SnapPay from CDI Technology.**

Contact Sales: 630-429-9845   www.cditechnology.com   sales@cditechnology.com

# POLLOCK

## KEY OBJECTIVES ACHIEVED WITH SnapPay

Now with a completely optimized order to cash process, Pollock's e-commerce platform is integrated with a single vendor for payment application, gateway and processing. Acceptance of credit cards and ACH is easy and secure for CSRs and for customer self-service.

Costs associated with payments have been drastically reduced. Credit card processing fees are at an industry low, and the system supports Level 2 and Level 3 card processing.

Pollock's reconciliation process switched from requiring three vendors to reconciling a single batch per day via a single vendor solution. Pollock also now uses GL codes to mirror AMEX, VISA and MasterCard.

## HIGHLY SECURE PCI TECH AND INTERNAL PROTOCOLS

Designed with PCI compliance in mind, the technically strong solution includes hosted payment forms, tokenization and SREDKey encrypted card readers. More functions are customer self-service. CSRs are enabled to enter credit cards securely at the point of order entry, directly integrated with SAP.

CDI also contributed to the design of Pollock's internal protocols as PCI experts, resulting in highly secure and minimal scope PCI compliance.

## USE CASE OVERVIEW

**Contact CDI Technology today to access Pollock best practices for the following use cases:**

Sales Orders: Created in SAP by a Pollock CSR for Credit Cards or ACH
Sales Orders: Created by a Customer on the Pollock Website for Credit Cards or ACH
Customer Open Invoices Paid in SAP: Credit Card or ACH Payments Via Pollock Credit Analyst
Customer Payment of Open Invoices Online: ACH Payments

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