

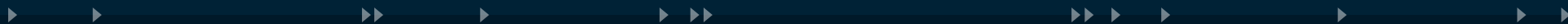


SUCCESS STORY

MAXIMUM SOLUTIONS

Element's Merchant Marketing Program Helps Maximum Solutions

Direct their Customers to PCI Compliant Payment Processing.



When Maximum Solutions CEO Pat Walter received a call from Element Payment Services at the end of 2008, PCI Compliance was just starting to come up in conversations with a few of his customers.



Walter founded Minneapolis, Minnesota-based Maximum Solutions, Inc. in 1994 as a sales and support organization focused exclusively on providing software solutions for the recreation industry. Their first product, MaxIce, quickly became the leading facility scheduling offering in the ice arena industry, as well as in many community centers and recreation departments. In 1999, the company made the decision to build on that success by launching two significant product offerings—MaxEnterprise, a distributed software solution, and MaxSolutions Online, the company's web hosted solution. Today, Maximum Solutions is recognized as the leading provider of software and services throughout the entire recreation industry, supporting universities, private facilities and government agencies nationwide.

Throughout 2009, the number of calls from Maximum Solutions customers asking about PCI compliance increased dramatically. According to Walter, "From the last half 2009 up through 2010, PCI Compliance became such a focus for clients, it took up more and more of our time as we tried to figure it out. We decided we needed a partner we could confidently refer our clients to for PCI compliant payment processing. Element immediately came to mind." They decided to reach out and start discussions with Element. Maximum was looking for a best-of-breed payment processing solution that would meet the needs of their merchants, as well as solve their imminent compliance issues.

FLEXIBLE SOLUTIONS

Prior to partnering with Element, Maximum Solutions gave their clients the option to use three different payment gateways. When their ability to meet PCI Compliance requirements became a concern, the company wanted a new streamlined approach that would provide greater control and protection for both their business and their merchants.

"We had certain clients that already had a payment processor in place and had contractual agreements preventing them from moving right away," said Walter. "Element's ability to serve as a processor and a gateway enabled us to address the needs of all of our clients through one core relationship. That has simplified management and added exceptional value."

“Element offers highly customizable, robust marketing programs and support for ISVs that are built on best practices and **deliver outstanding results.**”

INDUSTRY-LEADING MARKETING

While Maximum Solutions knew Element would be a great resource, they had some concerns about how they would introduce the change to their customers and move them to Element's platform. The company has very limited marketing resources, without the bandwidth and expertise required for this type of effort.

Unique to the payments industry, Element offers highly customizable, robust marketing programs and support for ISVs like Maximum Solutions to help drive adoption of Element's services among their merchant customers. These programs are built from best practices developed over years of migrating merchants to the Element platform. The turnkey programs require very little effort to implement and are provided at no cost.

Element's marketing team started by drafting a go-to market strategy for Maximum Solutions, built from a broad range of marketing options and programs developed for merchant recruitment. With the profile of the typical Maximum Solutions customer in mind, they opted for a straightforward plan that included an email blast, followed by an outbound calling campaign. “We worked with them to craft messages that would resonate with their customers and communicate in a way that they would be most receptive to,” said Sidney Swartwood, Director of Marketing for Element. “Most of Maximum Solutions customers receive updates on the product by email, so it made sense to go that route. Given that customers had been calling in with questions about PCI, we knew that adding in a calling effort where someone could answer questions on the spot would be of value.”

In addition to the outbound campaign, Element created co-branded resources to help educate and inform Maximum Solutions' customers. A web landing page was developed where customers could go online at their convenience to find out more information about PCI Compliance, as well as Element's solutions. Element also leveraged their Flash video library to help Maximum Solutions customers better understand what PCI Compliance is, the typical process to meet Compliance requirements and the benefits to working with Element in an engaging video format.

The initial marketing effort targeted 75 merchant customers and each would receive an email and a follow-up phone call. The list was divided into three blasts with each one being sent a week apart so that Element's dedicated Account Manager for Maximum Solutions was able to offer optimal service to each customer.

CHALLENGES

- ▶ Make PCI Compliant payment solution available to merchant customers
- ▶ Educate customers on PCI Compliance and the risks and potential liability
- ▶ Promote new solution to customers and persuade them to move to Element

SOLUTION

- ▶ Educate customers through a multi-touch marketing approach
- ▶ Create resources customers can review on-demand, at their convenience
- ▶ Provide flexible solutions with immediate and long term options

RESULTS

- ▶ 50% of customers moved to Element within 90 days
 - ▶ Merchants dramatically improved their understanding of PCI Compliance
 - ▶ Merchants that moved to Element no longer have PCI Compliance concerns
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To learn more about Element's Best Practices Marketing Programs, visit www.elementps.com/merchantmarketing.

“Their customers were genuinely interested in what Element had to offer,” said Dave Doetsch, Director of Inside Sales at Element. “Our conversations highlighted integration, features, and the advantages of using Element. They also had numerous questions about PCI Compliance and how Element could resolve this growing concern for them.”

As part of the marketing effort, Element offered Maximum Solutions' customers a free statement analysis and PCI Compliance risk assessment. This includes a 3-month comparison of data from their current processor against Element, so they can better understand what the costs and savings will be if they move. It also includes an analysis to help the merchant understand the risk of storing cardholder data in terms of cost—often reaching upwards of \$200 per card number.

EXCEPTIONAL RESULTS

From the initial launch campaign, almost 50% of Maximum Solutions' merchants converted to Element's platform within 90 days of the program. Element continues to follow up with customers that have not moved yet, actively converting more and more merchants.

As part of the ongoing marketing support, Element offers a selection of programs to help new merchants understand the relationship between Element and Maximum Solutions and share information about PCI Compliance requirements and how it can impact their business. These support programs include online and offline communications, feature articles for ISVs to promote to their customers, participation in user group conferences, PCI Compliance webinars and sales materials, and co-authored articles to be featured in industry publications.

While the results of the Maximum Solutions marketing effort resulted in an extremely high conversion, these numbers are not uncommon. “Element's marketing programs show our commitment to helping our partners and their merchants have a positive and beneficial experience with Element,” said Swartwood. “We've found that ISVs that leverage these proven programs have a significantly higher number of merchants moving to Element than those that do not.”

