

# Paypal - Developers as Product Extenders

There was a time when sending money overseas used to be a huge problem. But in 1998, PayPal brought a revolution in the money transferring habits of users globally.

## Create

PayPal create business value by providing customer and business to exchange goods for money or enabling individuals to transfer money from one account to another across globe. PayPal saves and access users debit and credit card through PayPal user id and password and uses it digital wallet as a backbone single platform to pay money in exchange of products bought in shop or online by just remembering your PayPal user id and password. To summaries, they are proving seamless user experience by providing one wallet which can be used in multiple countries to make payments

## Deliver

PayPal, is delivering value by allowing customer to transfer money to and from a bank account or PayPal account – You can transfer money to 202 countries and in around 100 currencies through PayPal. The same money can be deposited to bank accounts in 56 currencies or can be held as a balance in PayPal account in 25 currencies. PayPal also allows you to receive payments through PayPal (Payment gateway) – You can sell products online and offline i.e. in shop and receive money through PayPal. All you need is a PayPal business account. PayPal initially gained popularity when it was included as a payment gateway at eBay.

## Capture

Developers can integrate PayPal wallet via using its SDK and integrated with any website, all details are a transferred from individual website to PayPal site via HTTPS secured connection thes allowing security for sensitive details internally PayPal it also integrated with bank gateway to authenticate the user card details. Additional analysis are also carried by PayPal to understand customer preference.

## Defend

PayPal introduced debit card it just works like any other bank's debit card. You can use your PayPal debit card to shop online and in-store, withdraw money, and earn rewards on your purchases. PayPal debit card is linked to your PayPal account. Additional feature was also introduced to provide no interest credit for certain duration to customer and for business owner benefits such as working capital loan with less fee was introduced. Usage analysis are periodically carried by PayPal to understand the over changing customer need, preference as to understand what value are customers really willing to pay? For what do they currently pay? How are the currently paying? How would they prefer to pay? How much dose each Revenue Stream contribute to overall revenues? This analysis enables PayPal to introduce or customise its product line not to defend the market share