

COST-EFFECTIVELY MAINTAINING A SECURE, COMPLIANT ECOMMERCE ENVIRONMENT

BACKGROUND

Woodpeckers has been in the business of manufacturing and selling woodworking tools for over 30 years. Based in Strongsville, OH, Woodpeckers does its own machining, engraving, assembly and packing and takes pride in the fact that its tools are truly made in the U.S.A.

Maintaining a secure and compliant environment had become a challenge for Woodpeckers that consumed an excessive amount of resource time and money. Finding a solution was an ongoing issue as Woodpeckers' payment partner at the time had been inaccessible and provided no guidance.

MACH Software, Woodpeckers' order management software (OMS) provider, saw similar challenges for many of its customers and actively sought a way to solve the problem. After an extensive vetting process, MACH selected Wind River Financial as its payment partner. Once Wind River was introduced into the relationship, Woodpeckers' issues were quickly addressed and resolved.

OBJECTIVES

1. Cost-effectively maintain a compliant environment
2. Mitigate the risk of a data breach and fraud from their ecommerce site
3. Partner with a dependable and accessible payment provider

SOLUTION

- Wind River integrated its technology with the MACH Software OMS and Woodpecker's Magento 2 website and eCommerce platform
- Reduced PCI scope and simplified the compliance process
- Crafted a unique workflow to Woodpeckers exact specifications
- Assigned Woodpeckers its own relationship manager

RESULTS

- Risk of fraud was mitigated as the integration with the OMS and the shopping cart removed all customer sensitive data from the workflow
- SAQ questions were reduced from 191 to 33 creating a much simpler path to compliance
- Eliminated the need to perform network scans saving time and resources



“Our transition to Wind River was smooth and easy. Working with them is leaps and bounds better than our former credit card processor. We are confident in the security of our customers' data and our processes.”

~ Justin Killebrew
Vice President, Woodpeckers

Woodpeckers®

Wind River Wrap-Up

If you are experiencing similar challenges with your environment, contact us today. We would love the opportunity to create a success story for you too.

Give us a call at 866-356-0837. Or, send an email to Pete at puselman@windriverfinancial.com.