Standard Checkout vs. Express Checkout

Overview di Integrazione

Novembre 2006

PayPal

Fast, Easy, Secure Online Payments

Agenda

- Differenza tra Standard ed Express Checkout
- Soluzione di pagamento Standard su siti Web
  - Standard Checkout – Mark
- Soluzione di pagamento Express Checkout su siti Web
  - Express Checkout – Mark
  - Express Checkout – Shortcut
- Domande e risposte

Differences between Standard and Express Checkout

	Standard	Express Checkout
Metodo di Integrazione	HTTP Form Post - Asincrono	API Calls – Richiesta e Risposta - Sincrono
Transazione completata su:	Sito sicuro PayPal	Sito Merchant
Notifica del pagamento	Payment Data Transfer - PDT Instant Payment Notification – IPN	Risposta API istantanea
Lunghezza del Processo di Checkout	7 clicks	4 clicks
Posizione del logo PayPal	Solo il Mark nella scelta dei metodi di pagamento	Shortcut e/o Mark
Tipi di autorizzazione	Contemporanea autorizzazione e cattura dei fondi (cd "Sale")	Sale, Auth and Capture

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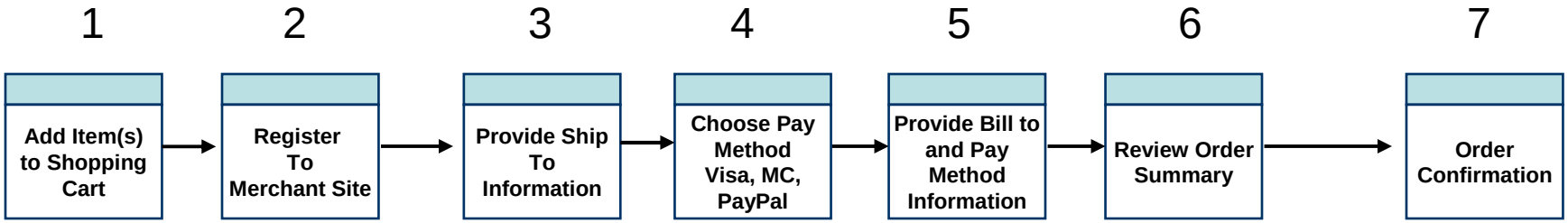
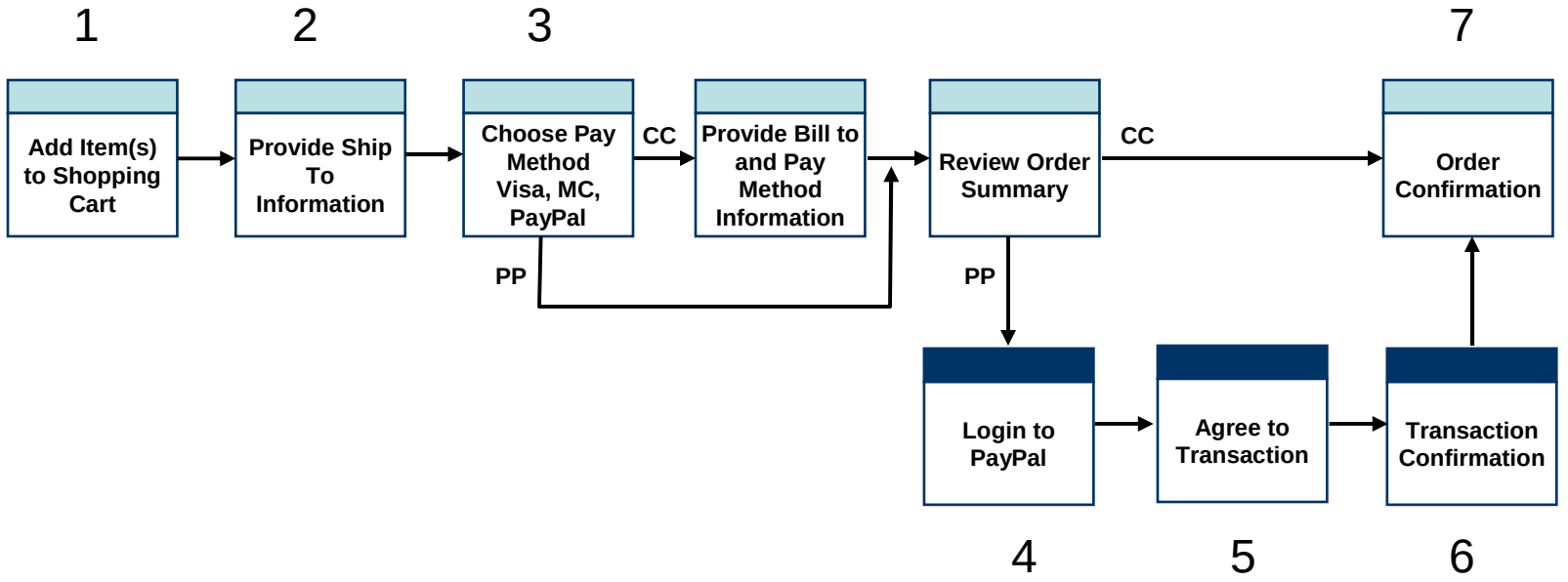
Processo tradizionale di pagamento con Carte di Credito

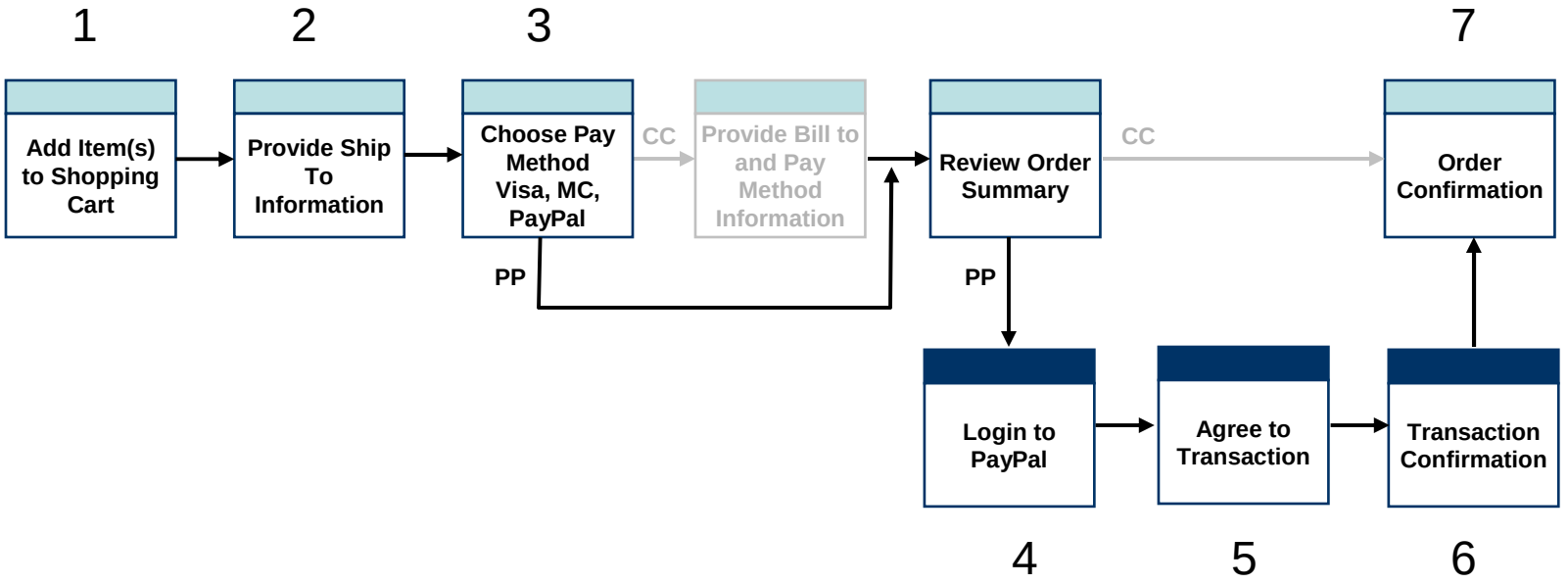


- Compilo un form di registrazione ad ogni sito Merchant (min 15 campi)
- Ricevo via e-mail userid e password per ogni registrazione
- Confermo la mia registrazione riloggandomi sul sito
- Riprendo la sessione (se non è caduta)
- Confermo l'ordine
- Vengo ridirezionato sul server sicuro della banca Acquirer

Flusso di pagamento con la soluzione PayPal Standard – Mark



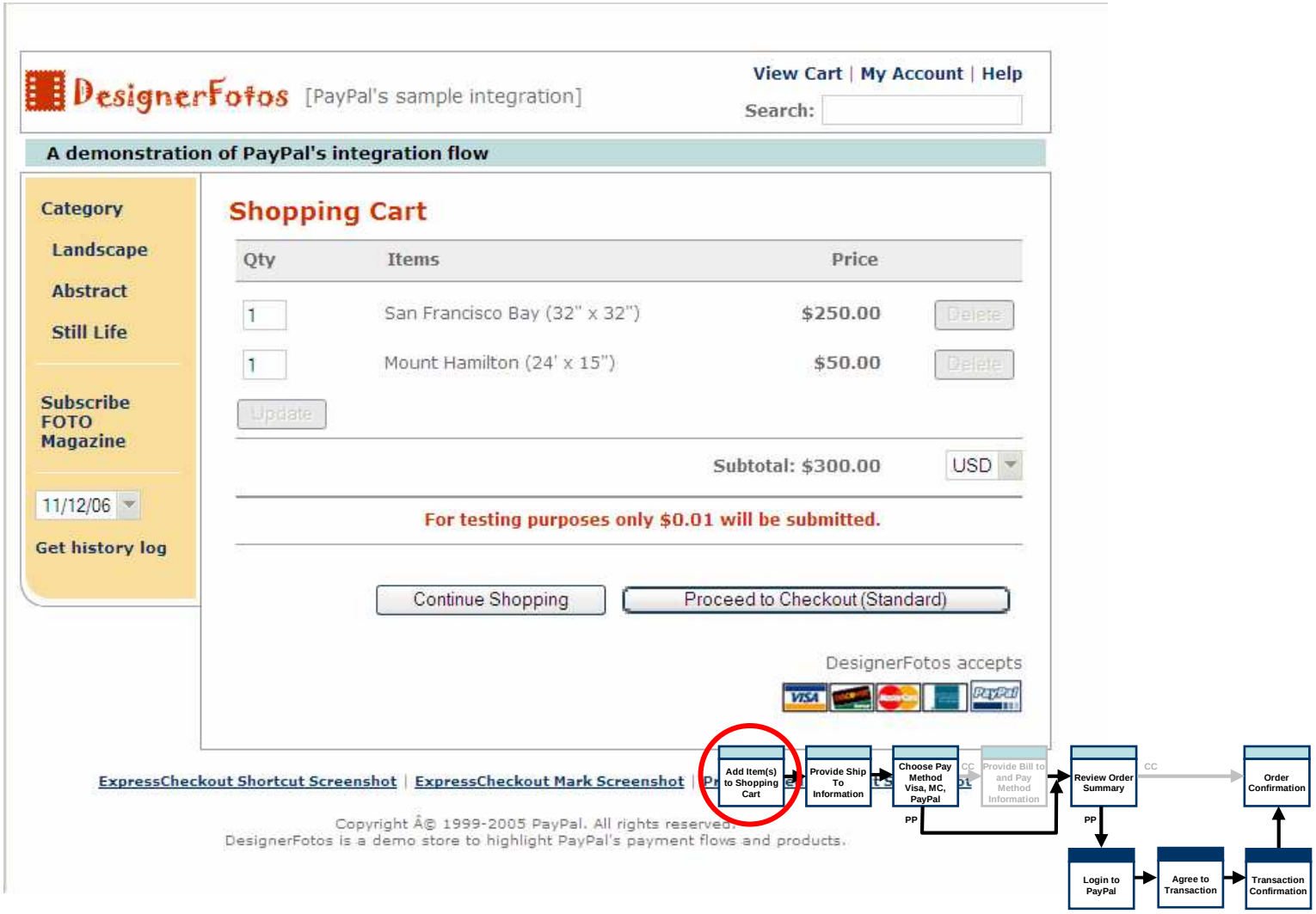
Flusso di pagamento con la soluzione PayPal Standard – Mark



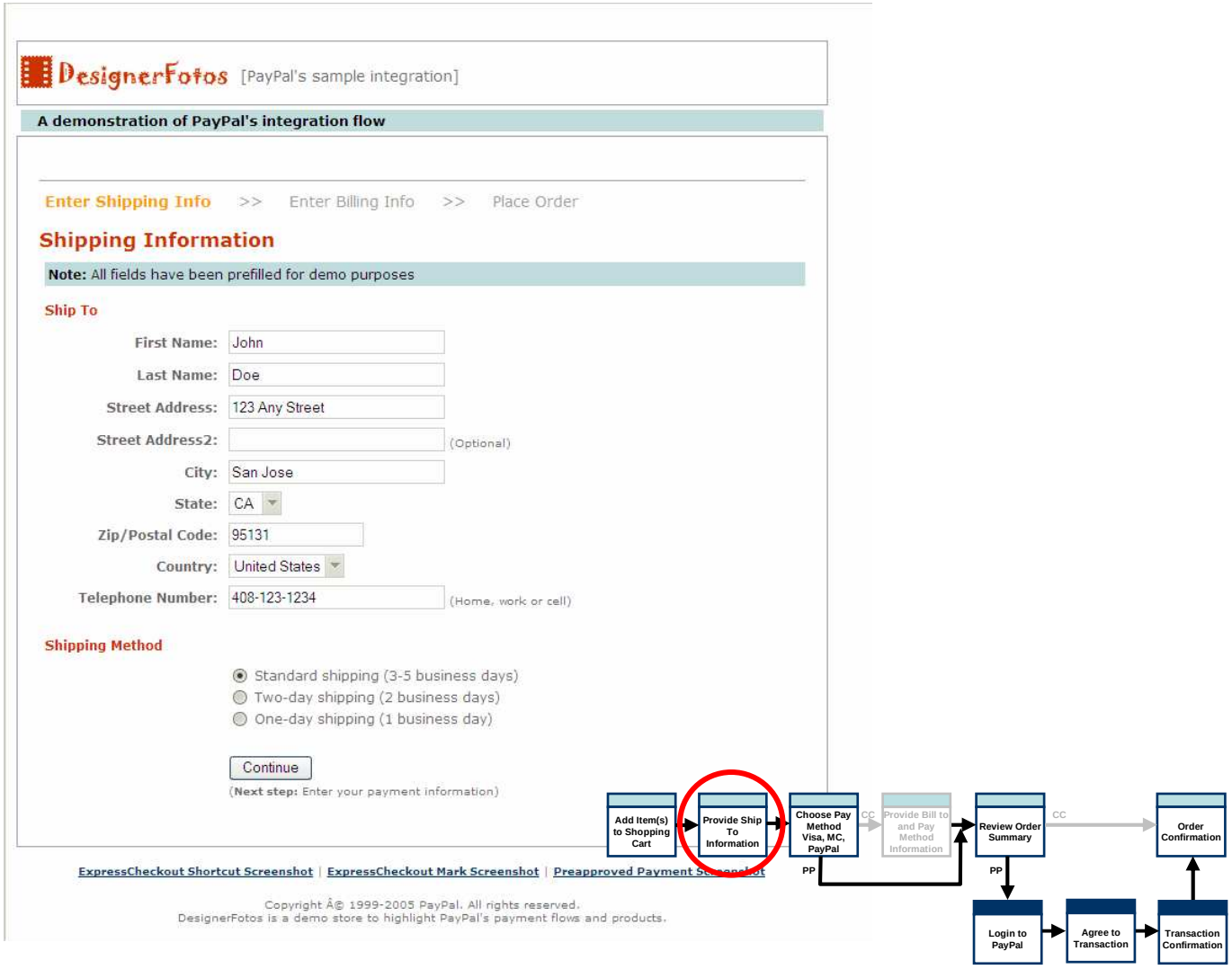
7 clicks dal carrello elettronico alla ricevuta di pagamento (vs. 7 del pagamento tradizionale con carte di credito)

1. Lo User aggiunge beni al carrelo ed inizia il checkout
2. Lo User fornisce le info di spedizione
3. Lo User sceglie PayPal come mezzo di pagamento
4. Lo User vede l'ordine sul sito Merchant
5. Lo User è diretto al sito sicuro PayPal
6. Lo User acconsente al pagamento sul sito PayPal e la transazione avviene
7. Lo User è ridiretto al sito Merchant

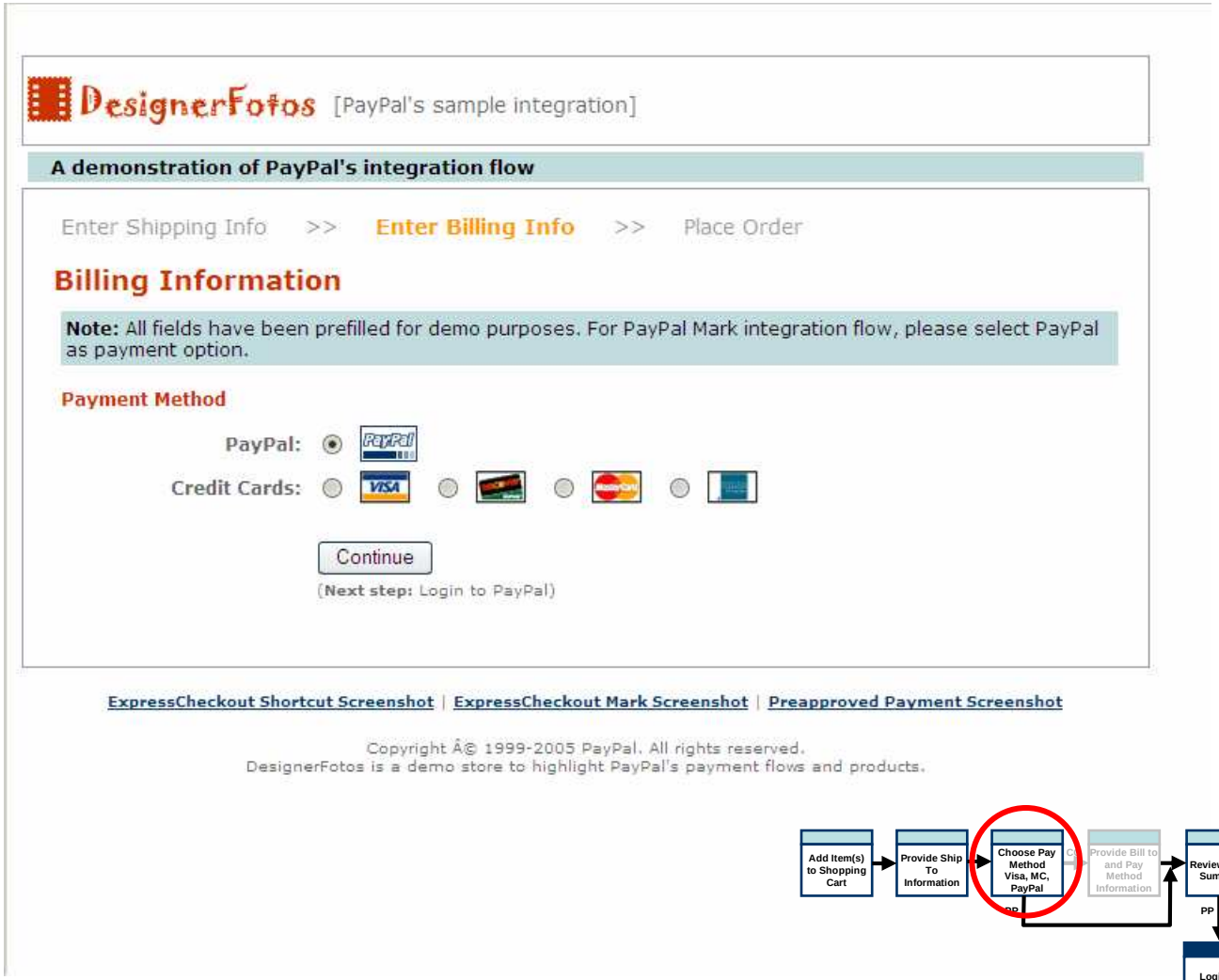
Caricamento carrello elettronico(Standard)

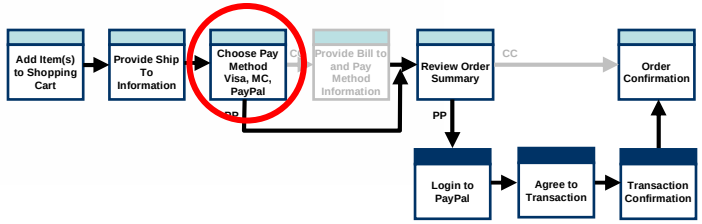


Compilazione informazioni di spedizione (Standard)

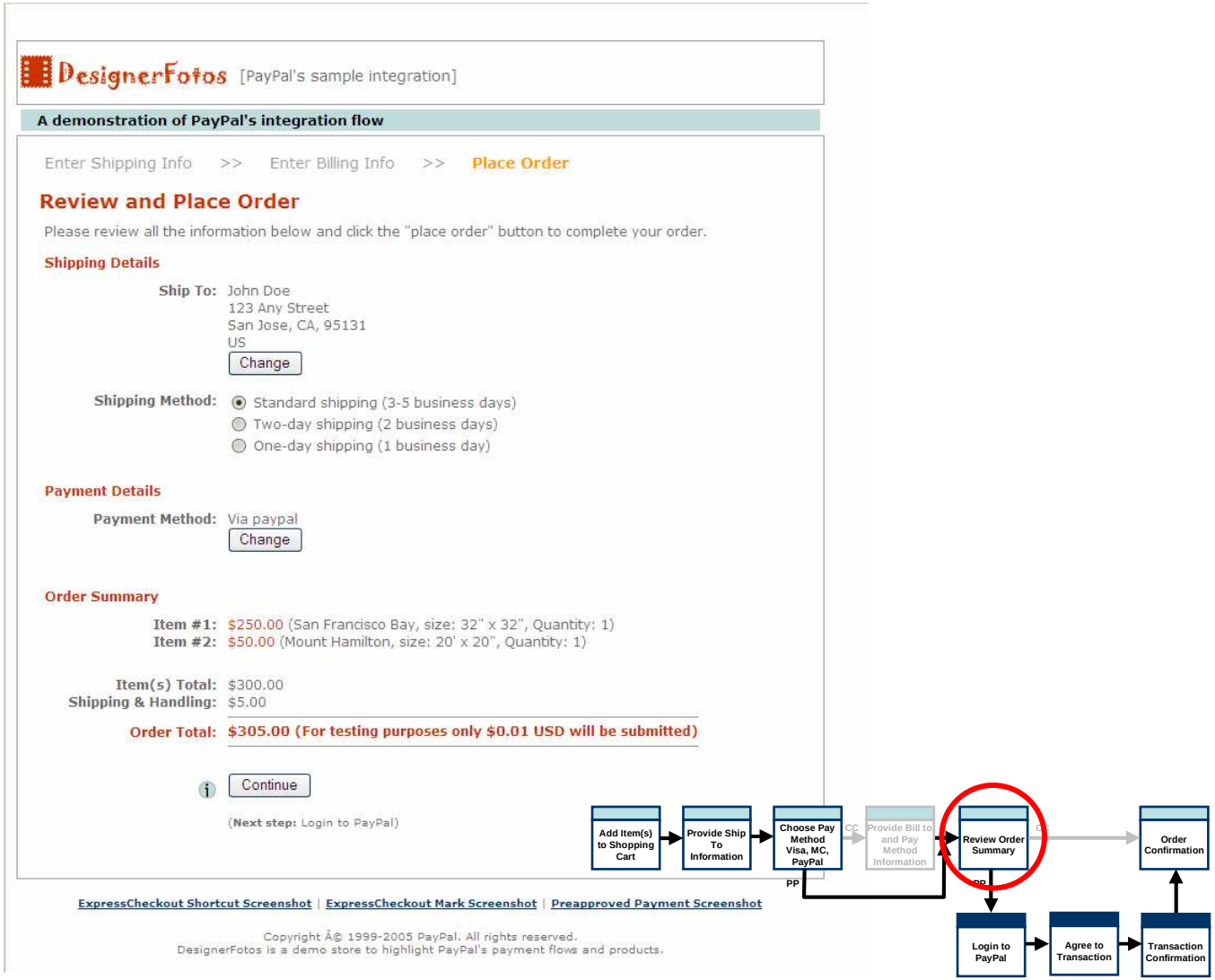


Informazioni di pagamento (Standard)

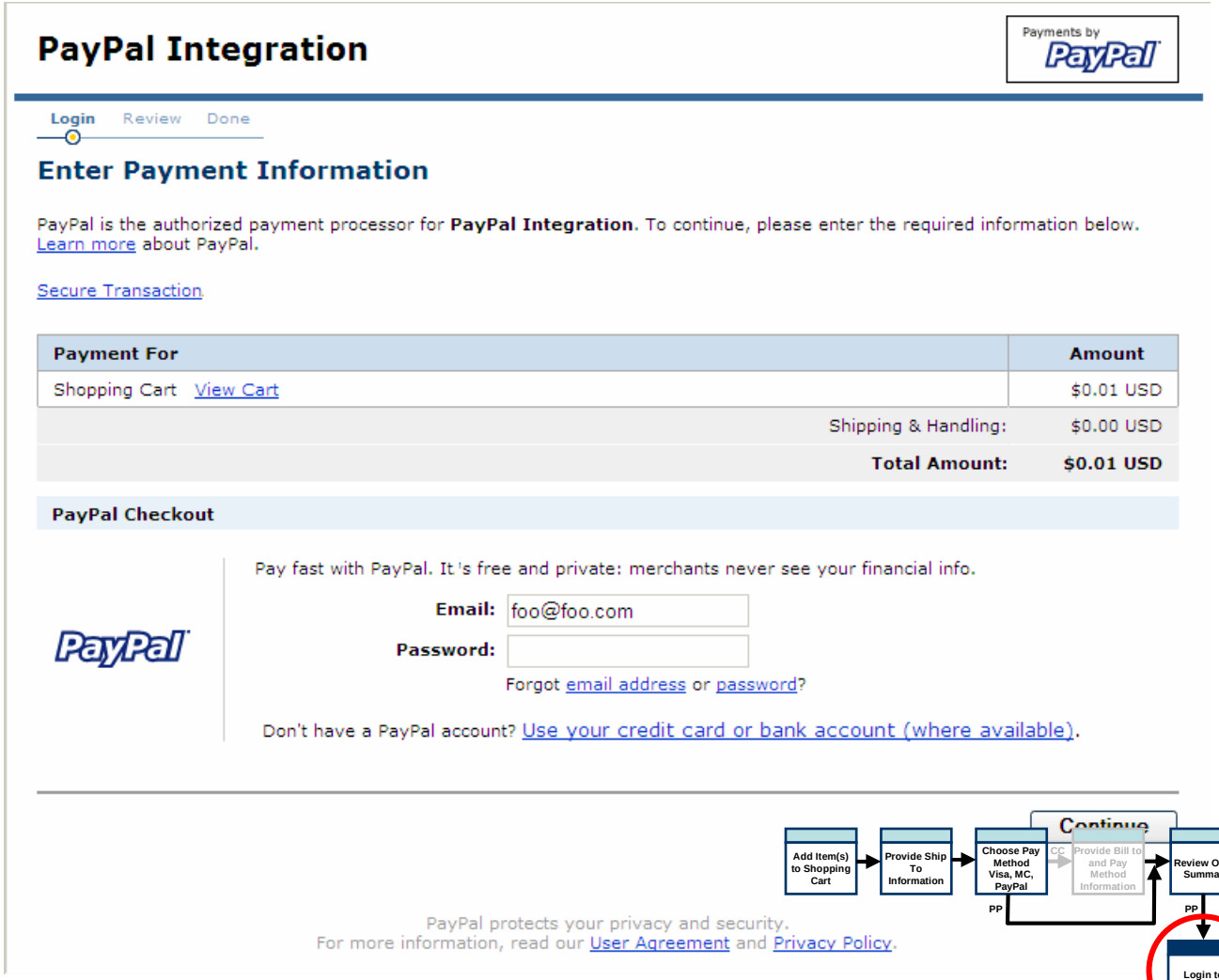




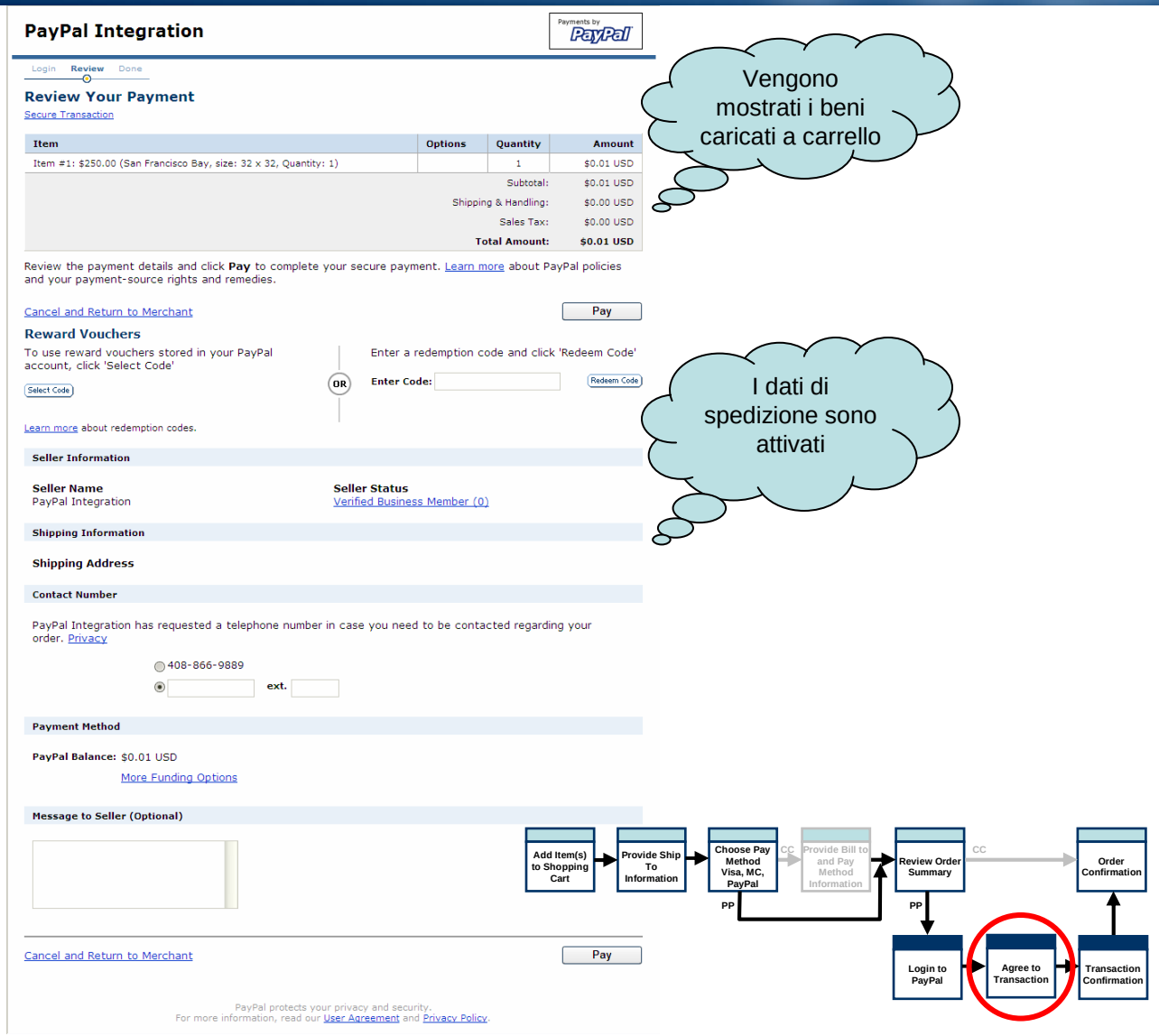
Sommario dell'ordine (Standard)



Checkout (Standard)



Make Your Payment (Standard)



Conferma pagamento (Standard)

PayPal Integration

Payments by PayPal

You Made A Payment

Your payment for $0.01 USD has been completed.

You are now being redirected to **PayPal Integration**

If you are not redirected within 10 seconds click here.

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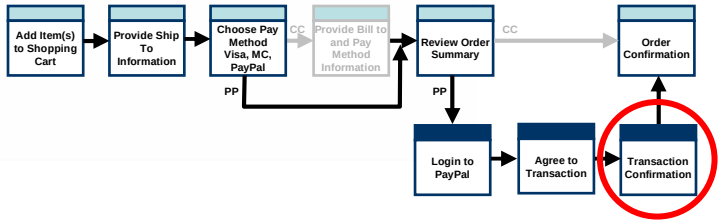
Information about FDIC pass-through insurance



Conferma dell’ ordine (Standard)

DesignerFotos [PayPal's sample integration]

A demonstration of PayPal's integration flow

Thank you for Your Purchase

Your order is being processed. A confirmation email has been sent to your PayPal email account.

Shipping Details

Ship To: John Doe
123 Any Street
San Jose CA 95131
US

Shipping Method: Standard shipping (3-5 business days)

Payment Details

Payment Method: paypal

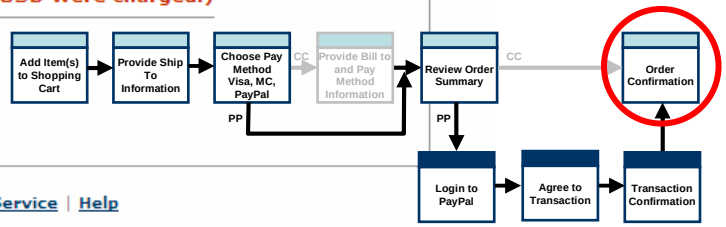
Order Summary

Item #1: $250.00 (San Francisco Bay, size: 32" x 32", Quantity: 1)
Item #2: $50.00 (Mount Hamilton, size: 20' x 20", Quantity: 1)

Item(s) Total: $300.00
Shipping & Handling: $5.00

Order Total: **$305.00 (For testing purposes only $0.01 USD were charged.)**

Continue Shopping



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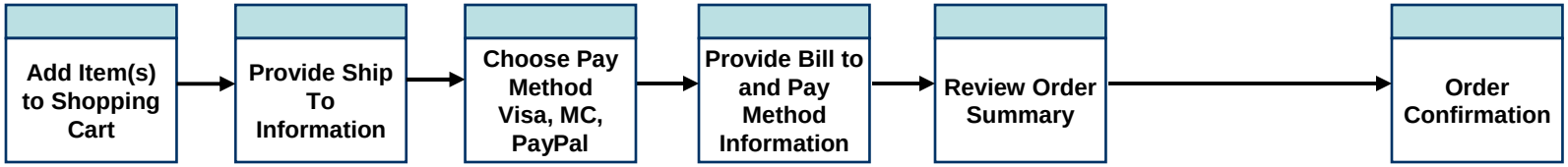
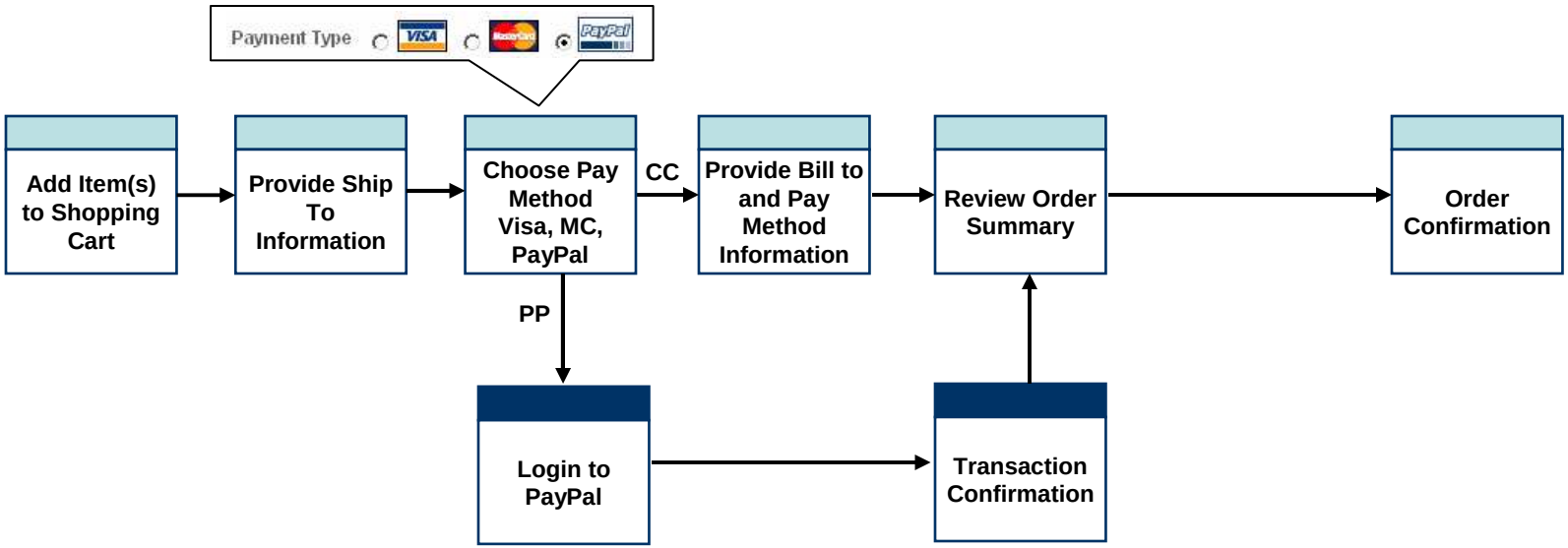
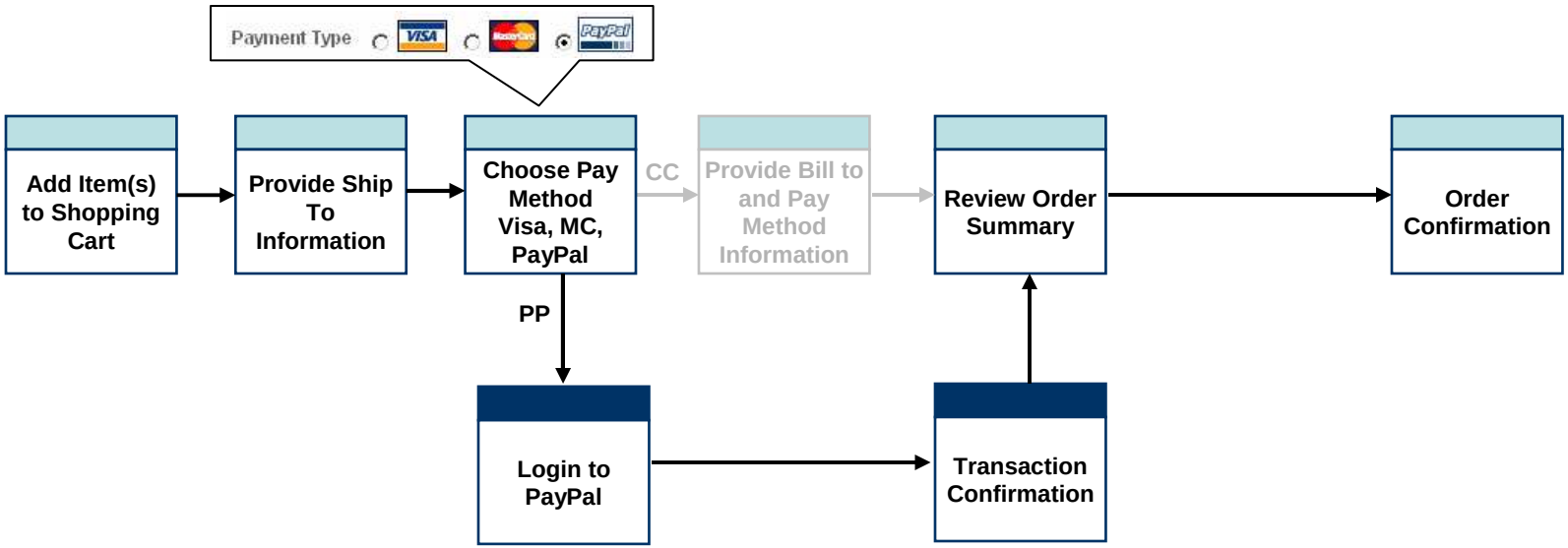
Processo di pagamento con Carte di Credito



Pagamenti sul sito internet con Express Checkout "Mark"



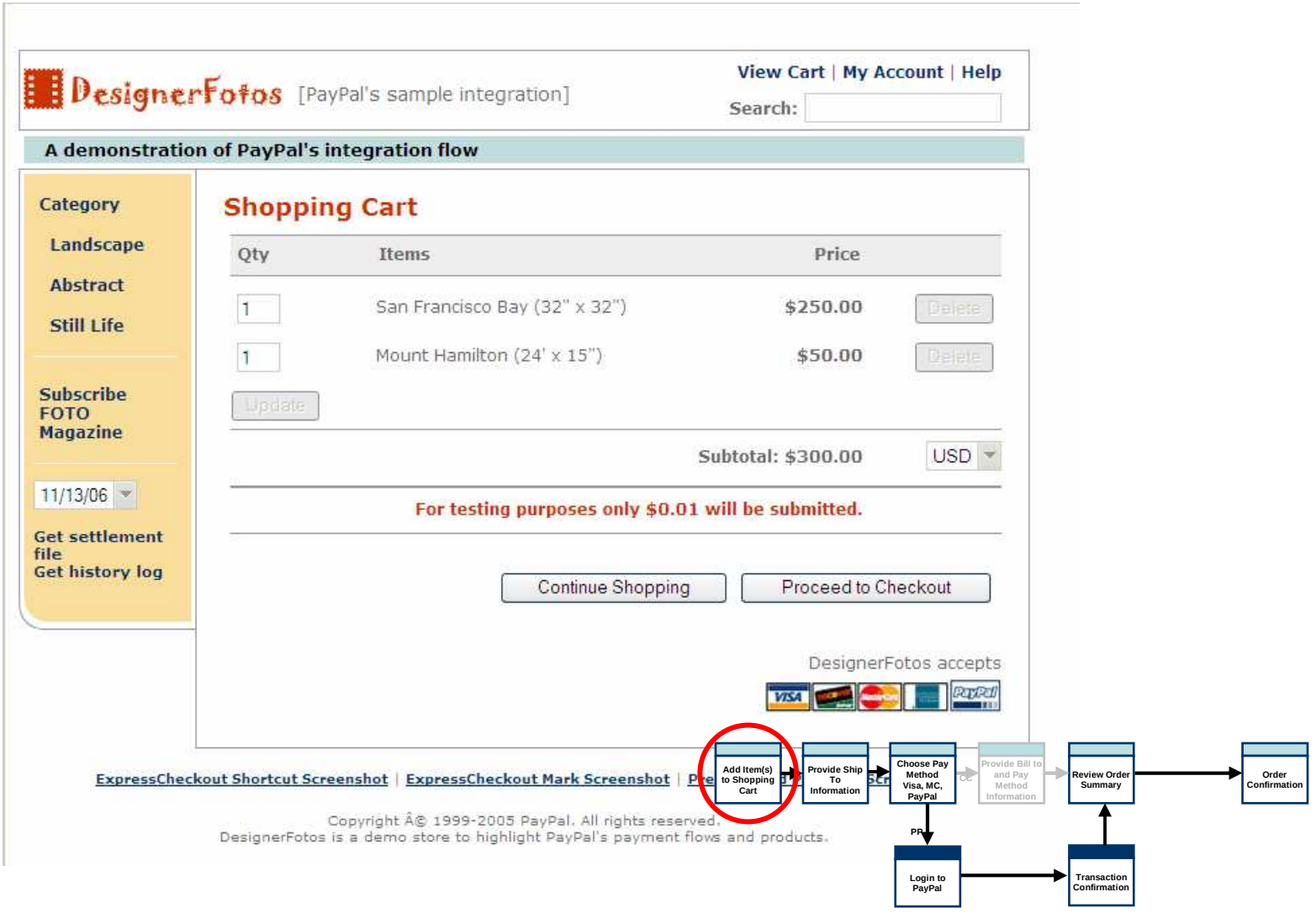
Website Payments Express Checkout - Mark



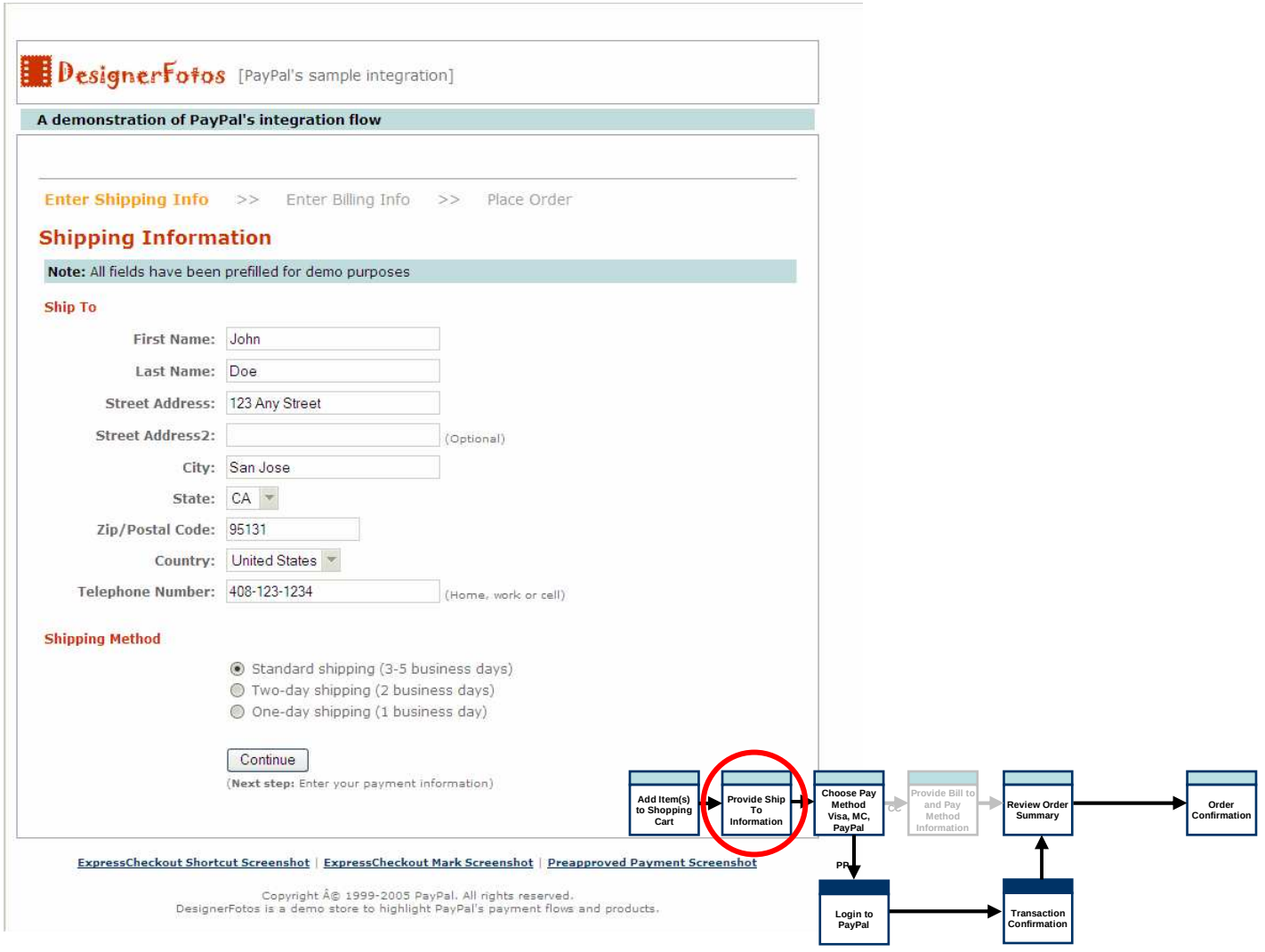
6 clicks dal caricamento del carrello alla conferma di pagamento (vs. 5 con il classico flusso con Carta di Credito)

1. Lo User carica il carrello e inizia il checkout
2. Lo User fornisce le informazioni di acquisto
3. User seleziona PayPal quale sistema di pagamento
4. Lo User è direzionato al sito sicuro PayPal per autorizzare la transazione
   - SetExpressCheckout API Call (1)
5. Lo User conferma la transazione ed è direzionato al sito Merchant
   - GetExpressCheckoutDetails API Call (2)
6. Lo User acconsente al pagamento ed il Merchant completa la transazione tramite API
   - DoExpressCheckoutPayment API Call (3)

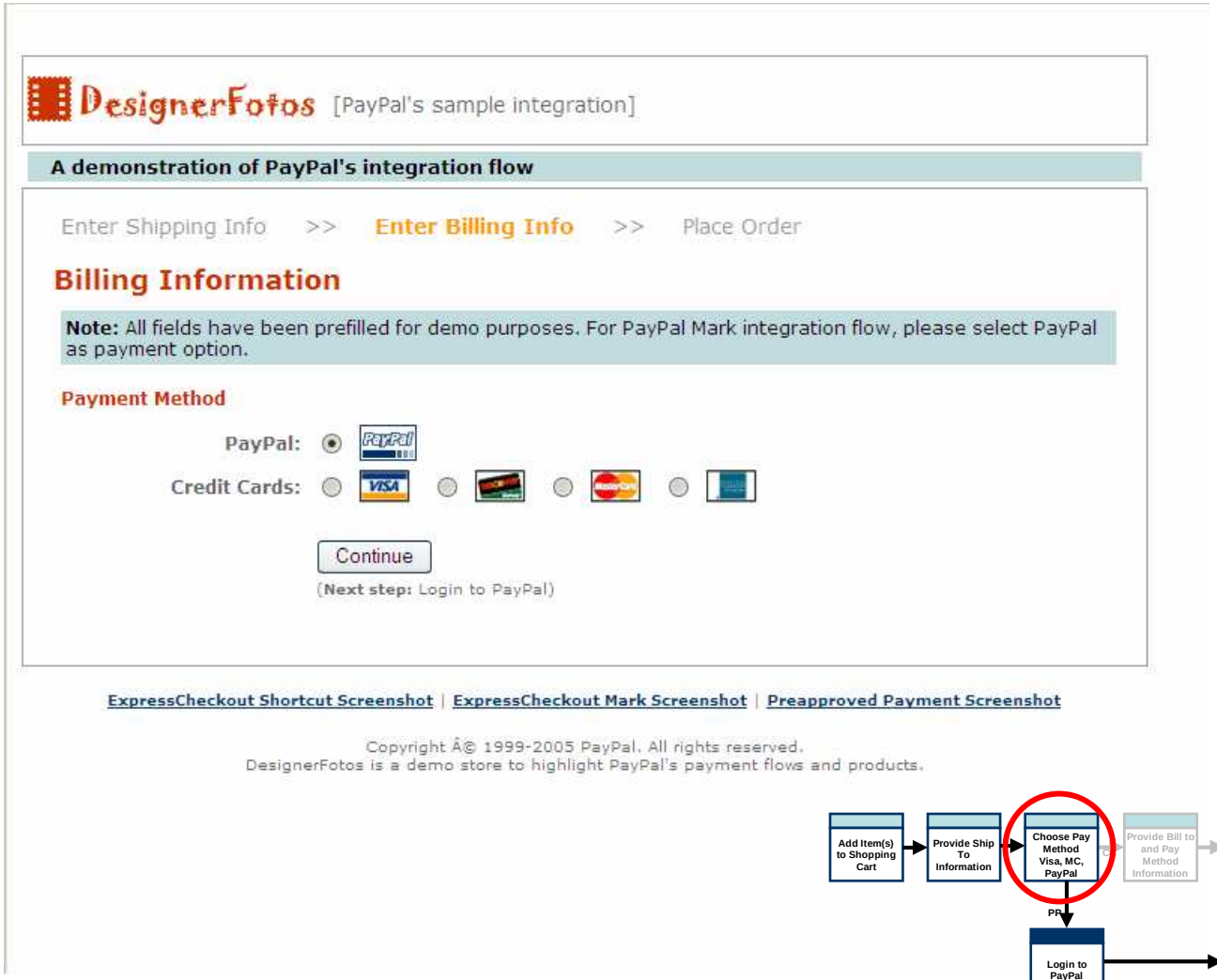
Carrello Eletttronico (EC Mark)

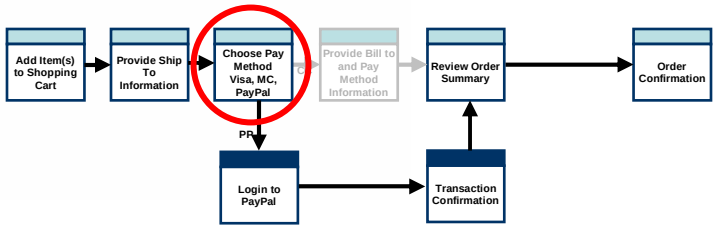


Informazioni di spedizione (EC Mark)

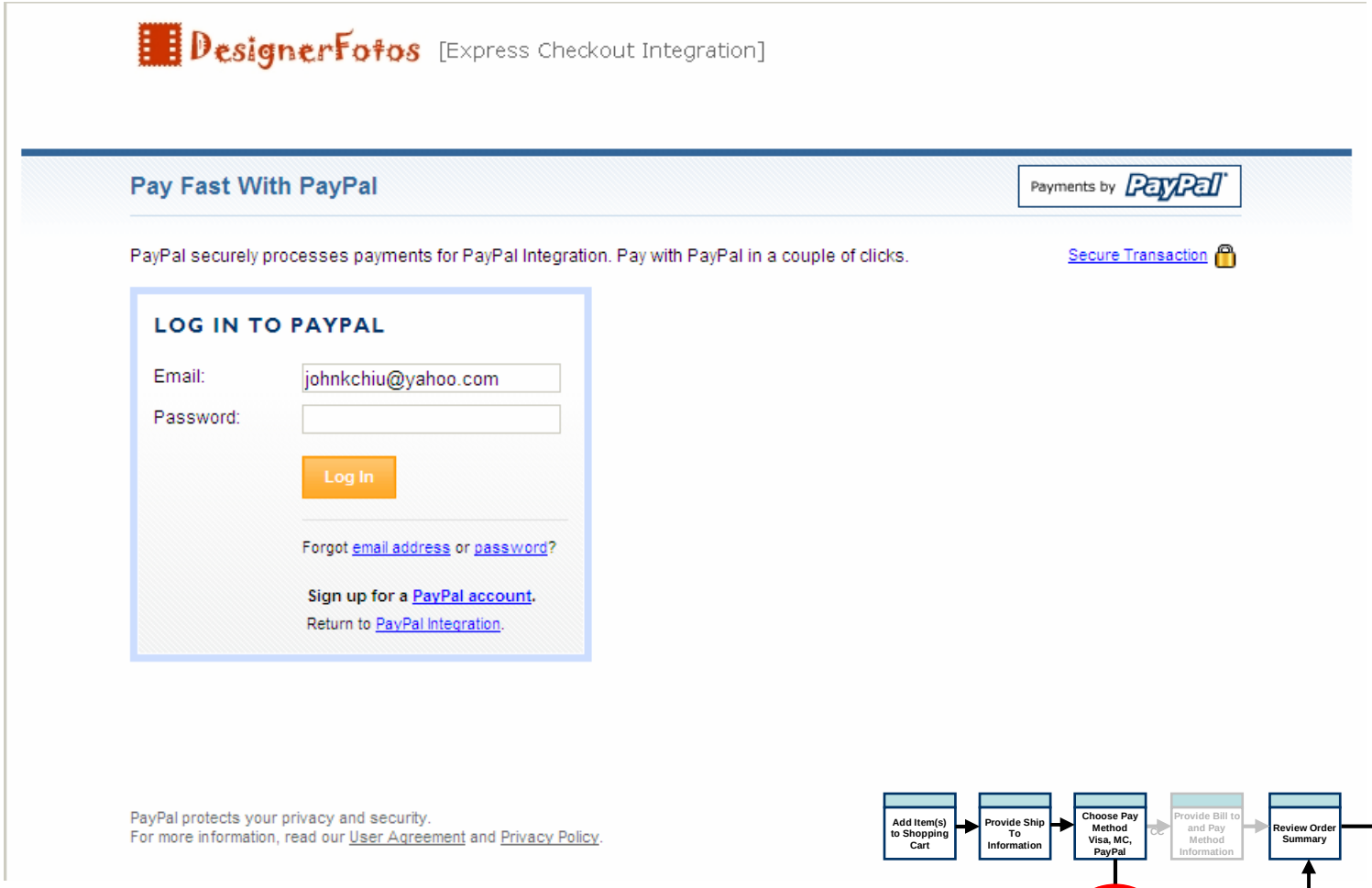


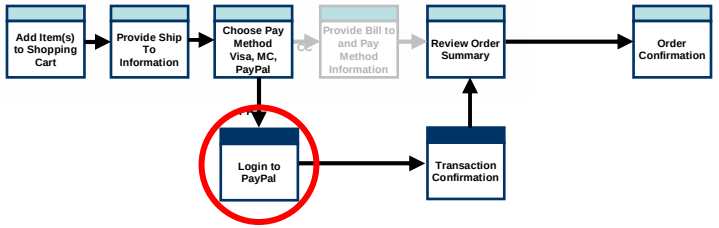
Informazioni finanziarie (EC Mark)





Checkout con PayPal (EC Mark)





Modifica Ordine (EC Mark)

DesignerFotos [Express Checkout Integration]

Review Your Payment Payments by PayPal

Review the information below and click **Review Payment**.You will be redirected to **PayPal Integration**. Your payment will not be processed until you complete your order with **PayPal Integration**. Learn more about PayPal policies and your payment-source rights and remedies.

Secure Transaction

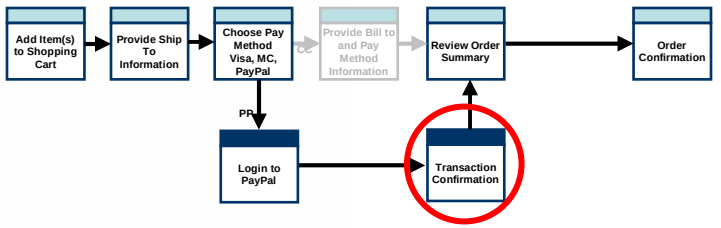
Payment For:	The Designer Photo Order
PayPal Balance:	Available PayPal balance
	Bank of America Bank Account XXXXXX8448
Instant Transfer:	† If your PayPal balance has insufficient funds to cover your total purchase, this secondary funding source will be used.
Backup Funding Source:	American Express XXXX-XXXXXX-X1008 Change
Shipping Address:	123 Any Street San Jose, CA 95131 United States Change
Contact Information:	johnkchiu@yahoo.com 408-866-9889 Share this phone number with PayPal Integration Change Phone Number

Review Payment

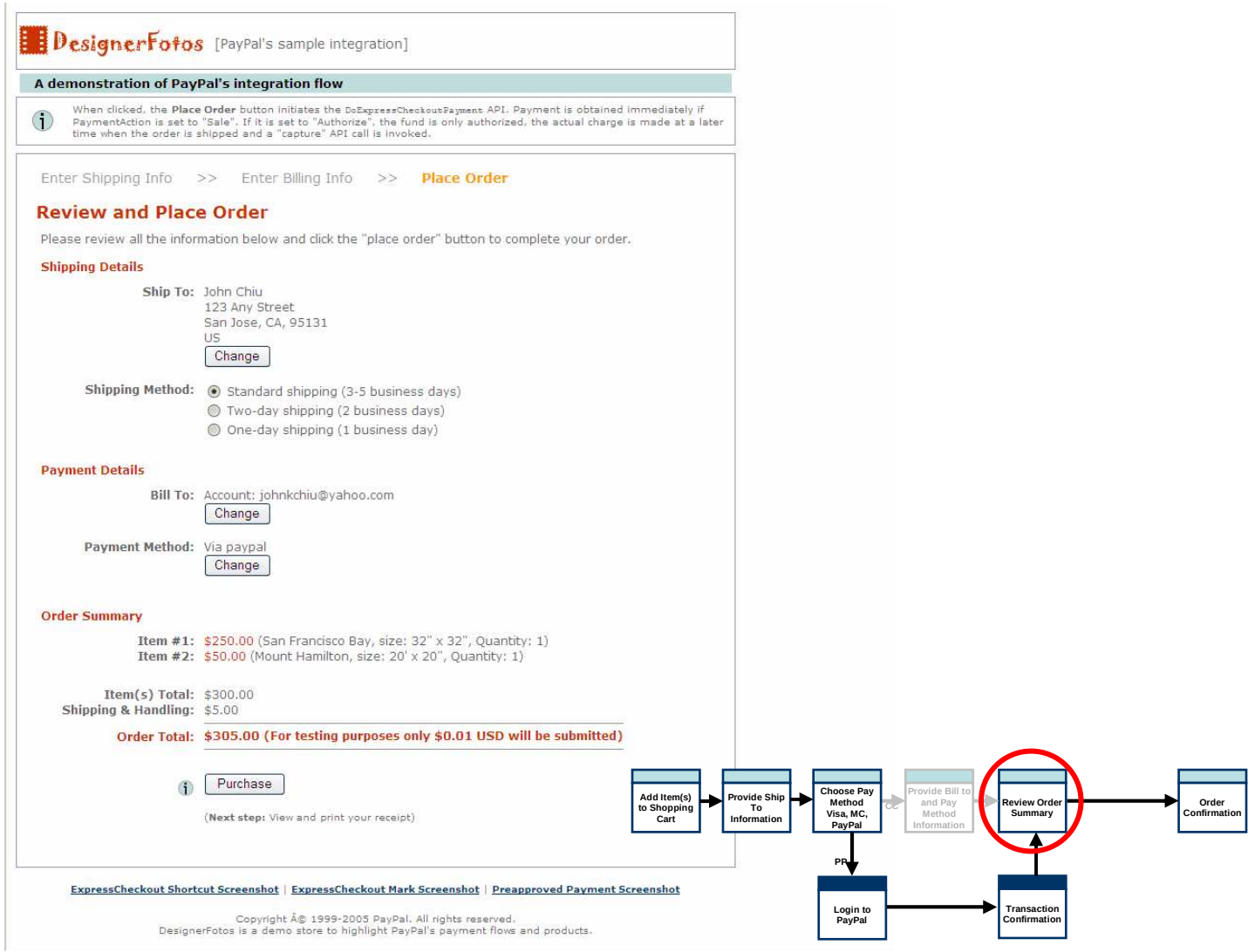
Return to PayPal Integration.

PayPal protects your privacy and security.
For more information, read our User Agreement and Privacy Policy.

Shipping Information is displayed (optional)



Sommario Ordine (EC Mark)



Conferma Ordine (EC Mark)

DesignerFotos [PayPal's sample integration]

A demonstration of PayPal's integration flow

Thank you for Your Purchase

Your order is being processed. A confirmation email has been sent to your PayPal email account.

Shipping Details

Ship To: John Chiu
123 Any Street
San Jose CA 95131
US

Shipping Method: Standard shipping (3-5 business days)

Payment Details

Bill To: Account (johnkchiu@yahoo.com)

Payment Method: paypal

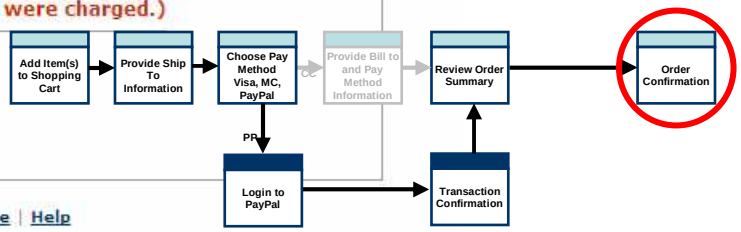
Order Summary

Item #1: $250.00 (San Francisco Bay, size: 32" x 32", Quantity: 1)
Item #2: $50.00 (Mount Hamilton, size: 20' x 20", Quantity: 1)

Item(s) Total: $300.00
Shipping & Handling: $5.00

Order Total: **$305.00 (For testing purposes only $0.01 USD were charged.)**

Continue Shopping



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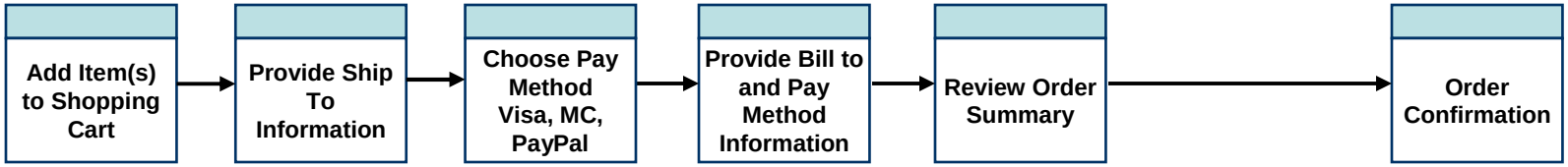
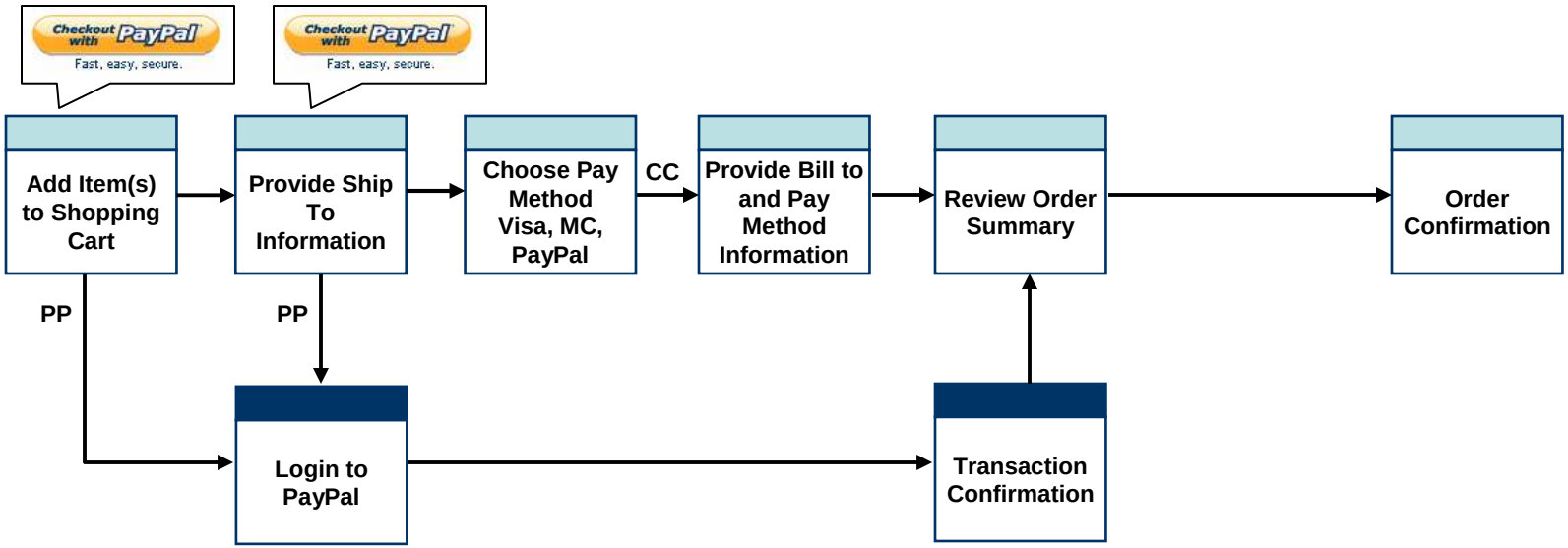
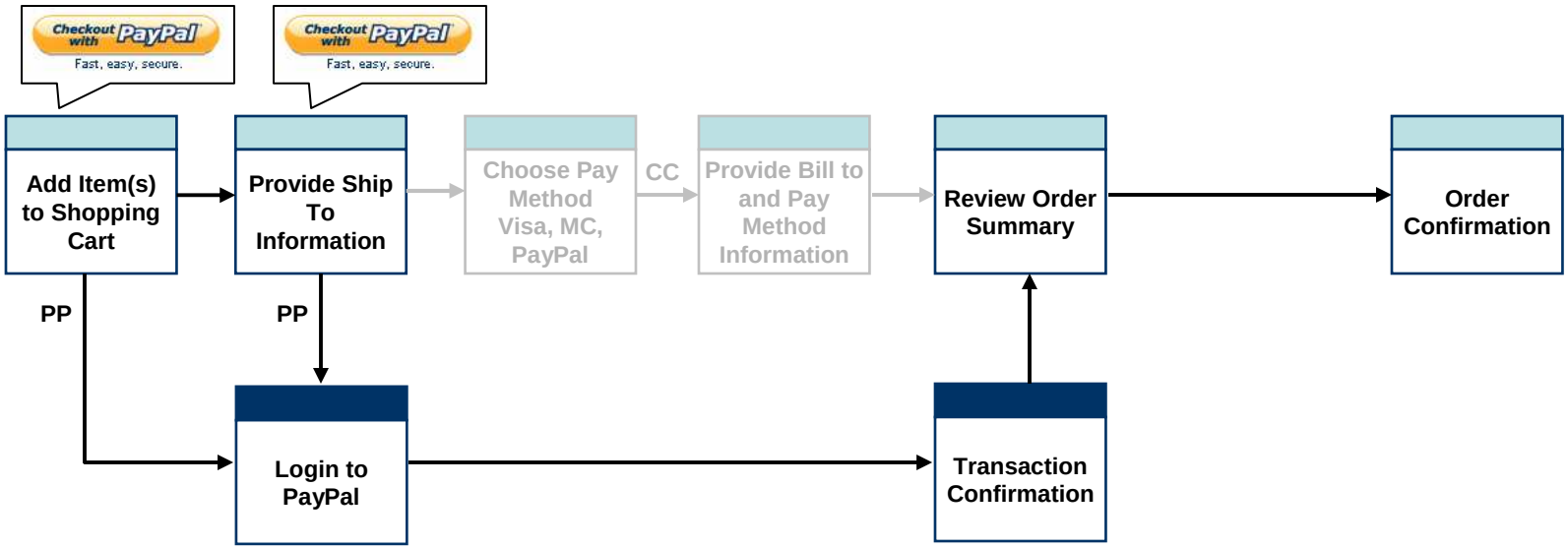
Processo di pagamento con Carte di Credito



Pagamento su sito Web con Express Checkout - Shortcut



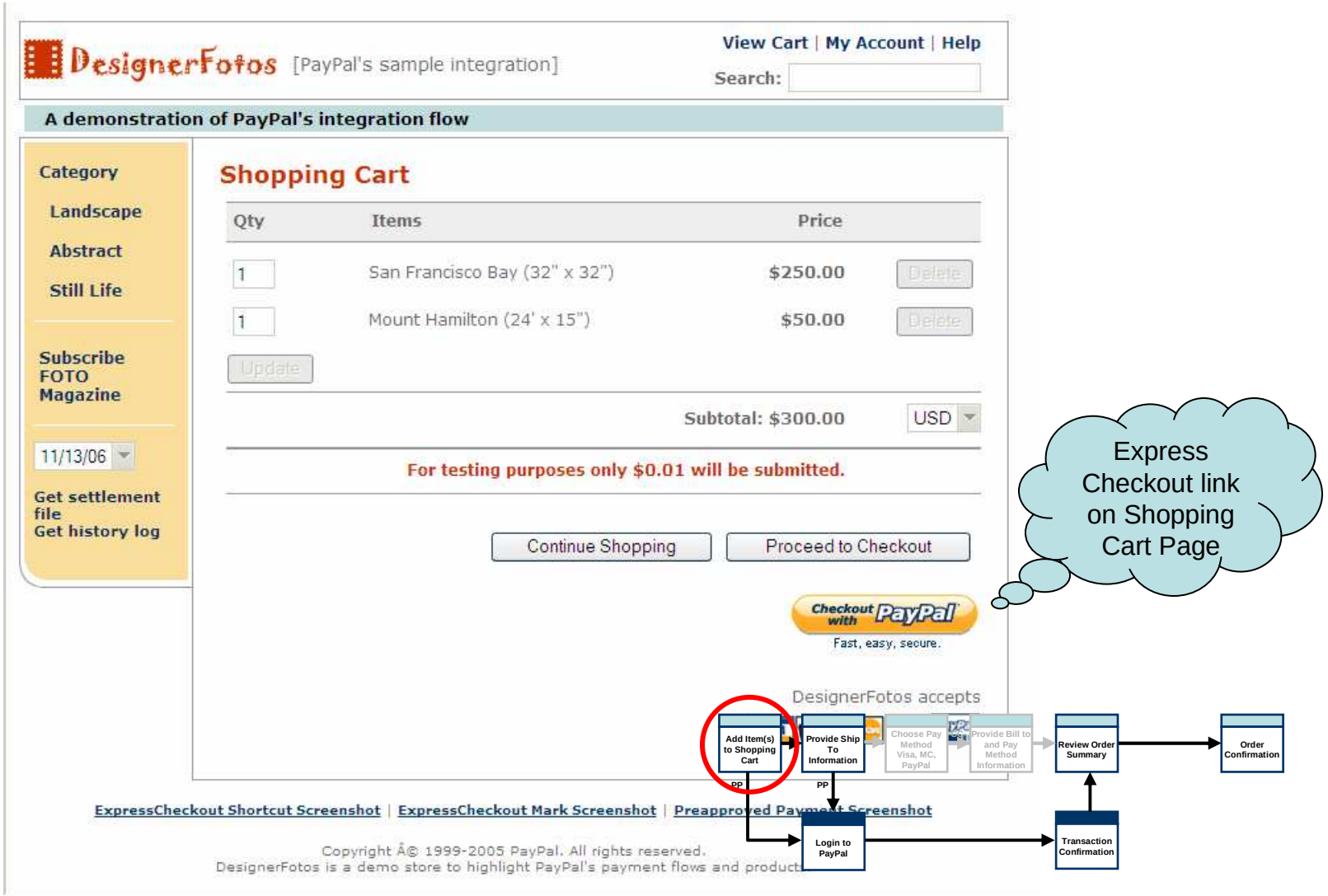
Integrazione Express Checkout



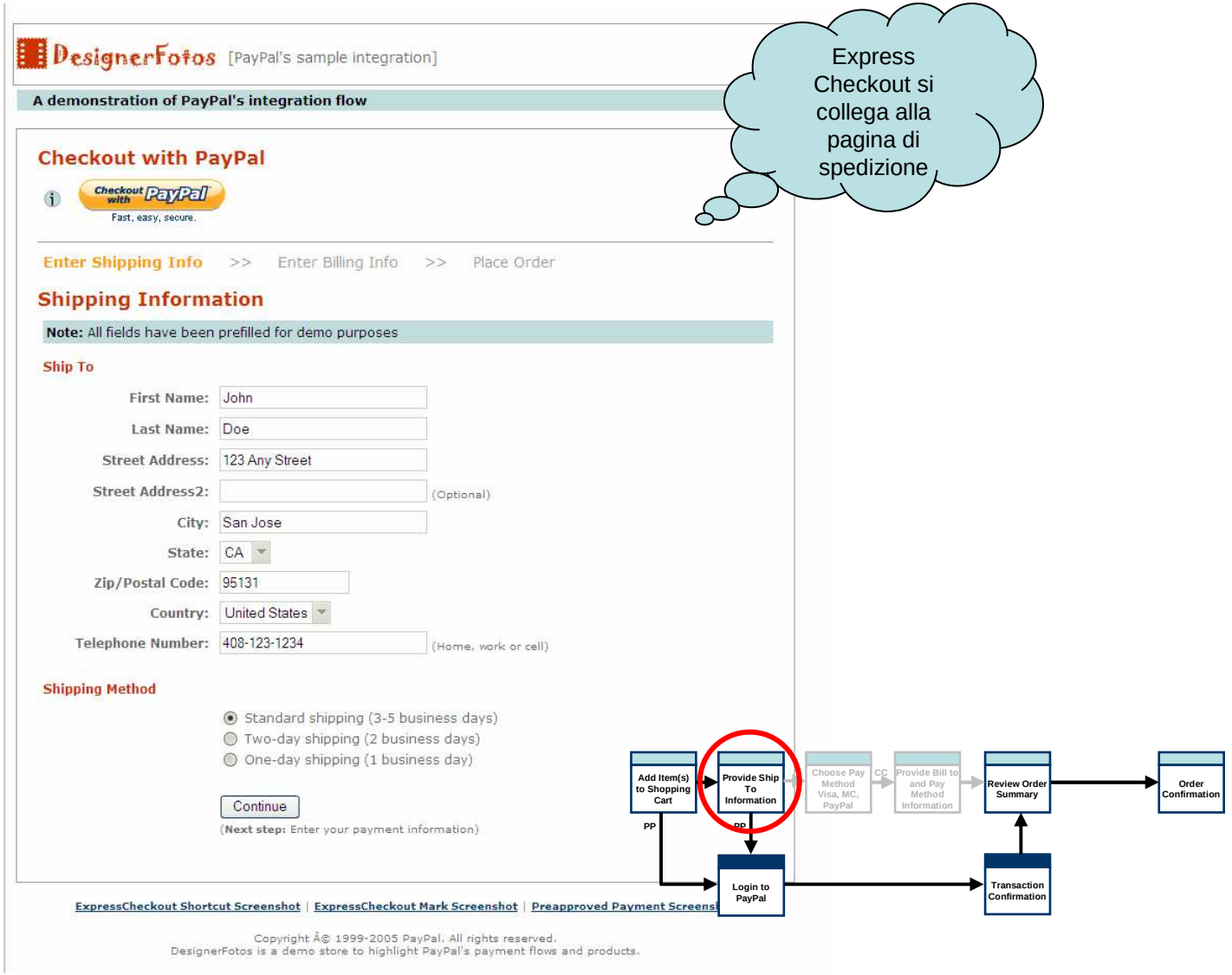
4 Clicks dal caricamento del carrello alla conferma del pagamento

1. Lo User carica i beni nel carrello elettronico e inizia il processo di Checkout
2. Lo user può non fornire i dati di spedizione se corrispondono a quelli già registrati su PayPal (OPTIONAL)
3. Lo User è diretto al sito sicuro PayPal per eventualmente modificare il proprio indirizzo di spedizione e per autorizzare l'acquisto.
   - SetExpressCheckout API Call (1)
4. Lo User conferma la transazione ed è diretto al sito Merchant per approvare l'ordine.
   - GetExpressCheckoutDetails API Call (2)
5. Lo User acconsente al pagamento ed il Merchant chiude l'autorizzazione con una chiamata API
   - DoExpressCheckoutPayment API Call (3)

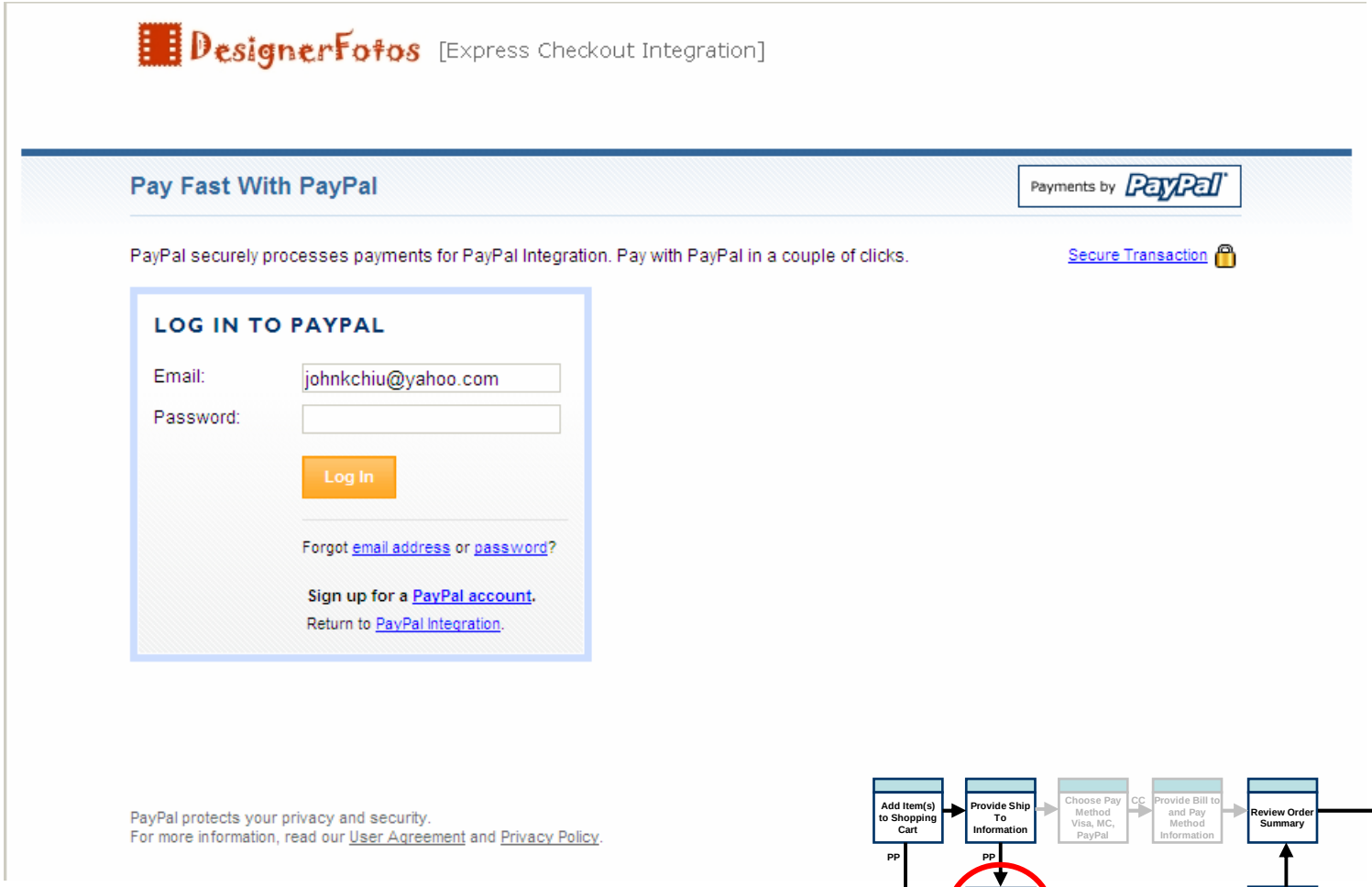
Carrello Elettronico (EC Shortcut)

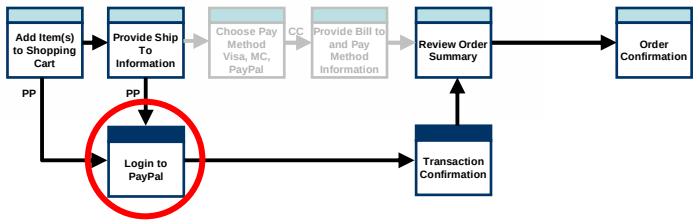


Informazioni di spedizione (EC Shortcut)



Checkout con PayPal (EC Shortcut)





Rivedi le tue informazioni PayPal (EC Shortcut)

DesignerFotos [Express Checkout Integration]

Review Your Payment

Payments by PayPal

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Secure Transaction

Payment For:	The Designer Photo Order
PayPal Balance:	Available PayPal balance
	Bank of America Bank Account XXXXXX8448
Instant Transfer:	† If your PayPal balance has insufficient funds to cover your total purchase, this secondary funding source will be used.
Backup Funding Source:	American Express XXXX-XXXXXX-X1008 Change
Shipping Address:	123 Any Street San Jose, CA 95131 United States Change
Contact Information:	johnkchiu@yahoo.com 408-866-9889 Share this phone number with PayPal Integration Change Phone Number

Review Payment

Return to PayPal Integration.

PayPal protects your privacy and security.
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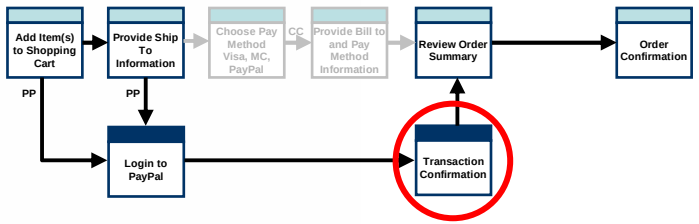
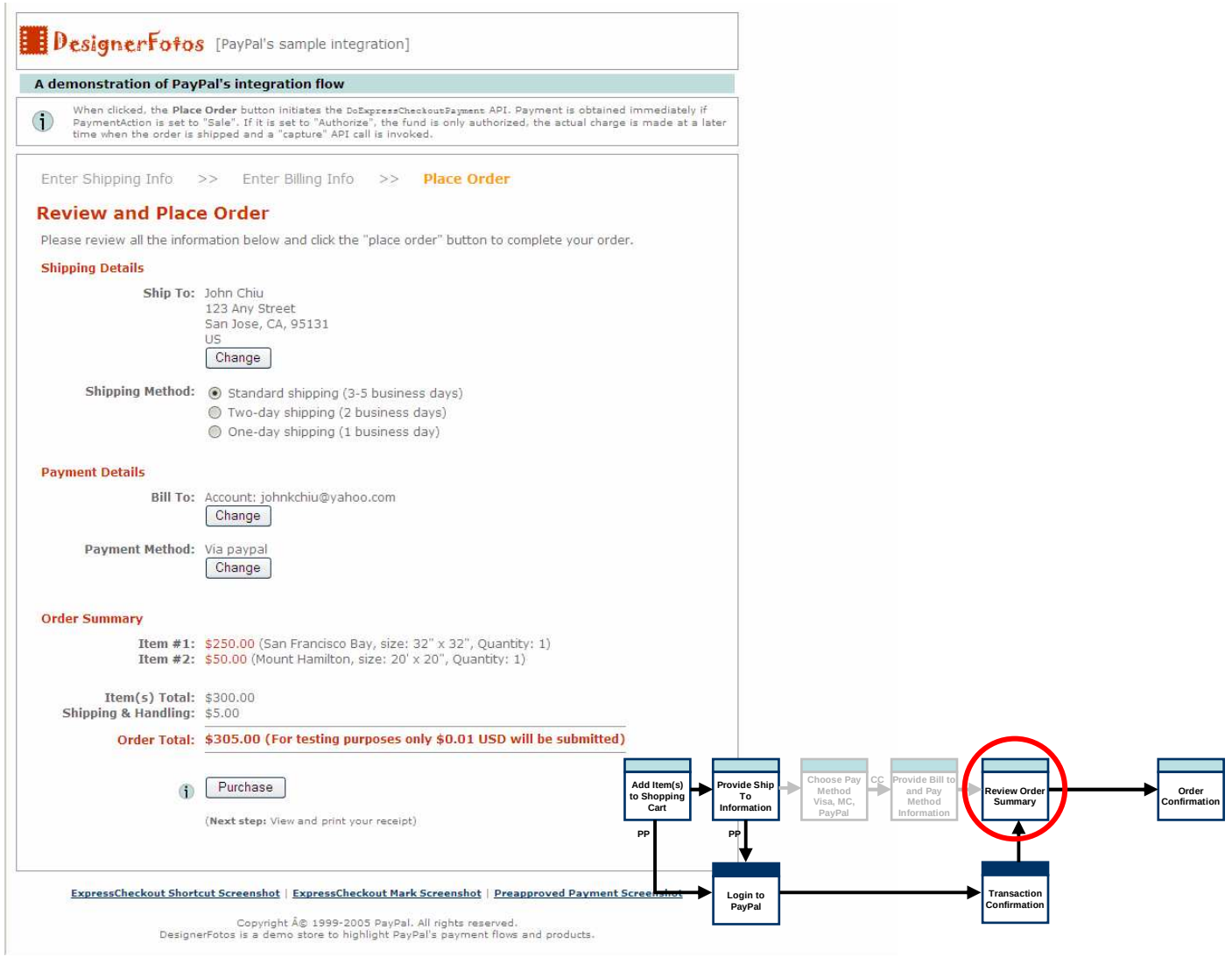


Sommario dell'Ordine (EC Shortcut)



Conferma Ordine (EC Shortcut)

DesignerFotos [PayPal's sample integration]

A demonstration of PayPal's integration flow

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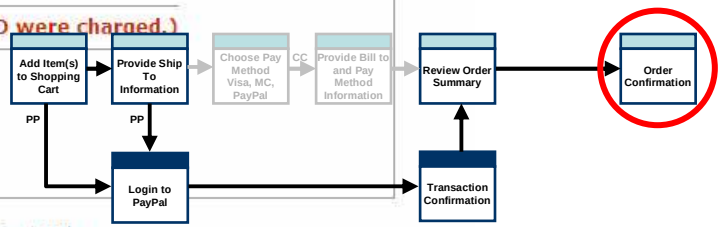

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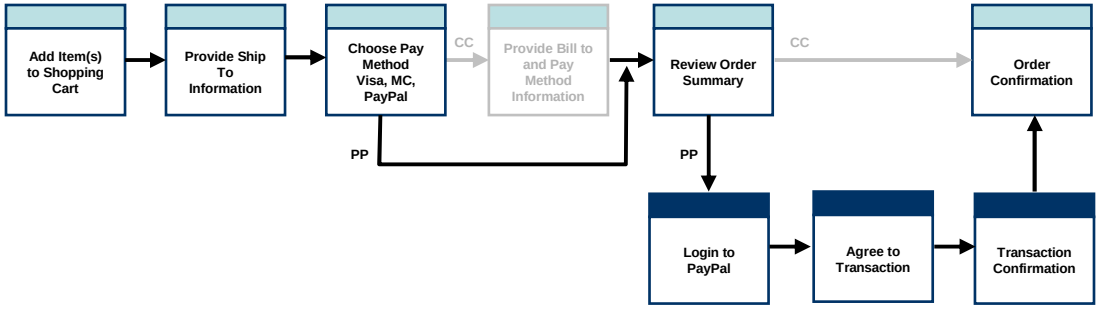
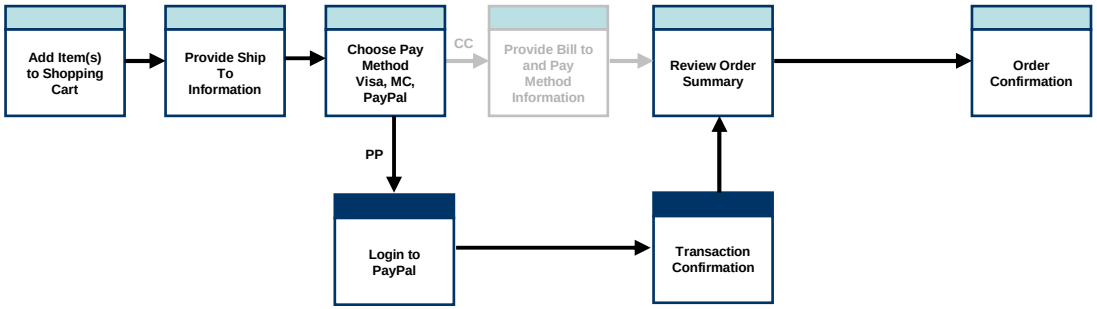
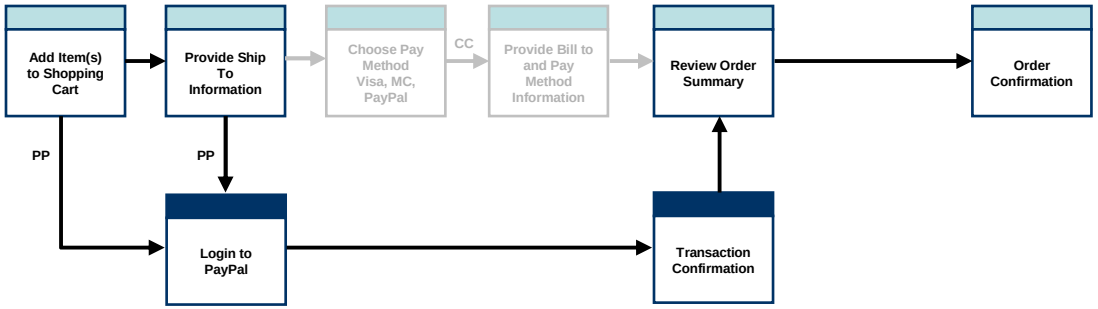
I flussi nelle Opzioni Standard ed Express Checkout

Standard (7 clicks)



Express Checkout – Mark (6 clicks)



Express Checkout – Shortcut (4 clicks)