



ANOTHER ASSUREBUY SUCCESS STORY

Optimum Nutrition Selects AssureBuy for Credit Card Payment Processing

About Optimum Nutrition

Optimum Nutrition, a leading manufacturer of nutritional supplements and headquartered in Aurora, IL, offers more than 300 individual products in a variety of forms, including powders, liquids, pills and bars. The 16-year-old company employs 250 and serves consumers and retail distributors.

Recently, Optimum Nutrition selected AssureBuy to provide its transaction processing application and payment gateway. With its monthly online sales growing exponentially, a robust, reliable transaction processing solution is mission-critical.

Prior to establishing its relationship with AssureBuy, Optimum Nutrition's credit card processing method was inefficient and time-consuming, lacking the detail the company required to review and reconcile transactions on a daily basis. Optimum Nutrition sought a *cutting-edge partner* that could offer:

- increased flexibility
- improved functionality
- efficiency
- accuracy
- a dramatic reduction in the 5 minute transaction processing its customers endured.

An improved process was essential to better satisfy customers and earn their loyalty.

Optimum Nutrition chose AssureBuy to fulfill this critical function. AssureBuy offered comprehensive functionality, including real-time processing and an online administration system. As a certified **Microsoft® Great Plains® Business Solutions** solution developer, AssureBuy offered the unique attribute of integration with Optimum Nutrition's Microsoft Great Plains accounting solution, meeting the need for increased efficiency and more accurate reporting.

AssureBuy's superior customer service also stood head and shoulders above that of competitors, demonstrating the company's pledge to serve as more than just a vendor, but rather as a trusted partner. According to Timothy Hui, accounting manager for Optimum Nutrition:

“There was truly no comparison between AssureBuy and our other options. The combined strengths of AssureBuy's product functionality and total dedication to client satisfaction quickly earned our business. AssureBuy delivered a smooth, straightforward, efficient implementation.”

Documentation and a predetermined configuration to meet Optimum Nutrition's unique needs rounded out the two-week implementation process. The AssureBuy Payment Processing solution has been live and successfully functioning for over a year.



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The AssureBuy Payment Processing solution has enabled Optimum Nutrition to realize several important benefits in its now state-of-the-art transaction process, including an overall increase in accuracy and efficiency. Customers now enjoy a credit card processing time of just three seconds, an impressive improvement over the original five minutes or more. Timothy said:

“I would recommend AssureBuy without reservation,” “The team is terrific, highly skilled and incredibly responsive. We have an excellent relationship, a true partnership.”

About AssureBuy

AssureBuy, founded in 1994 and headquartered in Schaumburg, IL, specializes in transaction and payment processing. As such, the company offers Microsoft Great Plains users a complete, single-vendor solution for automating all credit card transaction needs – mail, fax, phone and web-based orders.

AssureBuy Payment Processing includes a payment gateway, eliminating the extra costs and additional integration and management attention required by third-party transaction processors.

For more information:

Call 847 843-7400, or

Visit www.assurebuy.com.

