

# WELLS FARGO source™

## [CORCORAN PRINTING OPENS FOR E-BUSINESS PREPARED FOR SUCCESS.]

Since their doors opened 55 years ago as a small, family-run print shop, Corcoran Printing have become a full service commercial printer, offering a full spectrum of services to many different companies and industries across the United States. New state-of-the-art equipment acquisitions and a move to a larger facility in their hometown of Wilkes-Barre, Pennsylvania, allowed the company to expand their range of services. Recently, Corcoran Printing has launched their business over the Internet – pursuing success in both the conventional *and* the world of e-business.

Bill Corcoran, president of Corcoran Printing, shares what drove the decision to launch their e-commerce venture. “We had heard through the grapevine and read trade articles about how other printers had been successful in establishing their e-business on the Internet.

The numbers looked good – with only about seven percent of U.S.-based printers offering their services on the Internet – we saw the opportunity and decided to pursue it. Right from the start our Website has surpassed our expectations, and we’ve had requests from as far away as the British West Indies and across the continental United States to California.”

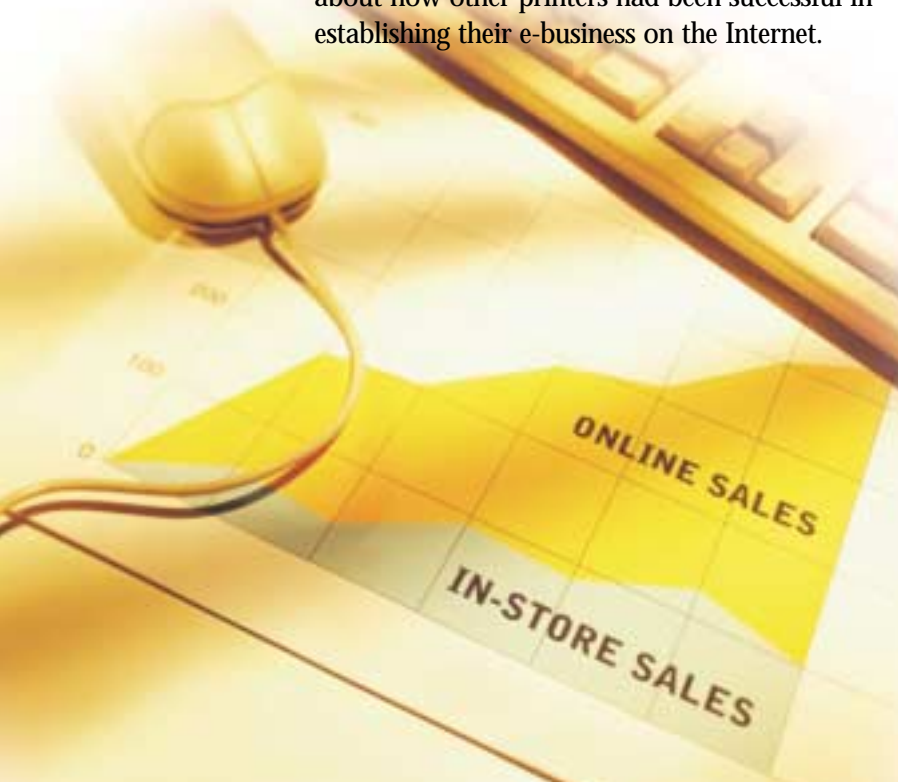
Mr. Corcoran said, “The challenges we faced when making the decision to venture on the Internet were minimized by doing our homework and researching which of our services would sell well online.



*Bill Corcoran*

We decided to match our strengths in the areas we believed we could be most competitive. We also researched our processing options and found that Wells Fargo [Internet Merchant Services] offered a comprehensive package – including [credit card] verification and authorization. Wells Fargo’s reputation and stability were also important factors in choosing them as our bank. We also wanted to make it convenient for our customers [to place orders] and wanted to work with a firm that provided that capability. Everything is working as promised – smoothly.”

In addition, the tie-in with the Intuit/QuickBooks platform (which Corcoran Printing was already using) provided a high level of trust from the start. Mr. Corcoran said “Compatibility with our established bookkeeping practices and



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**Modify transaction controls and velocity limits based upon transaction risk.**

- High-risk merchandise such as downloadable software, digital content, consumer electronics or gift certificates
- International versus domestic transactions.
- Express shipping regardless of purchase amount.
- Unusual purchase quantities or rapid repeat sales.
- Record all key elements of fraud transactions, such as names, e-mail addresses, shipping addresses, telephone numbers and payment card numbers.
- Treat anonymous e-mail addresses as higher risk.
- Screen for high-risk shipping addresses.
- Treat non-U.S. transactions as higher risk – they cannot be screened for AVS.
- Use third party fraud screening tools.
- Create and access a negative file.
- Establish cost effective thresholds for manual fraud screening.
- Validate the phone number using a reverse directory (555-1212.com).

In closing, we recommend that you make these policies a part of every transaction and that your employees are aware of the correct procedures for processing transactions – post these guidelines where they can be easily seen and keep abreast of new developments.

Your customers will appreciate your effort. ■

**[THE WELLS FARGO SOURCE NEWSLETTER IS INTERACTIVE!]**

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The *Wells Fargo source* newsletter is your source. ■



Susan Wampole, Webmaster

the ease of linking up our Website and existing accounting were also key factors in choosing Wells Fargo.”

Mr. Corcoran offered these words of advice for anyone starting up on the Web; “It’s important to trust in a reputable firm and partner with

*“We’re consistently improving and freshening the site and always welcome customer input about services they’d like to see us offer.” Susan Wampole*

a company that has the expertise and knowledge to guide and assist you with the transition – this makes the process easier, rather than re-inventing the wheel.”

When asked what lay in store for the future of Corcoran Printing and corcoranprinting.com, Mr. Corcoran said; “This many years in the business have shown us that, when the most contemporary and efficient technologies are employed, combined with a dedicated staff, our capacity increases exponentially. Based on this principle, our sales have consistently increased by 15% per year.



Home page at corcoranprinting.com

With the addition of e-commerce we expect to see that figure grow to 20/25% per year.” ■