



# Customer Case Study

Audio, video lighting company  
streamlines eCommerce payments

## Industry

Distribution

## ERP

Sage 300

## Challenge

Online credit card payments took special expertise and phone orders were slow

## Solution

- eCommerce credit card payments integrated seamlessly with Sage 300
- Integrated Level 3 rates for B2B transactions

## Results

- Increased scalability to handle phone-based and online credit card orders
- Immediate answers to tricky PCI compliance questions
- Trustworthy credit card security

## • The Background

Peachstate Audio is an independently owned value-added distributor that has been a part of the Professional audio, visual and lighting community for over 40 years. Located in Sugar Hill, Georgia, Peachstate is known for their innovative ideas and deep commitment to delivering the best in audio equipment, stage lighting and video products.

## • The Challenge

The previous credit card transaction process for Peachstate Audio was slow and cumbersome. Only one person at the company understood clearly how to capture payments online, and sales associates completing phone orders had to leave their workstations and run credit cards at a shared terminal. These outdated processes created bottlenecks.

Mary Beth O'Rourke, Business Development Manager at Peachstate Audio, stated, "The biggest challenge we were facing was that only one person at the company knew how to make edits to the website and capture payments on the website, and if that person was on vacation or won the lottery, we don't know what we would have done."

In addition, the prior process was not properly integrated into their Sage 300 ERP, making payment processing even more difficult.

It was clear this process was not supporting business growth and that a new process and solution were necessary.

*“REPAY is easy to use. Now anyone at our company can capture payments since it integrates with the website and Sage so seamlessly.”*



## The Solution

Peachstate Audio had begun the process of implementing a new, customer-facing eCommerce store before the global situation in 2020.

This meant that when they closed their doors to customers to protect customer and employee health, they already had an integrated webstore and credit card payment solution they could use to drive sales with contactless curbside pickup for their products.

Additionally, Peachstate Audio was able to leverage the flexibility of REPAY to empower sales associates to quickly run phone-based credit card orders at their workstations, instead of having to run credit card transactions at the same shared terminal.

These flexibilities saved time and maintained sales during a period of global uncertainty.

## The Results

Peachstate Audio can now capture more online and phone-based sales faster than ever, because anyone at their company can easily capture credit card payments.

Peachstate has also been able to tap into greater credit card rate savings due to REPAY's capability to leverage Level 3 Processing for many B2B sales. These business-boosting benefits are a relief, to say the least.

Another relief for Peachstate? Better credit card security.

“With REPAY, we have better security and PCI compliance is much easier,” stated O’Rourke. “We’re a small business and, with REPAY, we’re not out here hoping everything is safe and secure. It’s nice to have that extra level to know that someone is looking over our back, and that if we have questions, we can give them a call and they will answer immediately.”