



**TGATE**



**PATHWAYLINK™**

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**CASE STUDIES**

## Profile

Based in Greenville, SC, GoldTech is a national software developer for quality retail point-of-sale (POS) and store management solutions. With more than 27 years of working with general retail and grocery clients, the company helps merchants streamline operations and grow their business through a mix of POS technology and consulting services.

## Business Challenge

Faced with the growing overhead of establishing and maintaining PCI compliance for its large merchant base, GoldTech President Kelly Orr began to search for a solution that relieved the company from the cost of multiple PCI certifications. Initial efforts highlighted a number of payment gateway options that had a mix of approaches to resolving the PCI challenge, but they all came with one caveat - GoldTech would be limited to only those processors that were connected to the gateway. This would limit the company's flexibility in targeting new accounts and retaining existing ones that might want to change their processing relationship.

## Solution

"Although we set out to solve the time and cost issues of having to provide a PCI certification for every one of our clients, the 'bundled' nature of most 'gateway-plus-PCI solutions' proved to be problematic. Then we found TGate's PayLINKsm and it was exactly what we had been looking for - a solution that we can integrate into our existing software.

By relieving us of having to handle card-sensitive data in the payment application, PayLINK uses advanced tokenization technology to take the payment out of the POS. Because it eliminates the annual compliance requirements and can be used with any peripheral device, it dramatically simplifies the writing and maintenance of code for us and that translates directly into our bottom line."

## Advantages

"The most obvious advantage is that of lower costs. The challenge of having to get every customer PCI compliant was a huge fiscal barrier, but PayLINK effectively takes us out of the loop and that saves both time and money. But one of the biggest is that PayLINK is directly connected to TGate's PathwayLINKsm payments platform. PathwayLINK is both PCI-compliant and processor agnostic, so we don't have to worry about who a merchant is connected to when we pitch new business or who they want to migrate to if they are an existing customer. We've had cases in the past where retailers have told us that if we didn't integrate to their new processor, we would lose their business. TGate's solution eliminates those kinds of conversations. The combination of PayLINK and PathwayLINK was exactly what we were looking for."

*Continued*

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“Support has been strong and all of the initial integration effort were very quick and straightforward. If anything, I was surprised at how quickly we got everything up and running and out to the marketplace. The web interface for the retailer is stunningly easy to use and has been very popular with merchants. They just want things to make sense and work flawlessly and TGate has delivered that across the board.”

### **ROI**

“The difference is pretty clear - on the product level we have lowered PCI costs, reduced programming overhead, and increased security and merchant satisfaction. In terms of business development, we are more flexible in terms of the accounts we can pursue and more effective in terms of retaining the business we have won. Bottom Line: TGate has made it much easier to maintain and sell our products.”

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