

## Grandall Distributing Co., Inc. Turns to Sage Integrated Payments with Peachtree to Streamline eCommerce Transactions

### New website for consumer direct purchasing created the need for credit card processing

Grandall Distributing Co., Inc. is a health and beauty products manufacturer and distributor that supplies mom and pop stores, national chains and consumers with beauty supplies geared towards the Hispanic community. Grandall has used Sage Peachtree accounting since 2003. In 2008, Grandall decided to launch a website to make it easier for consumer customers to shop online. Co-owner and Treasurer Jessica Granda wanted to be able to accept credit card payments directly on the new site. Granda's main goal was to accommodate consumers who wanted to purchase product directly online and to make "us more accessible to them. We also wanted something that would integrate with Peachtree and safeguard our customers' data."

### A secure and streamlined system that integrated with Sage Peachtree was needed

As a relatively small family business without any dedicated IT staff, Jessica began thinking about how best to integrate credit card processing with the implementation of the company's web site. She and the other co-owners, her father and sister, turned to the IT consultant they had worked with to create the website for advice about how to implement a payment processing solution. She had considered a credit card processing option from her bank, but it didn't provide her with the Peachtree integration she wanted to streamline the process. The consultant suggested she try Sage Virtual Terminal, which integrates with Sage Peachtree using Sage Payments Exchange and ensures security for customers' payment information.

### Customer

Grandall Distributing Co., Inc.

### Industry

Health and beauty products

### Location

Glendale, California

### SYSTEM

Sage Payment Solutions integrated with Sage Peachtree via Sage Exchange

### CHALLENGE

Grandall wanted to accept credit card payments directly on the company's new retail consumer website. She also wanted a payments solution that would integrate commercial purchasing with their current Sage Peachtree accounting software.

### SOLUTION

Grandall implemented Sage Virtual Terminal Shopping Cart to handle web-based retail transactions, and deployed Sage Virtual Terminal to integrate commercial purchases with Sage Peachtree via Sage Exchange.

### RESULTS

Consumers can purchase directly from Grandall's website, streamlining the payment process and helping to increase sales. Grandall has also begun using the solution to process transactions for commercial customers that prefer to pay by credit card.

After making the decision, the Sage Exchange integrated payment solution was “up and running within a few days”. Customers enter their credit card info online, and behind the scenes Sage Exchange automatically accepts or declines the payment and prints a receipt. The system sends an email to the customer informing them that their purchase is being processed. Upon approval, Granda can create the order and fulfill it. At the end of day she closes out these transactions as a batch, and transfers the money into the corporate bank account. “Without any additional work, we’ve also started to accept credit card payments from some of our commercial customers as well,” notes Granda. According to Jessica, the only thing Sage could have offered more information on was a “tutorial on everything that the terminal has to offer, because there is so much...but other than that it was a pretty easy process.”



“We are very satisfied with Sage Exchange...it’s helping us increase sales and get paid more quickly.”

– Jessica Granda, Treasurer, Grandall Distributing Co., Inc.

**From a manual credit card process, to a quick, secure and convenient process for Grandall and its customers**

**Prior to deploying Sage Virtual Terminal and Sage Exchange integrated payments,** Grandall Distributing Co. had been manually entering credit card data to process credit card orders, a time-consuming and error-prone process for both customers and Grandall. With Sage Virtual Terminal integrated payments, they can now complete credit card transactions in less than less than 30 seconds. By securely streamlining the credit card payment process, Grandall has been able to offer customers a more convenient way to shop, which has helped to increase sales, and process payments more quickly and accurately.

**About Sage Payment Solutions**

Sage Payment Solutions, the payments division for Sage North America, has been providing businesses and organizations with electronic payment systems for more than 20 years. The company makes electronic payment processing easy for more than 155,000 merchants, allowing them to accept multiple forms of payment, including credit and debit cards, electronic checks, Check21, gift and loyalty cards, and automatic recurring payment. Sage Payment Solutions provides a wide range of secure standalone and integrated payment processing solutions. Sage Exchange, its PA-DSS certified payments platform, integrates with many Sage software products to maximize the value of customers’ business systems with automatically updated credit and debit card transaction information. Future Sage Exchange releases will offer additional integrated payment capabilities, including advanced point-of-sale (POS) device integration, payment origination solutions, and cash management applications.

