Part of the Henry Schein Animal Health family of companies, AVImark is the company that understands its customers. Since 1988, AVImark has provided the veterinary industry with unparalleled excellence in computer software. Today, AVImark is the best-selling veterinary software available, with nearly 10,000 customers in the U.S. and Canada. The company also delivers other innovative practice management tools designed to save veterinary practices time and money, including website hosting and marketing communications services, online data backup services, credit card processing, and computer hardware sales and service.
According to Stephen McAllister’s veterinary customers, Payment Card Industry Data Security Standard (PCI DSS) compliance is “a really hot-button topic these days. My customers are concerned about it and want to be sure they’re in compliance,” McCallister explains.

As president of AVImark Payment Solutions Inc., McAllister is grateful for the help he’s received from Element Payment Services. “Element made sure that the integration of our software with their interface was seamless,” he states. “And, they were particularly helpful in ensuring that the way our software shares customer information with the Element Express Interface complies with the complex PCI DSS requirements. We wouldn’t have known how to be PCI compliant without Element.”

“Element has shared its PCI experience with a lot of training, instruction, and materials we can use to answer our customers’ questions,” says McAllister. That helps the software company become an even more trusted and important part of its customers’ businesses.

Experience, Commitment, Reputation: Keys to Payment Processing Success

“Our customers know AVImark as a company with a high degree of integrity and customer focus,” says McAllister. “That relationship allows us a much greater opportunity to offer this service to our customers than transaction processing firms without such close ties to the industry.”

McAllister’s search for a processing partner began in early 2007 with queries and on-site visits to several payment processing companies. On a visit to Element’s Chandler, Arizona headquarters, McAllister states “We were blown away by their maturity as a processing company and their depth of experience”.

While McAllister was familiar with writing interfaces for the software using XML (one of several integration interfaces offered by Element), the company needed help implementing some of the specific practices payment services require to process data. “If we had a question, Element picked up the phone, and if they didn’t answer the phone immediately, we would hear from them a minute or two later,” he says.

“We were blown away by their maturity as a processing company and their depth of experience.”
Easily Managed, Scalable PCI-Certified Solution

The TransForm® Tokenization Technology within Express also allows veterinary clients to charge a customer’s payment card in multiple installments without violating PCI DSS standards by keeping complete cardholder information on file. With TransForm® Tokenization, the cardholder information is sent once in encrypted form to Element, which stores only a secure “globally unique identifier,” allowing the veterinarian’s AVImark software application to handle the recurring charges.

Unparalleled Customer Support

In its first four months, in fact, AVImark Payment Services signed up approximately 130 customers and that number grew to between 800 and 1,000 by the end of 2008, and has continued to grow throughout the years. Much of the credit goes to Element, whose dedication to customer service is “fanatical,” says McAllister. “Their hand-holding through the integration process was phenomenal.”

About Element

Headquartered in Chandler, Arizona, Element Payment Services, Inc., a Vantiv company (NYSE: VNTV), is an industry leading software business that develops PCI DSS compliant technology designed to secure the processing, transmitting, and storing of payment card related data. Element’s technology is deployed through partnerships with point of entry hardware vendors, systems dealers and independent software providers. Engineered using Service-Oriented Architecture, Element’s Express Processing Interface allows for easy integration and supports advanced technologies including tokenization and point-to-point encryption (P2PE).