

## Case Study

*k-eCommerce Credit Card Extension streamlines credit card processing and improves efficiency.*

### Company

Living Essentials, maker of 5-hour Energy

### Industry

Wholesale Distribution

### Technology Used

Credit Card Extension  
Microsoft Dynamics® GP

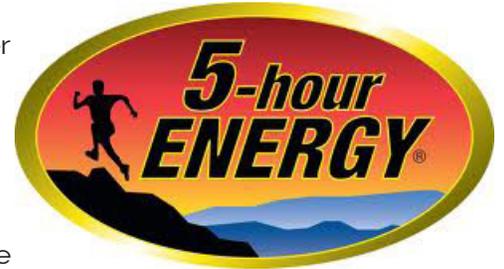
### Business Benefits

- Elimination of transaction fees, saving Living Essentials over \$10,000 per year.
- Credit Card Extension paid for itself in less than five months.
- **Information management.** Ability to add notes to each transaction within the same screen.
- **Confidentiality.** Simple checkboxes in Credit Card Extension offer the choice whether to save or delete a customer's credit card and other information.
- **Security.** Builtin encryption of credit card account numbers.

### About Living Essentials

Living Essentials is a biotech consumer products company that develops and distributes 5-hour Energy brand liquid energy shots.

In an emerging industry that has seen rapid growth, the company's innovative product, 5-hour Energy, has become the undisputed leader. It's effectiveness has made it appealing to people of all ages, particularly to working people who find it convenient and functional. Living Essentials founders are still at the helm of the company, and both their distribution channel and demand continue to grow.



### The Business Challenge

5-hour Energy provides hours of energy, alertness and focus. After several years of consistent growth its manufacturer, Living Essentials, realized their software systems were lacking the same kind of energy and effectiveness.

The company has grown so quickly, that their overall IT infrastructure and accounting systems were in dire need of an energy overhaul.

### The k-eCommerce Solution

In 2008 Living Essentials selected Microsoft Dynamics® GP and Credit Card Extension (CCE) to infuse the company with the kind of energy and strength their products reflect.

*"Credit Card Extension was the piece of the puzzle that integrated seamlessly with Dynamics® GP and allowed us to keep all our information in one place."*

Liz McLaury,  
**Controller**, Living Essentials

### The Value

#### Credit Card Extension Paid for Itself in Five Months

Before implementing Credit Card Extension, the company used to pay a fee for every transaction where no card was swiped. For a company whose core competency focuses on strength and effectiveness, too many hours and dollars were needlessly spent.

They are now able to process every credit card transaction without the need to swipe the actual card and without the fee. They are now saving thousands of dollars that can be invested elsewhere.

#### CCE Helps Consolidate Accounts Information

Credit Card Extension allows accounts receivable to add notes to each transaction within the same screen, so people at the company are aware of any special instructions for each credit card order.

## Customer Confidence

Consumers trust Living Essentials' most popular product, 5-hour Energy, to help them remain alert and focused. Therefore, it is important that they can also trust the company behind it with their information. Simple checkboxes in Credit Card Extension offer the choice whether to keep or delete a customer's credit card account information.

*"Our previous software automatically saved every credit card number entered into the system. Our customers are now happy to know they have the power to decide if they do not want us to save their credit card information."*

Sue Christensen,  
**Accounting Manager**, Living Essentials

## About k-eCommerce An Enterprise Omni-Channel eCommerce Solution

k-eCommerce is dedicated to developing integrated eCommerce and ePayment solutions for Microsoft Dynamics® AX, GP, NAV and CRM users. We develop fully integrated B2B, B2C, Sales Portal and mobile-optimized eCommerce websites. Our solutions are quick and easy to deploy on premise or in the cloud. k-eCommerce also provides secure PA-DSS certified payment processing and an online bill pay portal.

Founded in 2001, k-eCommerce is a Microsoft Gold Certified Partner with offices in Detroit and Montreal.

### For more information:

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