PayPal™

Enabling Payments on your WebMatrix Powered ecommerce Sites

Everything a developer would need to know !

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PayPal

AGENDA

- Introduction
- Setting up WebMatrix
- Setting up PayPal sandbox
- Setting up PayPal Helper
- Developing photo sharing site with Chained payment
- Monetize Facebook like button
- Q & A

PayPal

Introduction

PAYPALX

OPEN GLOBAL PAYMENTS PLATFORM

Enables various monetization models

Over 190 countries and 24 currencies

Flexible Services and APIs

Serves Consumers, Merchants/Sellers & Developers!

Risk and Fraud Management

DIFFERENT MONETIZATION MODELS

Indirect Monetization

Advertizing

Offers

Referrals

Direct Monetization

e/m-commerce

Freemium/Causium

Pay as you Use

Free to use Pay for Services
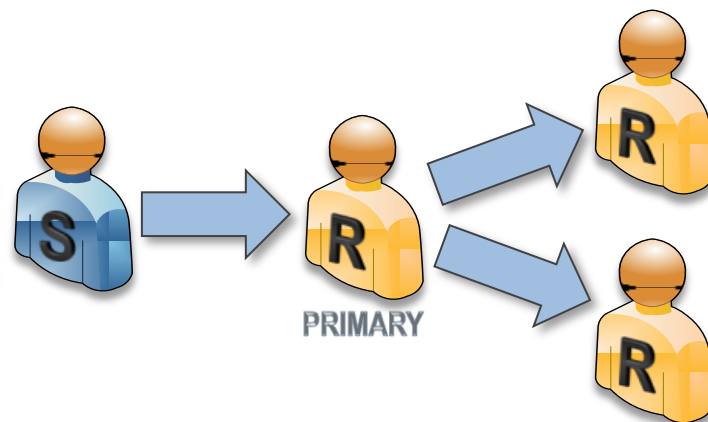
Premium Content
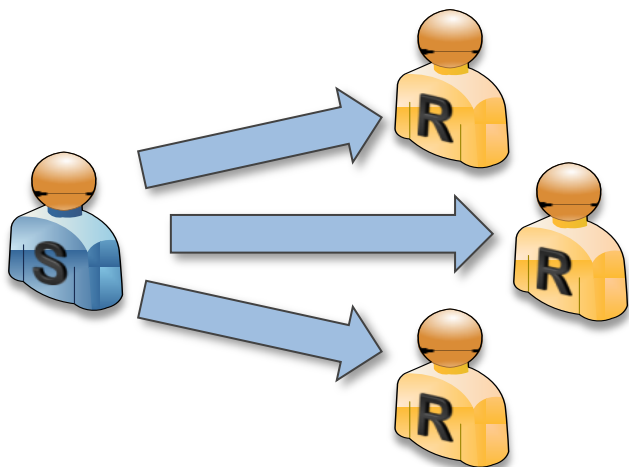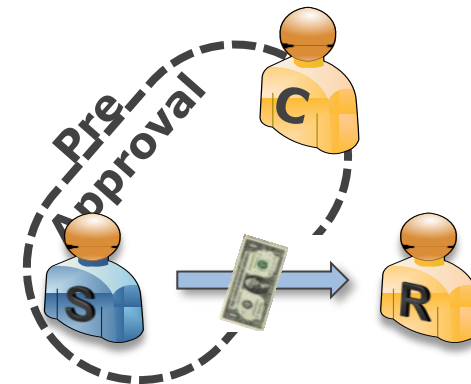
Digital Goods

Virtual Currency

Subscriptions

DIFFERENT PAYMENT MODELS

Simple Payments
Chained Payments
Parallel Payments
Preapprovals
Subscriptions
Recurring Payments
Web Checkout
Micro Payments

ADAPTIVE PAYMENT API OPERATIONS

API Operation	Description
CancelPreapproval	Cancels a preapproval
ConvertCurrency	Obtains Foreign Exchange currency conversion rates for a list of amounts
ExecutePayment	Executes a payment
GetPaymentOptions	Obtain the settings specified with the SetPaymentOptions API operation
Pay	Transfers funds from a sender's PayPal account to one or more receivers' PayPal accounts (up to 6 receivers)
PaymentDetails	Obtains information about a payment set up with the Pay API operation
Preapproval	Sets up preapprovals, which is an approval to make future payments on the sender's behalf
PreapprovalDetails	Obtains information about a preapproval
Refund	Refunds all or part of a payment
SetPaymentOptions	Sets payment options

HTTP HEADERS FOR API CALLS

HTTP Headers for Authentication

Header	Description
X-PAYPAL-SECURITY-USERID	Your API username
X-PAYPAL-SECURITY-PASSWORD	Your API password
X-PAYPAL-SECURITY-SIGNATURE	Your API signature, which is required only if you use 3-token authorization; a certificate does not use a signature
X-PAYPAL-SECURITY-SUBJECT	Third-party permission specification, which specifies the email address or phone number (for mobile) of the party on whose behalf you are calling the API operation. The subject must grant you third-party access in their PayPal profile. **NOTE:** Resources specified by the API operation, such as a payment or preapproval identified by a key, must be owned by the subject granting the third-party permission.

## HTTP Headers for JSON, NVP, and XML Data Formats

Header	Description
X-PAYPAL-REQUEST-DATA-FORMAT	The payload format for the request. Allowable values are: • NV – Name-value pairs • XML – Extensible markup language • JSON – JavaScript object notation
X-PAYPAL-RESPONSE-DATA-FORMAT	The payload format for the response. Allowable values are: • NV – Name-value pairs • XML – Extensible markup language • JSON – JavaScript object notation

Setting up WebMatrix

ENVIRONMENT SETUP

- Download WebMatrix
  - http://www.microsoft.com/web/webmatrix/
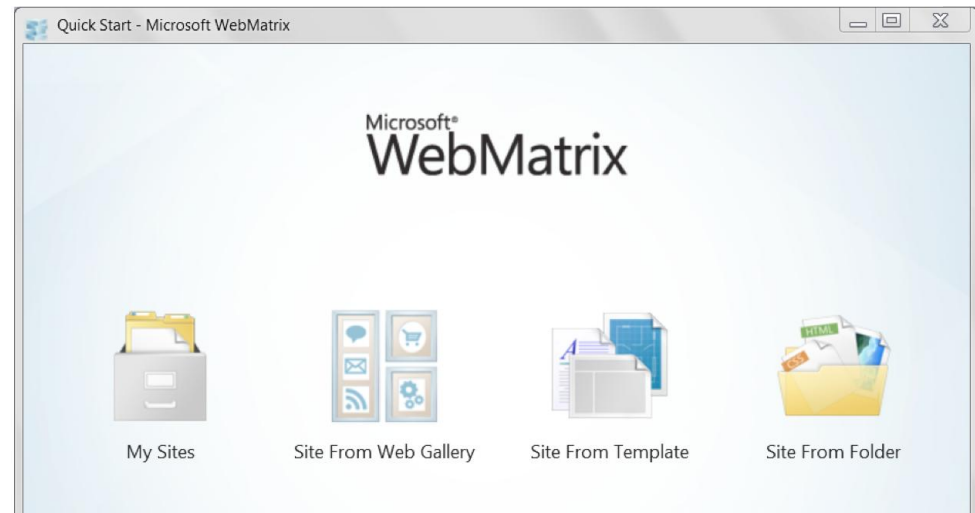
- Use Web Installer to install the WebMatrix
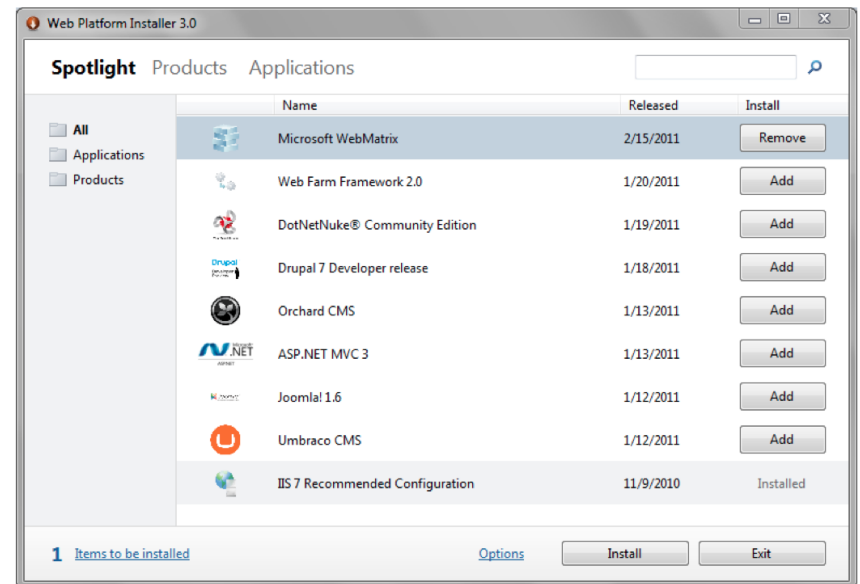
FEATURES

- Create, develop and publish your web site

- Small but complete package

- Simple database connectivity

- Start > Open Source

QUICK START

- Start WebMatrix

- Site from Web Gallery

- Site from template

- Site from folder

Setting up PayPal Sandbox

PAYPAL SANDBOX

- Create the developer account
  - http://developer.paypal.com

- Set up the test accounts buyer , seller, developer

- Note down the API credentials
  - User Name , Password , Signature

PAYPAL SANDBOX

PayPal Helpers for WebMatrix

PAYPAL HELPERS

- Wrapper classes on top of Adaptive Payments API

- Wrapper classes on top of Button Manager APIS

- Payment enabled Bakery template to bootstrap your application

- Open source for making any modification to your need

GET STARTED IN 60 SECONDS

- Download the PayPal helper library
  - http://paypalhelper.codeplex.com

- Create a new website or template in WebMatrix

- Create a bin folder off the root

- Copy and paste the PayPal library into the bin folder

- Read the documentation and start monetizing

Monetizing Photo Sharing Site

USE CASE

- Developer hosts a photo sharing site

- Publisher publishes good quality pictures

- Printer prints a picture copy and send it to consumer

- Consumer orders a copy of the picture
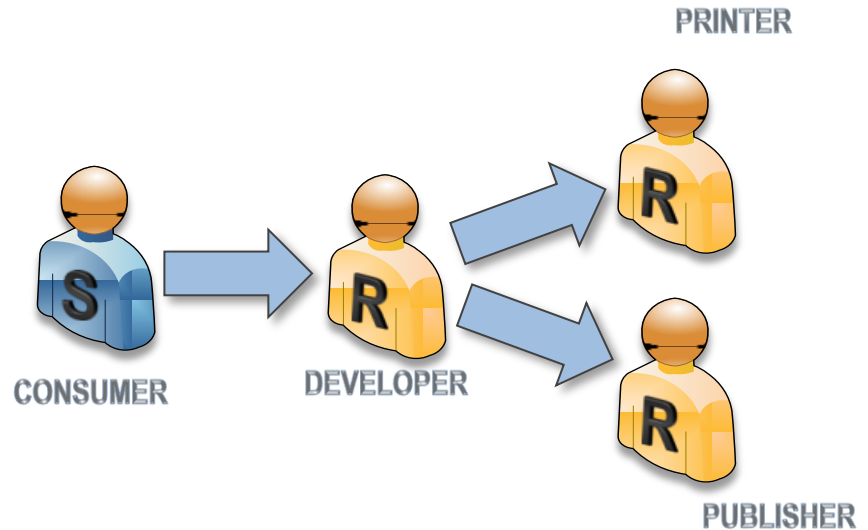
STEP BY STEP DEVELOPMENT

1. Start WebMatrix and create a new web site from photo gallery template

2. Paste PayPal.dll in bin folder

3. Run the web Site and see the starting page

4. Data stored in /App_Data/PhotoGallery.sdf file

APP START FILE

Modify _AppStart.chtml file to initialize PayPal helper

```
PayPal.Profile.Initialize(
    "msft_1284494024_biz_api1.yahoo.com",
    "1284494030",
"AXmPHOGl57wrwF1dy49VI0W9gisLAWm4raYoWQy9KHCtpd7kLlSQ
csFG",
    "sandbox",
    "APP-80W284485P519543T"
);
```

MODIFY THE VIEW PAGE

Add button for buying a print in /Photo/View file

```
<div id="paypal">

  Order this Print for just $1

  <form name"frmPayPal" action="/Photo/OrderSuccess">
    <input type="hidden" name="publisher" value="@user.Email">
    Shipping Address : <input type="text" name="shippingAddress"
  value=""/><br/><br/>
    <input type="submit" value="Buy"/>
  </form>
</div>
```

ORDER SUCCESS SCRIPT

- Add new chtml file OrderSuccess under Photo folder

- Set the pricing options

```
var shippirngAddress = Request["shippingAddress"];
var qty = "1";
var price = new Decimal(1);
var publisher = "mytest_1296498503_biz@yahoo.com";
var printer = "isv_1284493468_biz@yahoo.com";
var developer = "msft_1284494024_biz@yahoo.com";
```

ORDER SUCCESS SCRIPT

- Set the receivers

```
var DevRcv = new PayPal.AdaptivePayments.Receiver();
DevRcv.email = developer;
DevRcv.amount = price;

var PayReceivers = new List<PayPal.AdaptivePayments.Receiver>();

var PubRcv =  new PayPal.AdaptivePayments.Receiver();
PubRcv.email = publisher;
PubRcv.amount = decimal.Round(price * .10m, 2);
PayReceivers.Add(PubRcv);

var PrintRcv =  new PayPal.AdaptivePayments.Receiver();
PrintRcv.email = printer;
PrintRcv.amount = decimal.Round(price * .70m, 2);
PayReceivers.Add(PrintRcv);
```

EXECUTE THE CALL

```
var Language = "en_US";
    var CancelUrl = "http://localhost:30546"; //Change the domain and port to your environment
    var ReturnUrl = "http://localhost:30546"; //Change the domain and port to your environment
    var CurrencyCode = "USD";

    var response = PayPal.AdaptivePayments.ChainedPay.Execute
        (DevRcv, PayReceivers, "", "Test Photo Payment", "127.0.0.1",
    "MyDevice",CancelUrl,ReturnUrl,"",CurrencyCode,Language);

    if (response == null) {
        Response.Write("null");
    }
    else
    {
        Response.Write("full");
    }

    var payKey = response.payKey;

    //Points to the paypal sandbox account. Change it to production url for live.
    var redirectUrl = "https://www.sandbox.paypal.com/webscr?cmd=_ap-payment&paykey=" +
    payKey;

    Response.Redirect(redirectUrl);
```

OTHER HELPERS

1. Pre approval helpers

2. Refund helpers

3. Payment Detail helpers

4. Currency Conversion helpers

5. Button Manager Helpers (Buy Now , Add to Cart etc)

Little fun - Monetize Facebook like button

FACEBOOK LIKE BUTTON

1. Download Facebook helpers
   http://facebookhelper.codeplex.com

2. Copy facebook.chtml into App_Code folder

3. Modify View.chtml file to make a call
   @Facebook.LikeButton([your site url])

4. Share revenue with the like referrer by adding
   him as one more receiver of the payment

Q&A

www.x.com
Twitter: @paypalx, @srasesh
www.facebook.com/paypalx