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Exercise 5

CITW 175 – Spring 2019

## Payment Systems

### PayPal

This is a service that allows for both in person and online payment processing. Its main advantages are:

* It does not require a monthly subscription
* Instant name recognition and trust
* Has the ability to track inventory
* Has built-in tools to create

One downside is that they don’t offer as many in-person sales options. They have a phone dongle, but not much else is available without digging deep into their site.

### Stripe

This service is geared mainly toward site developers that prefer using api and javascript technologies to add payment services to their site. They also support other consumer wallets like Google & Apple Pay. The pricing is similar to PayPal but seem to be more streamlined in their approach. They also provide pricing for access to sales data. It seems kind of cheeky that they sell the data from your own transactions back to you.

### Authorize.net

It’s a service that provides a merchant account/payment gateway bundle and the payment gateway by itself. The pricing if you already have a merchant account, is $.10 per transaction and then a $.10 daily batch fee. They also have a monthly fee of $25. If you do the all-in-one option where they set up a merchant account for you, you pay the standard 2.9% + $.30 fee that the other services charge. This seems like the more expensive option depending on what the other ancillary services the other companies charge for their extended features.

## Payment Card Industry Data Security Standard

This is a series of standards to help protect consumer data and ensure the transmission of payment information is encrypted whenever absolutely possible. Even at rest. Any website or business that handles credit card data must comply. To determine compliance for a small merchant a Self-Assessment Questionnaire (SAQ) needs to be filled out. Depending on what type of merchant you are, an SCC approved scanning vendor needs to run a security scan, then the SAQ and security scan need to be submitted. PayPal and other similar such vendors take a large portion of the risk so that a small business doesn’t need to do much more than provide an SSL and not store payment information on their site. Usually do this by providing a payment reference that contains information on how to access certain information about the payor except the actual credit/bank information.

## WooCommerce

It is an eCommerce platform that provides an online storefront. It’s regularly scanned by Sucuri, an approved security scan vendor. It allows you to choose which payment vendor you want to use, and they default options are PayPal or Stripe. It also comes with auto sales tax tracking and limiting what countries to send to so that there’s no surprise shipping costs.

### Hosted Online Stores

Did in class exercise.

## Online Shopping Trends

The section on online grocery purchases was quite interesting. The little blurb didn’t mention that it’s already a big deal. Not only do I, but quite a few co-workers get groceries delivered or use grocery pickup from either Meijer or Kroger. Another co-worker said that she saw more shoppers doing delivery or pickup orders than regular shoppers one day. Grocery stores are definitely trending toward accommodating online shoppers.

The section on social media purchases was also interesting. I’ve heard of more people selling things on Facebook more than any other social platform. It doesn’t really seem suited for any other platform really. I guess I’m getting old.