

Any Model. One API.

# Avangate API Use Cases

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In line with Avangate's commitment to support selling software and services across any model, the Avangate API accelerates your business, enabling your offerings to span from the traditional desktop to emerging platforms. Regardless of device and platform, the Avangate SOAP-based interface puts you in control of the customer experiences you offer, opening up new monetization opportunities.

Designed to streamline the creation of uniform and unified shopping experiences, the APIs offer a range of capabilities, including:

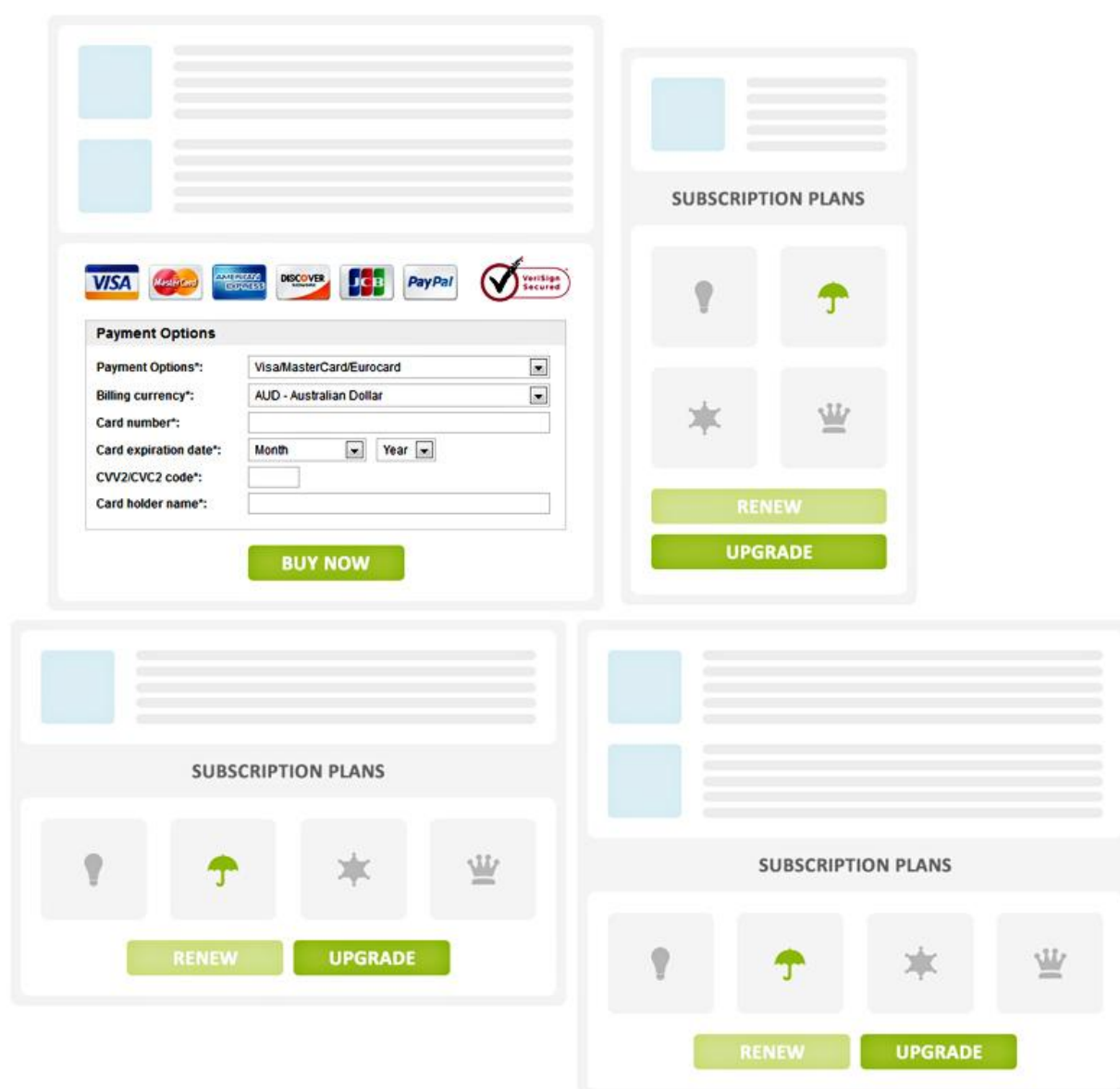
- retrieving and displaying rich product information and pricing,
- handling payments (both one time and recurring),
- accessing and modifying license details,
- updating customer data,
- managing subscriptions (renewals) and upgrades, etc.

These APIs seamlessly facilitate online shopping scenarios from the very basic to frictionless and to the most complex, exposing the inter-connected processes at the heart of the ecommerce ecosystem.

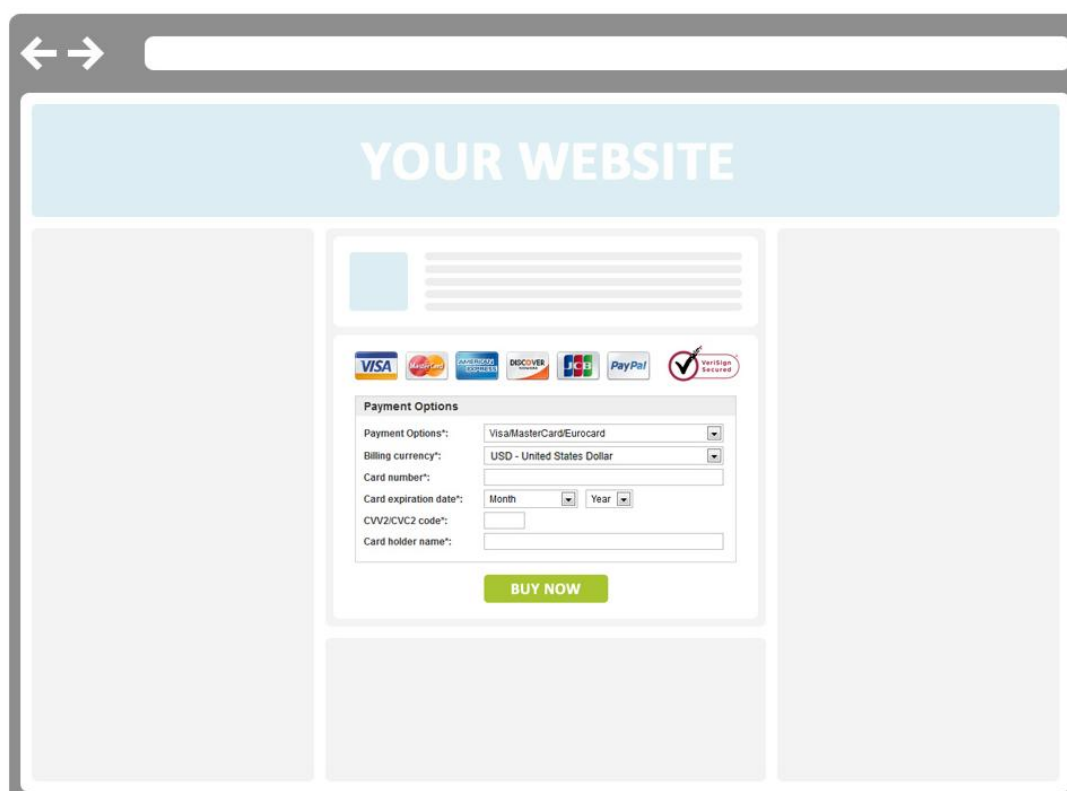
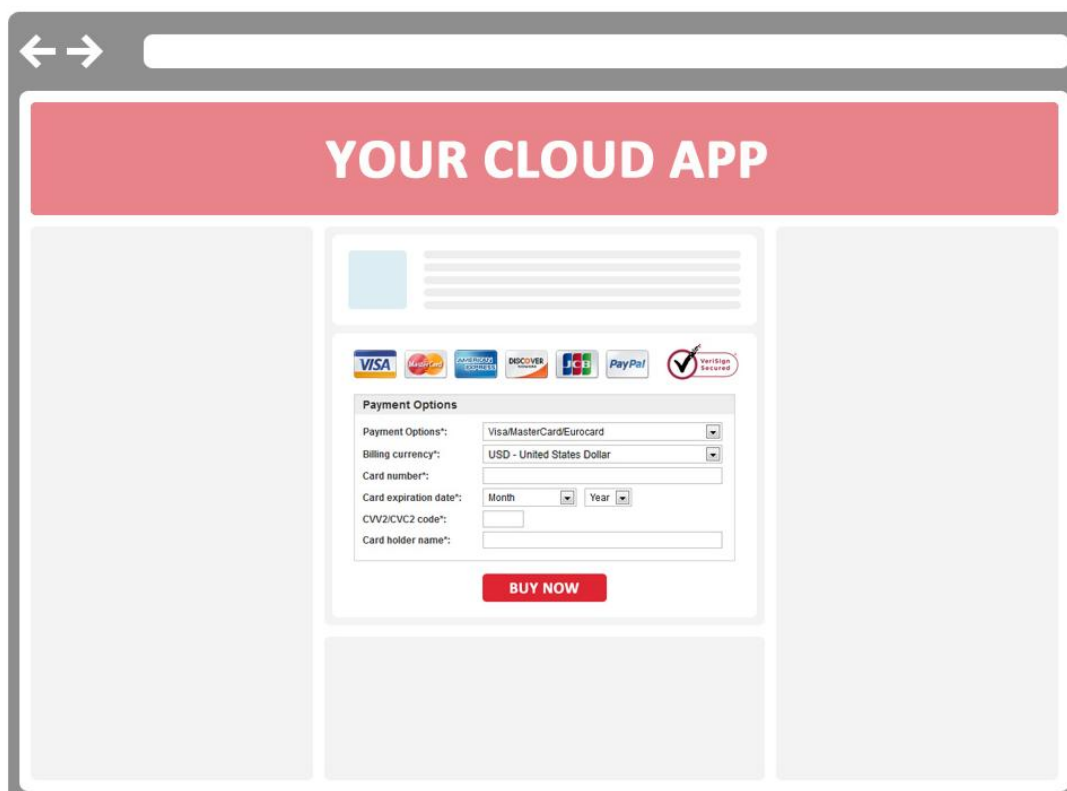
# 1 API usage

## 1.1 Customized cart, purchase flow and checkout

Take advantage of the Avangate APIs to go behind the scenes of personalized cart designs and architect the core shopping and checkout process. The technology supports extensive customization of all aspects of the customer experience, on the surface, in terms of look-and-feel, as well as purchase flow-wise. The Avangate APIs catalyze new ecommerce possibilities on content sites, microsites (subsites), web widgets, etc., beyond shopping on traditional online commerce websites.



Extensive customization of the shopping cart and the personalization of the purchase flow are also supported without relying on the APIs.



The Avangate platform is designed to help tailor the customer experience to specific websites and brands, down to even the minutest details. In addition to offering a collection of UI templates to choose

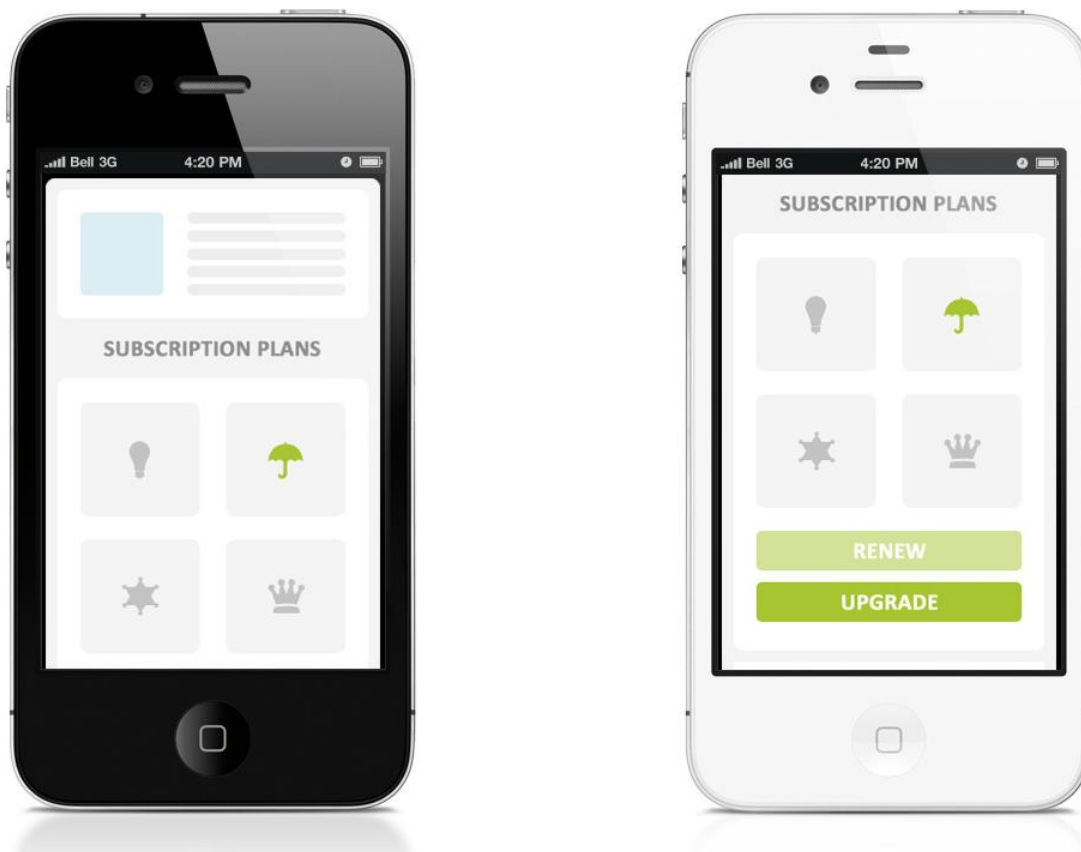
from, Avangate supports custom designs of the payment interface, as well as the personalization of the purchase flow out of the box.

## 1.2 Platform and device agnostic, branded app stores

Nothing could be simpler than taking customer experiences to the next level, moving away from traditional product pages, shopping carts and checkout mechanisms to platform and device agnostic, branded app stores. Build innovative app stores and custom ordering experiences by embracing emerging user interaction models, new computing and technological paradigms:

### 1.2.1 Mobile commerce

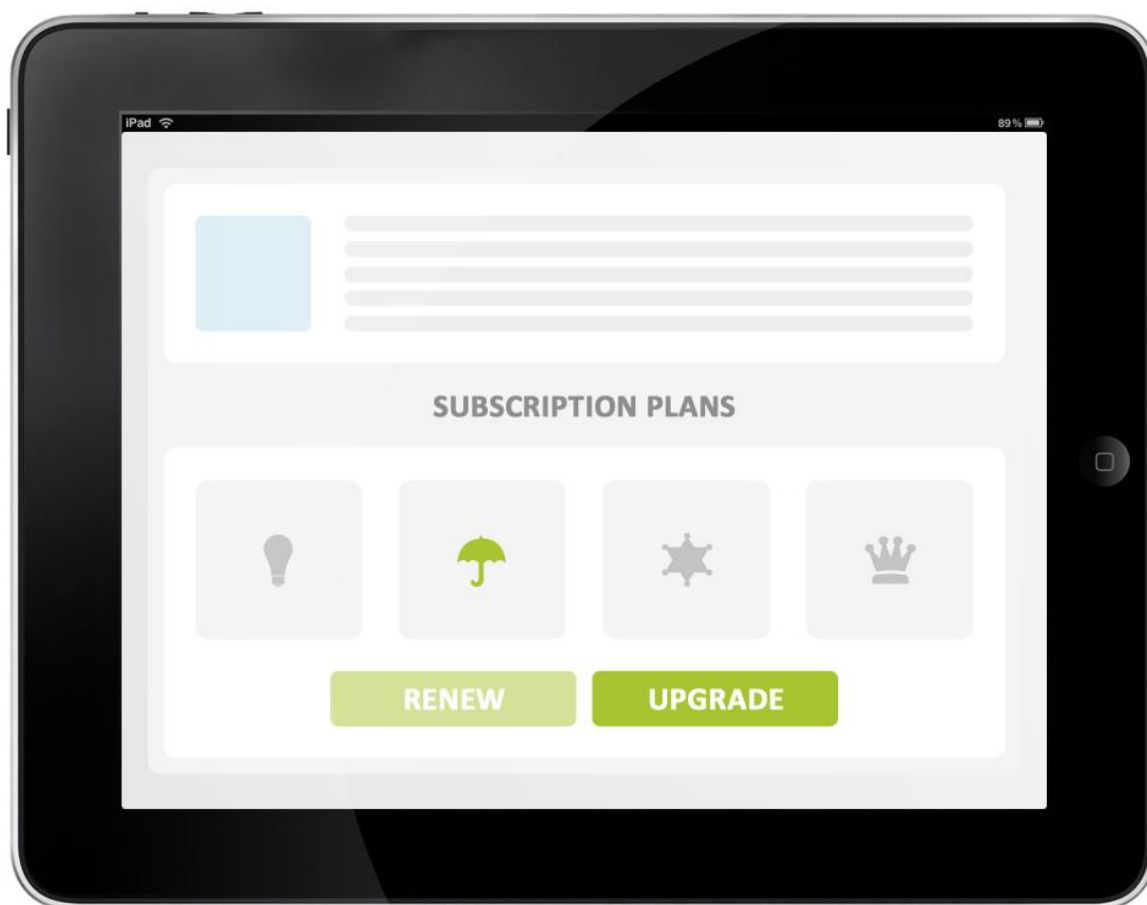
Seamlessly serve “always connected” shoppers. Deliver optimized mobile shopping carts and app stores, expanding customer touch points, and improving the relationship with shoppers. Leverage the Avangate APIs to power branded experiences tailored to smartphones and tablets/slates, regardless of the devices’ operating system.



### 1.2.2 Embedded shopping experiences for next generation platform and form factors

The APIs help keep up the pace with nascent disruptive business models and the evolution of innovative interfaces. Go beyond traditional desktop and mobile platforms, to platforms powering hardware that is

not necessarily associated with ecommerce by default, such as kiosks, digital signage (and other forms of electronic display) or new Internet connected TVs.

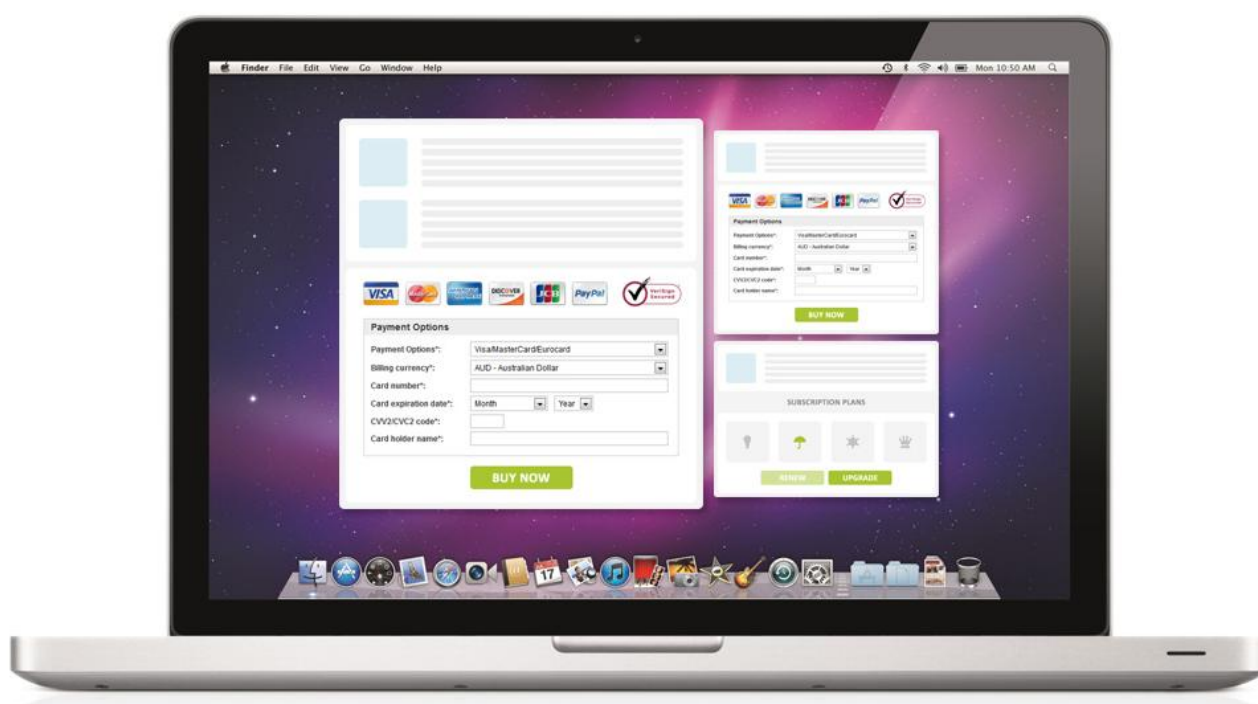


### 1.3 Single-click in-application acquisitions

New ecommerce experiences can bypass the browser altogether through stores/carts embedded into virtually any application connected to the Internet. The Avangate APIs can sustain in-app purchase strategies designed to simplify additional purchases for repeat customers following their initial acquisition to the point where they're frictionless, just a click away:

#### 1.3.1 Single-click new purchases for existing customers

Customer-centric shopping experiences can be used to build and maintain direct relationships with shoppers. Customers can be offered new products and fresh content within the app they purchased initially.

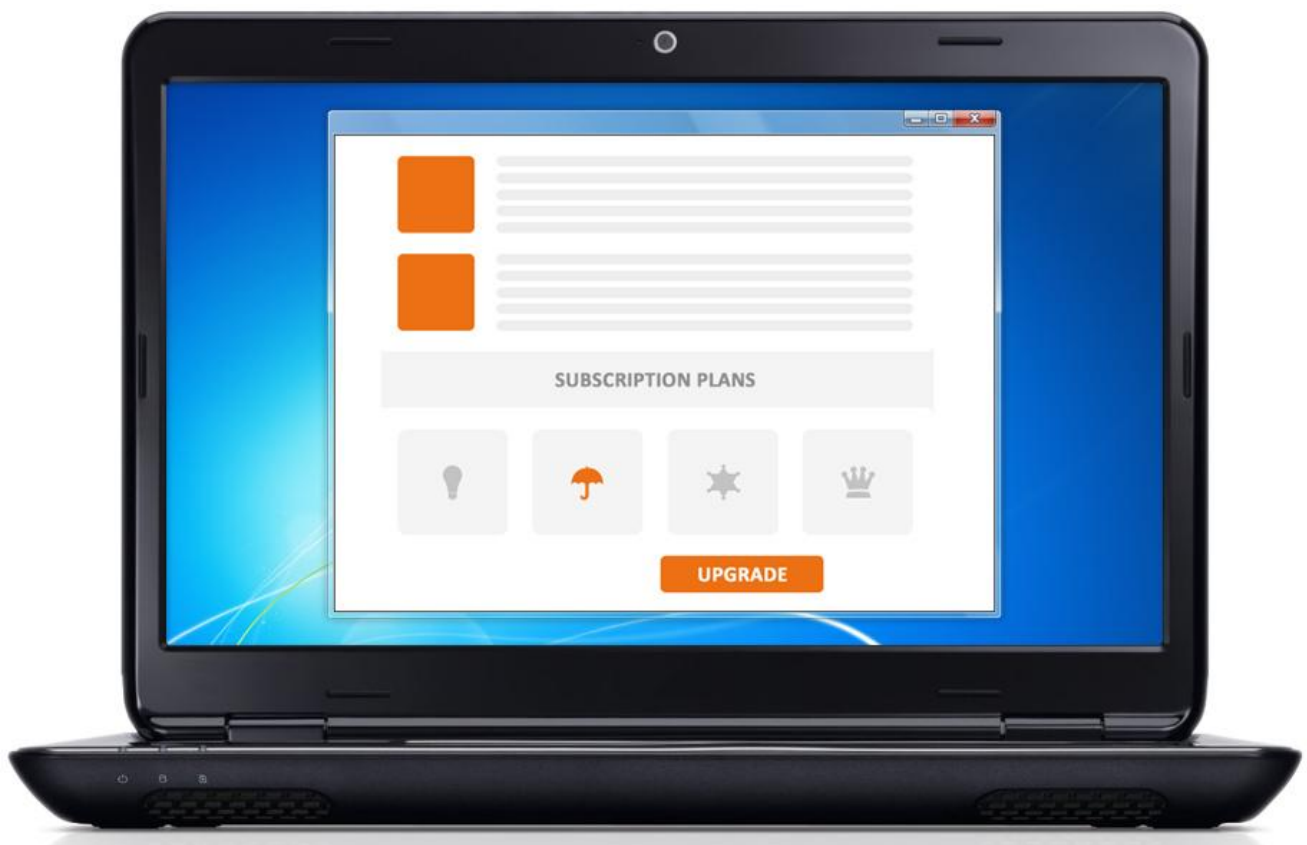
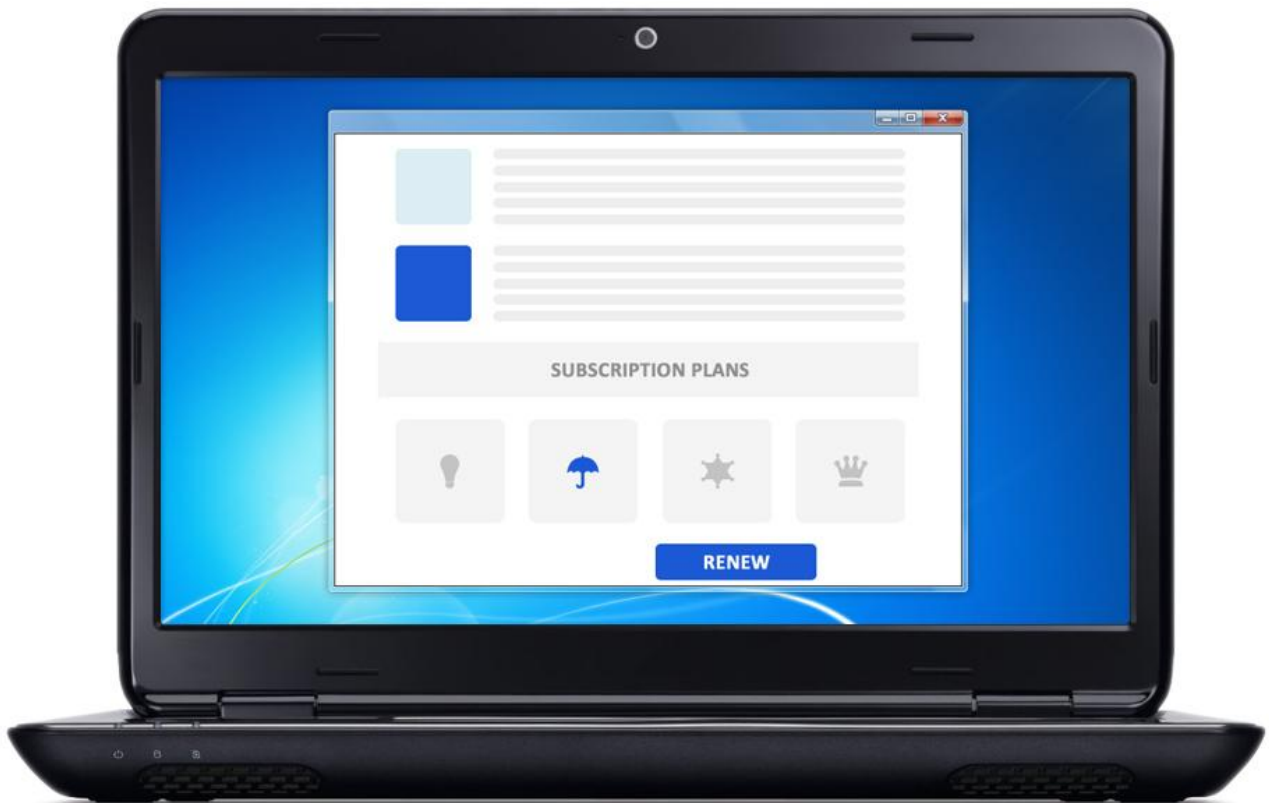


### 1.3.2 Single-click renewals and upgrades for existing customers

Use already sold applications as a foundation to increase revenue by making it seamless for existing customers to extend their subscriptions or buy upgrades, placing the completion of the purchase only a click away. In addition to acquiring new products, renewals can be ordered and licenses /plans



upgraded, all via rich, integrated shopping experiences accessible directly to customers right in their apps.





## 1.4 Social commerce with branded, embeddable shopping experiences

Expand the way in which you connect with customers via social networks by creating social shopping mashups. Use the Avangate APIs to build a new breed of applications designed to take advantage of social technologies and the immense audience potential of communities such as Facebook. Social technologies play a critical role in accessing and connecting with customer networks and building personal relationships with shoppers.

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