



## Kendall Hunt Benefits from PCI-compliance and Easy E-Commerce Integration and Uptime with ChargeLogic Connect and ChargeLogic Payments



LS Retail Compatible

CASE STUDY



What began as an inquiry into getting better rates for Level III credit card transactions quickly evolved into Kendall Hunt, a custom publishing company, adopting ChargeLogic's complete product suite. With an average of 500 credit card transactions a day, and thousands during the high season, Kendall Hunt leverages ChargeLogic Payments and ChargeLogic Connect to manage their credit card transactions, to integrate their e-commerce sites with NAV, and to give them the confidence that their data is secure and their system is PCI compliant.

### Scenario

Kendall Hunt Publishing Company is a custom publisher, providing digital and traditional textbooks primarily for the education sector. The majority of their sales are to K-12 school districts, higher education institutions, book stores, educators, and students. With custom publishing the focus of their business, they work with professors to create books that are sold to specific schools. Many publications are digital and sold on one of Kendall Hunt's twenty websites, where most purchases are made by credit card.

A long time NAV customer, Kendall Hunt was seeking get better discounts on their Level III credit card transactions when their bank referred them to ChargeLogic. Level III transactions involve corporate or government sales and require a detailed level of data; failing to provide that data incurs higher per transaction rates. ChargeLogic Payments, PCI-compliant payment processing software integrated with NAV, enables better rates for Level III purchase cards because it reduces data entry and streamlines transaction processes. Because it is integrated with NAV, ChargeLogic Payments has enabled Kendall Hunt to receive better Level III rates, while providing an additional layer of security, PCI-compliance, and efficiency.

**"At the end of the day, you have ChargeLogic Connect, a proven product that is PCI-compliant and integrates with NAV. Why would you try to reinvent the wheel?"**

*Chris Reichling*  
Director of IT  
Kendall Hunt

### ChargeLogic Connect—Easy E-Commerce Integration with NAV and PCI Compliance

While implementing ChargeLogic Payments, Kendall Hunt was introduced to ChargeLogic Connect, a cloud-based service providing PCI-compliant e-commerce integration with NAV and secure payment management. They had been using three different services to manage payments for their websites: Authorize.net, IC Verify, and Skipjack. Moving to Connect consolidated their processes by eliminating the need for all of these products, none of which are integrated with NAV. It also decreased Kendall Hunt's risk of not being able to process e-commerce transactions due to NAV downtime, while strengthening their PCI-compliance efforts.



"Implementing and testing ChargeLogic Connect is simple," says Chris Reichling, Director of IT for Kendall Hunt. "Our team was up and running on Connect in less than a week." Connect uses SOAP web services, making it easy for web developers to bridge NAV to e-commerce sites.

### E-Commerce Uptime

Kendall Hunt uses twenty e-commerce sites, many of which are customized for specific clients. With so many websites and so much data, Kendall Hunt's primary concerns were to maintain PCI-compliance, to avoid storing credit card data, to maintain website order processing uptime, and to have the ability to process orders in a timely fashion.

Connect strengthens the NAV/e-commerce connection without making the two reliant upon one another for order processing. Before Connect, Kendall Hunt had to make code changes in NAV any time they made a data change to the e-commerce site and vice versa. This process required extra steps and extra work that opened opportunities for errors. By implementing ChargeLogic Connect, Kendall Hunt eliminated the code change domino effect because Connect, while integrated with NAV, operates independently of NAV.

"We often make changes to our system and it helps that we don't have to worry about affecting our websites," says Reichling. "Connect saves us time and makes things a lot easier."

With Connect, NAV does not have to be up for websites to process an order. Connect's Hosted Orders saves the data in the cloud until NAV is ready to receive it. Kendall Hunt no longer has to worry about their websites being down due to scheduled maintenance of their NAV database.

### Reducing the Risk of a Data Breach

"As part of our PCI-compliance strategy, we want to avoid storing credit card data on our systems," says Reichling. "ChargeLogic Connect keeps everything running smoothly and keeps us from worrying about PCI compliance. It provides the security we need for keeping our customers' data secure and greatly reduces the risk of a data breach."

Kendall Hunt uses ChargeLogic Checkout, an online, hosted payment frame within Connect that collects and stores credit card data in the Connect cloud, keeping Kendall Hunt's websites from ever directly touching credit card numbers. ChargeLogic Checkout approves credit card numbers via Connect's payment gateway functionality and the approved transaction data flows into NAV through ChargeLogic Payments.

With Connect's Hosted Payments, no part of Kendall Hunt's web application touches a credit card. With orders processed through their call center, credit card numbers are entered into NAV's sales orders screen, but never stored on their website.

### Results

ChargeLogic Connect was easy for Kendall Hunt to implement and has increased their efforts to maintain secure, PCI-compliant e-commerce sites that are integrated with NAV. They save significant time and money by eliminating the interdependence between the code in NAV and their website code, and they feel that they quickly achieved an ROI.

"At the end of the day, you have ChargeLogic Connect, a proven product that is PCI-compliant and integrates with NAV," says Chris Reichling, Director of IT for Kendall Hunt. "Why would you try to reinvent the wheel?"

## Kendall Hunt Publishing Company

### Business Profile

Custom publisher providing digital and traditional textbooks primarily to the education sector.

### Business Challenge

To find PCI-compliant software that provides secure, reliable electronic payment processing and easy e-commerce integration with Microsoft Dynamics NAV.

### Solution

ChargeLogic Payments  
ChargeLogic Connect

### Average Number of Transactions During Busy Season

Several thousand

**Number of Users:** 35

### Benefits

- Secure solution that is PCI validated
- Cloud-based data security
- Easy NAV/e-commerce integration
- Time and money savings in reduced development
- Increased e-commerce uptime
- Integrated with NAV
- Easy to use and implement

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