Client Profile

sure3 provides a suite of online solutions that offer merchants an easy way to create feature-rich websites to increase their business's online reach.

COMMERCE SDK PROVIDES THE ONLINE RECIPE FOR SURE3'S RESTAURANT SOLUTION

How can small restaurants grow without a big investment? sure3 was founded with just that in mind, as the company helps restaurants (and other merchants) bring their businesses online with a quick and easy turnkey solution that includes website design, online ordering capabilities, social media integration, and a built-in payment processing platform.

THE CHALLENGE

With the 2015 EMV rules shifting liability for counterfeit card fraud to merchants, sure3 needed to integrate EMV certification into the payment platform for their online restaurant solution. With dozens of EMV software development kits (SDK) to choose from, sure3 wanted to ensure they were providing their customers with a solution that was easy to implement, but would also provide the security and protection their customers require.

THE SOLUTION

Elavon's Commerce SDK provided sure3 with a streamlined path to an EMV-enabled payment solution with one package that easily integrates Elavon's global payment processing, EMV certification, and support for mobile payments.

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"About half of our merchant base is comprised of restaurants, and we saw that they were losing business because they didn't have a way for customers to order online," says Alan Long, senior IT manager of US Bankcard Services, the parent company of sure3. "Today's consumers want to streamline everything, and they rely on their smartphones to order ahead and even pay. If you can't accommodate them, they will find another option. But for small restaurant owners, building ordering and eCommerce capabilities into a website can be difficult and expensive, especially when there are so many variables with menu choices, devices and payment types. We make it easy for them."

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For any business that accepts credit cards, the October 2015 EMV liability shift was looming large, and for sure3, their solution was no exception. Committed to compliance, security and providing customers with an exceptional product, sure3 began the process of ensuring that their solution was EMV certified.

Elavon Commerce SDK "Takes the Cake"

sure3 considered the different options available for implementing EMV in their solution, and what made the most sense was using a software development kit (SDK) specifically designed for integrating EMV within the existing platform. "We ended up vetting about 45 potential solutions," says Long.

The results of the review process pointed to Elavon Commerce SDK™ as the right solution to accelerate and simplify the implementation of secure payment processing for the restaurant module. According to Long, Elavon's functionality covered more ground than they anticipated, especially since during the review process they found that many vendors were over-promising on what they could deliver.

"Commerce SDK far exceeded what we expected. In particular, the Converge® gateway easily connects to the point-of-sale (POS), mobile devices, and other hardware. It provides a total integration with our customers' POS and enables us to deliver added value beyond the online transaction to in-store and mobile payments," says Long.

In addition to supporting multiple operating systems such as iOS, Android and Windows across multiple devices, Commerce SDK enables sure3 customers to accept mobile wallets like ApplePay® and more, another important feature which will help keep the restaurants competitive. Long also appreciates the integration with terminals and printers that lets restaurants customize their receipts to include coupons and other offers. And, he says, Elavon's payment terminal is streamlined and modern looking, not like the usual "brick" that others offer.

"As far as we are concerned Commerce SDK takes the cake," says Long.

"It took just eight weeks with Elavon, as compared to four to six months with other options."

The Benefit of Unexpected Benefits

The Commerce SDK pre-certified EMV package made it quick and easy for sure3 to implement the security measures that are important to them and their customers including EMV certification coding, encryption, and tokenization.

"We knew we were getting the solution we needed and wanted when we chose Commerce SDK, but in the end, it was even more than we expected," Long says.

Because Commerce SDK was so intuitive and easy to use, sure3 was able to complete implementation in about half the time it would have taken with other options. "It took just eight weeks with Elavon, as compared to four to six months with other options. Our developers were thrilled to see documentation that was so clear and well presented. We required minimal support, but when we did need help, it was excellent," notes Long.

For sure3, Commerce SDK accelerated and simplified the implementation of a secure payment solution, giving them, and their customers, a competitive advantage.

"sure3's solution is designed to make it as fast and easy as possible for small restaurants to get up and running online, so they can compete in the market and grow their business," says Long. "Commerce SDK did the same for us with EMV implementation, and more."

To learn more about Commerce SDK visit
www.elavon.com/commercesdk