



## McLendon Hardware

Cost-Effectively Implements Mobile Solutions Using Epicor Payment Exchange and In-Store Gift Cards

### Company Facts

- Location: Seattle, Washington
- Industry: HWHC
- Number of Locations: 7
- Web site: [www.mclendons.com](http://www.mclendons.com)



**“Epicor Payment Exchange opens up new possibilities for mobile payments at the same rate we pay at the register.”**

Nathaniel W. Polky, Information Technology Manager | McLendon Hardware, Inc.

McLendon Hardware has been serving the Seattle metro area with hardware, garden supplies, and lumber since 1926. Today, this large and successful operation has seven retail locations, two distributions centers, and 550 employees. Although McLendon’s believed they had a good relationship with their previous payment processor, through a comprehensive evaluation they determined that Epicor Payment Exchange was the best choice to meet their needs. The lower rates, in-store gift cards, along with stringent criteria for an integrated solution met their objectives. In October 2013, McLendon Hardware launched new Epicor solutions across their multi-location operation.

### Epicor Payment Exchange Supports Mobile Strategy

The decision to move to Epicor Payment Exchange was a long and thoughtful one. McLendon Hardware knew they wanted to move to mobile business solutions, which would provide new ways of interacting with customers.

“Our goal was to select a payment processing solution that would be fully integrated with our Eagle system, work at terminals and on mobile devices and would not significantly increase our costs,” said Nathaniel W. Polky, information technology manager for McLendon Hardware, Inc. “That was the key differentiator between Epicor Payment Exchange and other processors—Epicor Payment Exchange works seamlessly with Epicor Eagle Tablet POS. Epicor Payment Exchange opens up new possibilities for mobile payments at the same rate we pay at the register. We can now offer point of sale (POS) and the mobile payment applications without incurring the additional mobile processing fees because of Epicor’s integrated solution. Epicor gave us a complete payment solution enabling us to make all the necessary changes at the same time.”

### Success Highlights

#### Challenges

- Upgrade credit and debit payment processing solutions
- Support Protobase EOL and upcoming EMV standards
- Need for mobile solutions
- Hardware and software solutions needed to be fully integrated across the business

#### Solution

- Epicor Payment Exchange
- Epicor Eagle Tablet POS; Epicor Eagle In-Store Gift Card

#### Benefits

- Reduced processing costs for credit, debit and gift cards
- Decreased fees associated with mobile payment solutions
- Integrated terminal and mobile solutions
- Enabled POS address verification

McLendon's had a lot of payment solutions to choose from—including renewing their current processor, but their list of essential features set a high bar to clear. "We wanted the new solutions to address some very specific requirements of the business going forward," said Polky. "Along with implementing Epicor Payment Exchange, we updated our old stand-alone offline authorization terminals, upgraded to EMV-ready signature capture pads, upgraded our Epicor Eagle software, added Epicor Eagle Tablet POS, and deployed Epicor Eagle In-Store Gift Card. Epicor Payment Exchange allowed us to make a real strategic leap forward."

The Epicor Eagle solution allows McLendon's customers to achieve operating efficiencies, while improving the customer experience. About 60% of McLendon's customers pay with a debit or credit card and 40% use a combination of house accounts, cash or gift cards, which means a lot of card transactions at the register. "One of the benefits that our cashiers are seeing is the ability to offer POS address verification," said Polky. "In the past, we stayed away from that flexibility partially due to the fact that we had no way of doing any kind of verification and because of higher transaction fees for customers that wanted to make payments on accounts, pay deposits, or pay for large install orders. The switch to Epicor Payment Exchange allows us to give that ability to our stores as a service to their customers. This truly supports our mobile strategy because Epicor Payment Exchange removes mobile middlemen like Square and we're able to offer mobile payments at the same rate that we are paying for our in store register rates."

## Gift Cards Expand Revenue and Customer Service Possibilities

In concert with everything else, McLendon Hardware decided to move its gift card service from their previous payment processor, to the Epicor Eagle Gift Card solution. "We had over 7,000 gift cards to convert and it was effortless," said Ann Jury, Epicor Eagle system administrator for McLendon Hardware. "Processing gift cards is much quicker, smoother, and less expensive than it was before."

Gift cards offer a valuable business strategy that allows McLendon Hardware to increase revenues and build loyalty with their customers. Without the requirement to pay "per-swipe" fees, the Epicor Eagle Gift Card gives McLendon limitless opportunities to market to its customers. "We now do a lot more with gift cards, dynamic promotions such as 'Buy These Together and You'll Receive a \$20 Gift Card'," said Jury. "The Gift Card Viewer allows us to track our promotions, which is something we couldn't do in the past. "Adding the Eagle gift card solution was a smart move as there are a lot of tie-in advertising possibilities that we intend to use."

## A Partnership

"In selecting a new payment processing solution, mobile solutions and competitive transaction rates were also key selection criteria, but some of the ancillary benefits are really what tipped us back to the Epicor side," said Polky. "For example, the Epicor PCI implementation is significantly better than our old provider. It's more user friendly, Epicor pre-loads some of the compliant questionnaire answers based upon the version of Eagle that we're using—that's very handy. We were able to move all of our locations over to the new payment processing system within the span of about a day. The Epicor team is a solid group of people who have been with us every step of the way ensuring a successful launch. Our partnership with Epicor, after this recent implementation, continues to strengthen as we leverage more of what the Eagle system can do for our business."

## About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit [www.epicor.com](http://www.epicor.com).



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