

CASE STUDY

TA DIGITAL
Intelligent Transformation

cardconnect.
A First Data Company

Creating a Custom Payment Solution for CardConnect, a First Data Company

A leading innovative payment technology services provider

Services Provided

Custom Development – Salesforce Commerce Cloud

Integration and Standards – Integration to Third-Party Payment Gateway, PCI Standards Compliance

Results



PCI-COMPLIANT PAYMENTS

This solution established PCI compliance for payment transactions



REDUCED CART ABANDONMENT

Significantly reduced cart abandonment because of faster transaction processing



REFINED CHECKOUT EXPERIENCE

An improved and streamlined customer checkout experience as validated by user testing



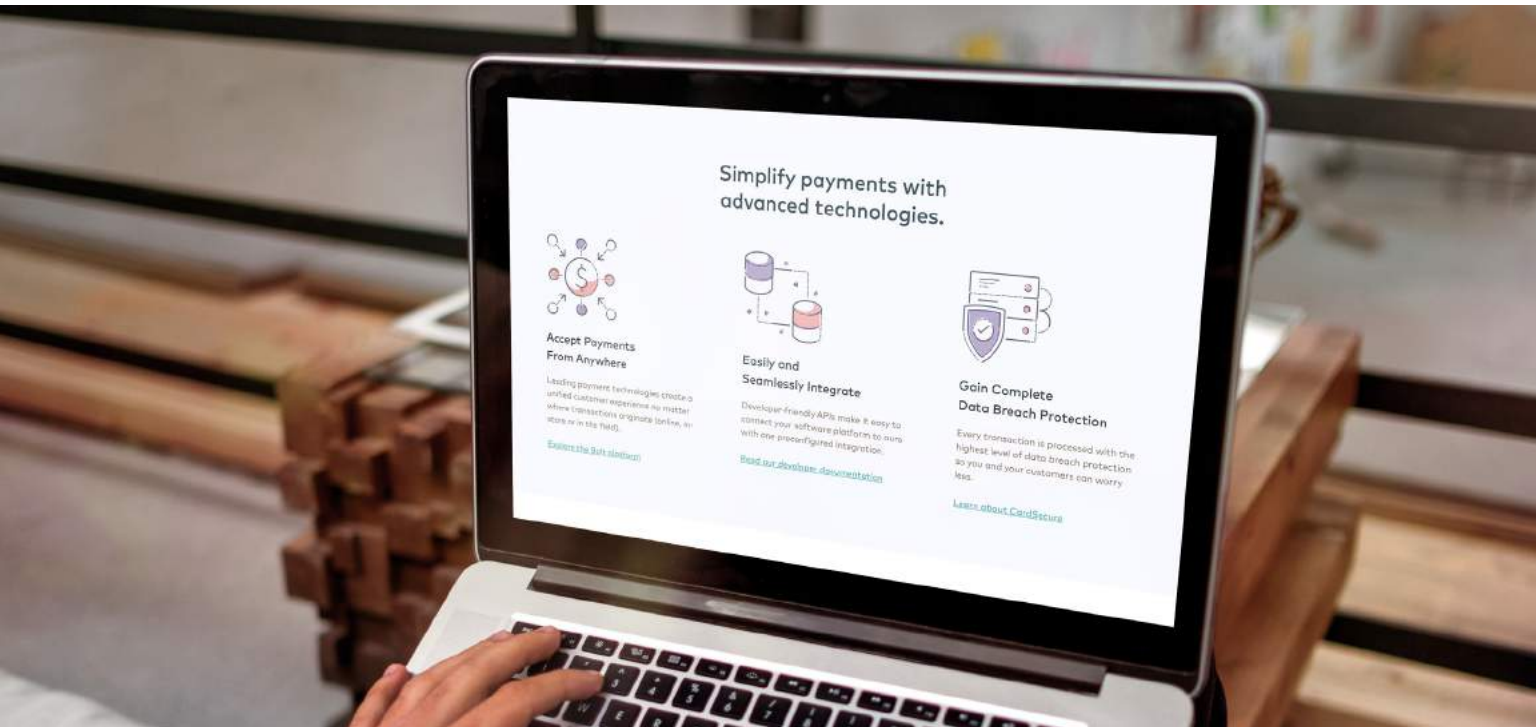
LOWER PAYMENT REJECTION RATES

Improved payment processing accuracy resulting in significantly lowering payment rejection rates



"TA Digital stayed in continual contact with me as well as with the merchant's in-house development team by phone, email and chat to ensure direct and seamless communication throughout the project. They answered questions and resolved issues extremely proactively leading to overwhelming success that was both on time and within budget. Most importantly, we received a high-quality build with fantastic communication and support. I am extremely satisfied with the results we received working with TA Digital."

Andy Liaskos,
Director of Partner Delivery for CardConnect



CardConnect

Founded: 2006 | Headquarters: Pennsylvania | Industry: Financial Solutions | <https://cardconnect.com/>

CardConnect, a payment platform of Finserv is focused towards providing secure payment processing to businesses of all sizes. Their mission is to grow commerce through secure, simple and integrated payments. CardConnect, founded in 2006, is an innovative payment technology solutions provider and has more than 10 years of experience in financial technology services. It has helped more than 67,000 organizations optimize their payment systems. CardConnect was acquired by First Data in July 2017. First Data Corporation is a global leader in commerce-enabling technology and solutions.

Challenges

- Limited time
- Fixed budget
- Scarce development resources
- Incomplete requirements
- Complex payment gateway

CardConnect, a First Data company, had a large national retailer doing \$1.5B in annual e-commerce transactions that needed a gateway integration to their Salesforce Commerce Cloud. Their client had an aggressive "must-succeed" timeline that seemed very challenging, but TA Digital's team was able to get this complex integration done according to the merchant's exact specs in less than six weeks.

Solution

TA Digital utilized a "mutli-disciplined" approach to solve this complex problem in a less-than-ideal timeframe by consulting with the practice that created a similar solution in a different commerce technology. By working with CardConnect to reuse and refine the specifications from the earlier project, the TA Digital team was able to rapidly accelerate this implementation well ahead of the end-client's deadline.

Additionally, because our architects had previous experience specifically in CardConnect's various gateway solutions and configurations, TA Digital had the foresight to avoid the pitfalls otherwise encountered when developing payment solutions from scratch. Having Salesforce developers and architects with extensive experience in writing secure, compliant code also shortened the delivery timeframe, avoiding extra test and remediation cycles that occur when code fails PCI testing.

TA Digital's finished payment solution was packaged and deployed within the timeframe CardConnect initially considered to be "nearly impossible" and surpassed the client's expectations, resulting in zero claims of bugs or defects throughout the warranty period.



TA Digital is the only global boutique agency that delivers the “best of both worlds” to clients seeking to achieve organizational success through digital transformation. Unlike smaller, regional agencies that lack the ability to scale or large organizations that succumb to a quantity-over-quality approach, we offer resource diversity while also providing meticulous attention to the details that enable strategic success.

Over the past 20 years, TA Digital has positioned clients to achieve digital maturity by focusing on data, customer-centricity and exponential return on investment; by melding exceptional user experience and data-driven methodologies with artificial intelligence and machine learning, we enable digital transformations that intelligently build upon the strategies we set into motion. We are known as a global leader that assists marketing and technology executives in understanding the digital ecosystem while identifying cultural and operational gaps within their business - ultimately ushering organizations toward a more mature model and profitable digital landscape.

Recognized in 2013, 2014, 2015, and 2019 Inc. 5000 list as one of the most successful technology companies in the United States, TA Digital is pleased also to share high-level strategic partnerships with world class digital experience platform companies like Adobe, SAP and Salesforce and possess global partnerships with industry leaders such as Sitecore, Episerver, Elastic Path, BigCommerce, AWS, Azure and Coveo.

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