

## **Triplefin LLC Renews Its Online Payment Card Industry (PCI) Compliance**

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<http://www.triplefin.com> () -

Triplefin LLC is pleased to announce that effective July 30, 2010 Triplefin has been granted a renewal of its compliance with Payment Card Industry Data Security Standards (PCI DSS). Passing its audit of PCI Compliance, Triplefin has renewed its name on a list of Validated Service Providers that have shown their commitment to security by meeting the rigorous requirements set forth by Visa CISP/AIS.

A thorough audit was performed on Triplefin's physical, digital and procedural processes and it was found that Triplefin adhered to the compliance standards set forth by the compliance review auditors at Trustwave. Modifications to Triplefin's existing hardware, software and technology include: enhanced physical security monitoring, advanced network monitoring and validation of the SOPs in place in the deployment of consumer commerce transaction websites.

One of the key growth areas since the last PCI audit at Triplefin was the introduction of IMPERVA monitoring hardware. This military grade security allows for improved network security both within Triplefin's environment and within the calls made to our payment processing partners.

Another major change in this audit was the passing of PCI while operating a 3rd party deployment environment inside Triplefin's network. In 2009, Triplefin invested in Keyora, makers of the Microsoft Gold Certified and Microsoft Blue Sky Award winning e-commerce deployment engine, Webfoot. This adherence to compliance standards reflects the solid nature of both Triplefin's security and the stability of the Keyora/Webfoot platform.

Triplefin continues to serve its clients while providing regulatory and industry standard compliance and is one of the first companies in the industry to be ISO Certified. In addition to PCI DSS, the company is PDMA (Prescription Drug Marketing Act), FDA (Food and Drug Administration), DEA (Drug Enforcement Agency) and cGMP (Current Good Manufacturing Practices) compliant and is a Licensed Wholesale Distributor of Dangerous Drugs and Mail Order Pharmacy.

About Triplefin LLCTriplefin (<http://www.triplefin.com/>) , "The Support Behind Your Brand", was founded in 1981. It is privately owned and based in Cincinnati, Ohio. Triplefin provides integrated business process outsourcing solutions to leading companies in the pharmaceutical, health and beauty and consumer products industries. The company's mission is to provide its clients with a sustainable operating advantage by deploying the best people with the optimal balance of technology and processes to support their programs. The company's

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Published on Chem.Info (<http://www.chem.info>)

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pharmaceutical support services include complete voucher program design, development and management services required for successful alternative sampling and promotion programs, clinical trials, patient assistance programs and DTC/Web promotional programs. The company's order to cash services include multi-channel order processing, product, sample and literature fulfillment, sales and marketing support, customer care, financial management and Trade Promotion Management (TPM) software and services.

About KeyoraKeyora (<http://www.keyora.com/>) provides organizations using Microsoft Dynamics@ AX and Dynamics@ GP with the ability to implement an enterprise-level, fully integrated e-commerce platform that extends the rich functionality of their back office solution to an on-line portal environment. With Keyora's Webfoot E-Business Suite, organizations can create a fully-automated, self-service commerce portal that eliminates manual order processing while opening up new avenues for revenue growth.

Triplefin CEO Greg LaLonde and Triplefin Vice President of Business Development LeTicia Hallstead are available for Interview Requests.

More information on Triplefin may be found by going to [www.triplefin.com](http://www.triplefin.com) (<http://www.triplefin.com>) or by calling (800) 841-3055.

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