

## Case Study

### AZOX CREDIT CARD EXTENSION STREAMLINES CREDIT CARD PROCESSING AND IMPROVES EFFICIENCY

#### **Company**

**Living Essentials,**  
maker of 5-Hour Energy

#### **Industry**

Wholesale Distribution

#### **Technology Used**

Credit Card Extension  
Microsoft Dynamics® GP

#### **Business Benefits**

- Elimination of transaction fees, saving Living Essentials over \$10,000 per year.
- Credit Card Extension paid for itself in less than five months.
- Information management. Ability to add notes to each transaction within the same screen.
- Confidentiality. Simple checkboxes in Credit Card Extension offer the choice whether to save or delete a customer’s credit card and other information.
- Security. Built-in encryption of credit card account numbers.

### About Living Essentials

Living Essentials is a biotech consumer products company that develops and distributes 5-Hour Energy brand liquid energy shots.



In an emerging industry that has seen rapid growth the company’s innovative product, 5-Hour Energy, has become the undisputed leader. It’s effectiveness has made it appealing to people of all ages, particularly to working people who find it convenient and functional. Living Essentials founders are still at the helm of the company, and both their distribution channel and demand continue to grow.

### The Business Challenge

5-Hour Energy provides hours of energy, alertness and focus. After several years of consistent growth its manufacturer, Living Essentials, realized their software systems were lacking the same kind of energy and effectiveness.

The company has grown so quickly, that their overall IT infrastructure and accounting systems were in dire need of an energy overhaul.

### The Azox Solution

In 2008 Living Essentials selected Microsoft Dynamics GP and Azox Credit Card Extension to infuse the company with the kind of energy and strength their products reflect.

*“Azox Credit Card Extension was the piece of the puzzle that integrated seamlessly with Dynamics GP and allowed us to keep all our information in one place.”*

*Liz McLaury, Controller*  
**Living Essentials**



## The Value

- **Credit Card Extension paid for itself in five months**

Before implementing Azox Credit Card Extension, the company used to pay a fee for every transaction where no card was swiped. For a company whose core competency focuses on strength and effectiveness, too many hours and dollars were needlessly spent.

They are now able to process every credit card transaction without the need to swipe the actual card and without the fee. They are now saving thousands of dollars that can be invested elsewhere.

- **CCE helps consolidate accounts information**

Credit Card Extension allows accounts receivable to add notes to each transaction within the same screen, so people at the company are aware of any special instructions for each credit card order.

- **Customer confidence**

Consumers trust Living Essentials' most popular product, 5-Hour Energy, to help them remain alert and focused. Therefore, it is important that they can also trust the company behind it with their information. Simple checkboxes in Credit Card Extension offer the choice whether to keep or delete a customer's credit card account information.

*"Our previous software automatically saved every credit card number entered into the system. Our customers are now happy to know they have the power to decide if they do not want us to save their credit card information"*

*Sue Christensen, Accounting Manager  
Living Essentials*

## About First Tech Direct

First Tech Direct, LLC specializes in selecting, implementing, deploying and managing Microsoft Dynamics® AX, Microsoft Dynamics® GP, Microsoft Dynamics® SL, and Microsoft Dynamics® CRM. Microsoft awarded First Tech Direct into their Inner Circle Program as one of the Top 1% of Microsoft Business Solutions Partners worldwide in 2006 and 2008. Also, awarded for the fifth consecutive year, Microsoft Dynamics Presidents Club which honors business solutions reselling partners whose commitment to customers is reflected in their business performance and high level of sales achievement and customer satisfaction. Accounting Today awarded First Tech Direct as one of the Top 100 Select Pacesetter 2008 and TOP 100 VARs in 2008.

## About Azox

Azox is Microsoft Gold Certified Partner and is among an exclusive group of managed ISV's. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

- *E-Commerce Solutions*
- *E-Payment Solutions*
- *Dynamics Extension*
- *Distribution Modules*

This industry leading e-commerce suite includes eSource B2B, eSource B2C, eSource SalesPortal, and eCatalog, which provide fully integrated web storefronts that are built on Dynamics GP. e-payment Solutions include our Credit Card Extension for Dynamics GP and our Credit Card eInterface for online payment processing.



**For more information:**

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