

Case Study

5LINX

Ocenture provides Private Label Identity Theft Protection, Credit Monitoring, and Secure Data Backup for 5LINX



End Biller Client: 5LINX

Industries: Identity Theft Protection, Credit Monitoring, Data Backup Solutions

Region: United States & Canada

Contract Relationship: Wholesale, Retail, and Hybrid

Retail Product Cost: \$9.95 – \$19.95

Client Acquisition: Representative-Based

Solution: Private Label Identity Theft Protection, Credit Monitoring, Secure Data Backup

End User Client Integration: Private Label, Website Delivery

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the right partner



Client's Needs

5LINX® was interested in building additional revenue by increasing the total wallet share of its existing customers. The company's goal was to increase its profitability by providing ancillary products under its own well-established brand. 5LINX needed solutions that offered an above average return on investment without having to invest into an expensive proprietary infrastructure. 5LINX was looking for multiple products delivered as a turnkey, private branded program that offered global tracking and replicated web sites for its 100,000+ independent sales representatives. 5LINX demanded a quick time to market, a competitive retail product cost and daily support of all products being offered under the private branded program. 5LINX also needed proprietary data integration into its evolving commission and tracking program.

Why Ocenture

Ocenture was able to deliver a securely-hosted, private-branded website solution offering four separate, complete product packages. 5LINX selected Identity Theft Protection, Credit Monitoring, Online Data Backup and Technology Support as its product offerings. Ocenture provided a complete, end-to-end program that includes online enrollment services, merchant processing, credit card load balancing, credit card chargeback mitigation, sales representative training, customer service, product tracking, on-line product fulfillment and product data evaluations. Ocenture was also able to support the back-end user environment and seamlessly integrate between the client's marketing partners, product vendors and private branded, software support companies.

Custom Development

Due to time-to-market constraints, 5LINX chose to use Ocenture's private label API solution and allow Ocenture to integrate directly with its highly customized data, commission and tracking software. The Ocenture technology and on-boarding division worked with the client to get the product suite in market in less than 60 days after contracting. In order to keep support cost low, 5LINX choose to contract with Ocenture to administer merchant processing and customer service. By relying on Ocenture, 5LINX was able to focus on their core business instead of building additional costly product infrastructure. With any marketing program, it's not how much profit you earn from a customer on a monthly base, but how much total profit you receive for the life of the customer. By partnering with Ocenture and offering highly customized, monthly, residual based products, 5LINX has improved the lifetime value of each member by shifting away from the previous one-time bounty model. The partnership with Ocenture positioned 5LINX to get to market quickly, increase customer wallet share, increase customer retention and build a growing steady-state monthly membership base across multiple, diversified product lines.

Historical Data and Results (Data as of November 1, 2013)

The 5LINX programs offer residual income for the company and its representatives. 5LINX has a stable, steady state membership base that has an average 7+ month retention rate across all its product offerings, and it has generated over \$13,700,000 in total billable revenue in the past 36 months. Deploying a hands-on approach to private brand marketing and support, Ocenture was able to partner with 5LINX to achieve a 32.5% penetration rate into the company's customer footprint. Since inception, we have maintained a 5.5% increase in month over month enrollments. Steady growth, product training and ongoing member support is very important to the 5LINX team. Ocenture continues to work with 5LINX's C-level team and its independent representatives to provide training and support for all products in market.

5LINX® Products



5LINX ID Guard provides the core services that are vital to safeguarding members' identities, including authoritative coverage with a range of proactive monitoring solutions and alerts keeping members aware of any suspicious activity that is detected.



5LINX Data Vault helps protect members' valuable property with secure, offsite, automatic backup services that are easy to use and keeps members' music, photos, movies, or tax returns safe from catastrophic loss.



5LINX SafeScore offers members a one-stop solution for their credit information. With every membership, users can review members' past credit history, check their current score and gain insight into what their credit could look like tomorrow with our credit simulator.



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