



The Card's Not Present. **But we are.**

High-Growth Multichannel Distributor 4imprint Leverages Value-Adding Litle & Co. Partnership and Platform for Global Scale

Customer Profile

4imprint is part of 4imprint Group plc, a publicly traded company on the London Stock Exchange. Its U.S. operation, based in Oshkosh, Wisconsin, serves more than 100,000 businesses throughout the United States and Canada with its innovative promotional merchandise and industry-leading customer service. 4imprint was named one of the top 25 “Best Medium Sized Companies to Work for in America” by the Society for Human Resource Management and the Great Place to Work Institute in both 2008 and 2009. For more information, log on to www.4imprint.com.

Background

4imprint sells custom promotional products through catalog, telephone and Internet channels primarily to other businesses (B2B) and institutions (B2I), including government organizations and the educational sector.

Doing business in the United States and Canada, and with a European business based in Manchester, England, serving the United Kingdom and Ireland, 4imprint requires credit/debit card settlements in U.S. and Canadian dollars, pounds sterling (GBP) and euros.

Challenges

- Required better payment processing partner, with expertise in business-to-business and card-not-present transactions, to sustain growth trajectory.
- Needed clear view into its total cost of payments acceptance. Sought greater visibility into transactional costs, including interchange, by eliminating bundled discount rate with its previous payment processing provider.
- Experienced intermittent downtime of processing platform and was unable to process payments during these outages.
- Lacked functional, intuitive and scalable reporting interface, making it difficult to produce significant reports to drive timely business decisions.
- Complicated, channel-specific order management needs included delays in authorization settlement ranging from days to months.

Success Highlights



- More scalable, streamlined processes for continued growth
- Improved approval rate through automatic reauthorizations for stale authorizations that may occur due to shipment lag time – reducing interchange downgrades and fees
- No extra resources (dollars or human) required to manage the payment process
- Easily expanded international payment processing for pounds and euros after Litle demonstrated success with U.S. and Canadian dollars
- Reduced the number of time-out events
- Significant and sustained interchange savings by qualifying for the best B2B interchange rate

Solution

4imprint had the following goals in mind when seeking out a new payment management and processing platform partner that would allow the company to focus more energy on its business and less on the payment process:

- Establish a more personal relationship with a company that understands the card-not-present market and takes the time to address its specific business-to-business needs with mutual goals of minimizing costs and growing revenue.
- Implement a single platform with the ability to settle transactions in multiple currencies for global sales in the U.S., Canada, the United Kingdom and Europe.
- Garner significant and sustained interchange savings.
- Gain insight into emerging trends; alternative payment methods; or changes to Visa/MC/American Express fees, rules and regulations.
- Improve overall operational efficiencies by reducing downtime and processing errors.
- Optimize visibility of problem areas and proactively address them through advanced and easy-to-use reporting capabilities.
- Create better-managed process for extended delay in authorization and settlement.

“Our relationship with Litle & Co. is definitely in the spirit of partnership, of advocacy. We became aware fairly early on that Litle would take a much more proactive view on what kind of business we are and think about our particular business requirements and what solutions would, or would not, work best for us. Our dedicated Litle customer service team and the annual business reviews have also been very beneficial to our business.”

— David Seekings, CFO, 4imprint

Value-Added Results

- More scalable, streamlined processes for continued growth.
- Easily expanded international payment processing for pounds and euros after Litle & Co. demonstrated payment processing success with U.S. and Canadian dollars.
- 4imprint garners significant and sustained interchange savings by qualifying for the best B2B interchange rate.
- The Litle & Co. payment platform has reduced the number of time-out events.
- Litle & Co. has improved 4imprint’s approval rate through automatic reauthorizations for stale authorizations that may occur due to the time lag in shipment. This has also reduced interchange downgrades and fees.
- No extra resources (dollars or human) required to manage the payment process.

“Besides Litle’s competitiveness on the cost side, its reliability, uptime and ease of processing were just a few of the important factors in our selection of Litle & Co. My team tells me that it just doesn’t go wrong, which is great. We also appreciated Litle’s appetite for technology and innovation and clear direction, not to mention having a responsive and knowledgeable Relationship Manager, and an entire team’s availability. 4imprint places great emphasis on exemplary customer service, and the best way to achieve that is through great people who are happy in their work. It’s clear that Litle & Co. very much mirrors our own corporate values.”

— David Seekings

