Leading Reprographics House Streamlines Back Office Operations and Improves Customer Service Thanks to PPI's Integrated Payment Processing for Thoroughbred Software

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> General Manager and Controller
> MS Dallas

PPI ADVANTAGE PARTNER
Thoroughbred Software International, Inc.

PPI ADVANTAGE PARTNER SINCE
2006

INDUSTRY
Reprographics

PPI SOLUTION
PPI PayMover® Gateway

Overview

MS Dallas Reprographics provides printing and document distribution services for engineering, construction, and architectural firms in the Dallas/Fort Worth area. They also offer specialty printing, copying, and finishing services for graphic and fine arts, business and trade presentations. The company supports large-scale construction projects from inception through building, and their portfolio includes such notable projects as the new Dallas Cowboys Stadium in Arlington Texas, DFW airport terminal construction, and the Gregory Gymnasium renovations at the University of Texas, Austin.

Challenge

A cumbersome offline credit card payment processing solution was bogging down back-office operations at MS Dallas. The company struggled to maneuver through an inefficient process of double-entry transactions, accounting errors, and slow payment processing. "We had an old card reader that was not integrated with any system, and created huge headaches when it came to processing credit cards," says Wes Stiefer, General Manager and Controller for MS Dallas. "The problems we encountered were associated with the challenge of maintaining accurate payment information between multiple systems. We'd run a credit card but forget to apply the payment, or apply the payment and forget to run the card," says Stiefer. "Adding to

the complexity was the fact that our three auxiliary offices would call all of their card transactions into our main office to be processed. This also led to numerous inaccuracies—we'd swipe a card or type in a number to collect payment, and it wouldn't match any existing records in the main office. Needless to say, reconciling the books was next to impossible."

At the time, MS Dallas was using Thoroughbred Software's Solution-IV, an integrated accounting and business management solution designed specifically for the reprographic industry. MS Dallas had been using the Thoroughbred solution for five years, and while Solution-IV earned high marks in most areas, it lacked the integrated payment processing MS Dallas needed to improve their payment transaction efficiency.

Solution

When Thoroughbred partnered with Payment Processing, Inc. to add integrated credit card processing to their business management solutions, MS Dallas was the first Thoroughbred customer to adopt the new solution. "The Thoroughbred team has always been good at listening to customers, and acting on their input," says Stiefer. "We had asked them about the possibility of including integrated payment processing for a long time, and when they invited us to be the first beta user for the PPI solution, we quickly jumped on board."

ABOUT
PAYMENT PROCESSING, INC.

Payment Processing, Inc. (www.paypros.com) is the industry leader for integrated payment solutions. PPI provides software developers with a full range of services for integrating electronic payments including gateway services, integration support, merchant support and services, and PABP/PCI data security assistance. Additionally, PPI provides software developers with the ability to generate additional revenue while substantially reducing their support costs for integrated payments.

Today, PPI is the most successful company in the world focused on integrated payment processing, supporting nearly 700 active partners and more than 22,000 merchants with efficient, cost-effective payment solutions. In 2006, PPI processed over $3 billion in Visa® and MasterCard® payments.

FOR MORE INFORMATION

To learn more about Payment Processing, Inc., please visit **www.paypros.com** or call **1-800-774-6462**

With the seamlessly integrated PPI PayMover gateway, MS Dallas has dramatically improve office operation—increasing efficiency, virtually eliminating errors, and saving the company both time and money. "With the PPI integrated solution, functions we struggled to maintain manually are now resolved automatically," says Stiefer. "Payments are posted and attached to invoices, batching is automatic, and I get daily reports that I can match to our bank statements. By improving our efficiency, PPI PayMover has reduced our administrative overhead by at least by $1,000 a month, and helped free up my time to focus on more strategic tasks."

Equipment costs have also dropped significantly. With their old system, MS Dallas was expecting to pay as much as $800 to install additional card processing hardware. With PPI, MS Dallas is looking at expansion costs of as little as $75 to put an extra card reader on the computer monitor. "With the old system, the costs were so prohibitive, that we chose to maintain a single credit card reader and channel all transactions from our outlying offices in through the central machine," says Stiefer.

Thanks to PPI, MS Dallas' customer service has also improved. "Customers appreciate that we can now immediately email receipts to them, instead of their waiting for them in the mail. It's a much cleaner, more efficient way to do business," says Stiefer. "Using the PPI PayMover gateway has also helped us reduce the total transaction time from 2-3 minutes to less than a minute from beginning to end. Customers used to complain about how long it took for us to get credit card authorization. To turn around and offer a streamlined process that saves time at the cash register is something busy customers notice."

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Benefits

- **Increased employee efficiency** – Work that previously took 10 hours to accomplish (such as keying double entries) is now part of a real-time transaction process. This reduces unnecessary labor costs and saves time—for a total administrative overhead savings of $1,000 a month. Employees are able to concentrate on strategic planning and helping customers rather than processing paperwork.

- **Faster processing time** – With PPI, total transaction processing time has been cut by nearly two-thirds. Customers used to wait up to three minutes; now, transactions take merely seconds to complete.

- **Lower equipment costs** – Expansion costs can be trimmed from price tags approaching $800 per processing station to a mere $75 for a card reader that attaches to the computer monitor.

"Adding integrated transaction processing immediately impacted MS Dallas' bottom line, and we've been able to streamline our office procedures and reduce support costs," says Stiefer. "We are committed to the future of our industry, and the Thoroughbred/PPI solution is an invaluable resource for meeting our goals to provide comprehensive printing and document management for all phases of construction."