My data management strategy is the transactional side and the payment options available. We allowed the option for the user to enter their Credit/Debit card number and information or for an alternative the user can use Apple Pay, Paypal, and Stripe. This would be the alternative data management strategy for our transactional side; the option for the user to use a third party site to pay for the tickets instead of storing their Credit/Debit information and personal information in the site.

**Pros:**

* Sites like Paypal, Apple Pay, and Stripe ensure very high levels of security, ensuring the user that their private information will be kept safe. These sites are typically PCI DSS compliant.
* Grants the user various payment methods.
* These third party companies include fraud protection to detect suspicious activity.
* If the customer uses the third party company they will have to go through them if they would want a refund on an item.
* These companies are designed to handle large volumes of transactions without failure and they have built-in failover systems to ensure continuous availability.
* These options can make the payment process quicker.

**Cons:**

* By entrusting a third party provider we would have limited control over payment processing, and this can affect our ability to resolve arising issues.
* These third party companies charge a fee for each transaction that has been processed, usually they take a percentage of the transaction amount.
* If the third-party provider is experiencing problems and their services are down then that can take away from our ticket sales and our ability to process payments.
* Since the user will be redirected and the new page wont look the same as the company website page it can take away from the user experience and affect their experience on our website.
* Payment gateways periodically update their APIs, which could require you to update your system to remain compatible.