

Tema 6

e-Commerce

SW Corporativo

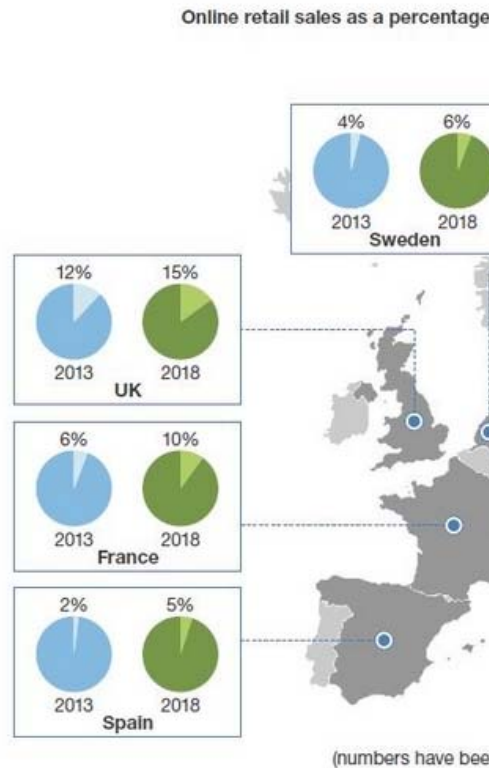
Curso 2018-19

Objetivos del Tema 6

- Conocer los conceptos básicos en torno al e-Commerce, especialmente en el contexto de la Seguridad que requieren este tipo de transacciones.
- Entender de importancia de e-Commerce dentro de los procesos operativos de la Empresa.
- Relación con el Canal de Ventas e importancia respecto al CRM (Ventas)

Compra on-line

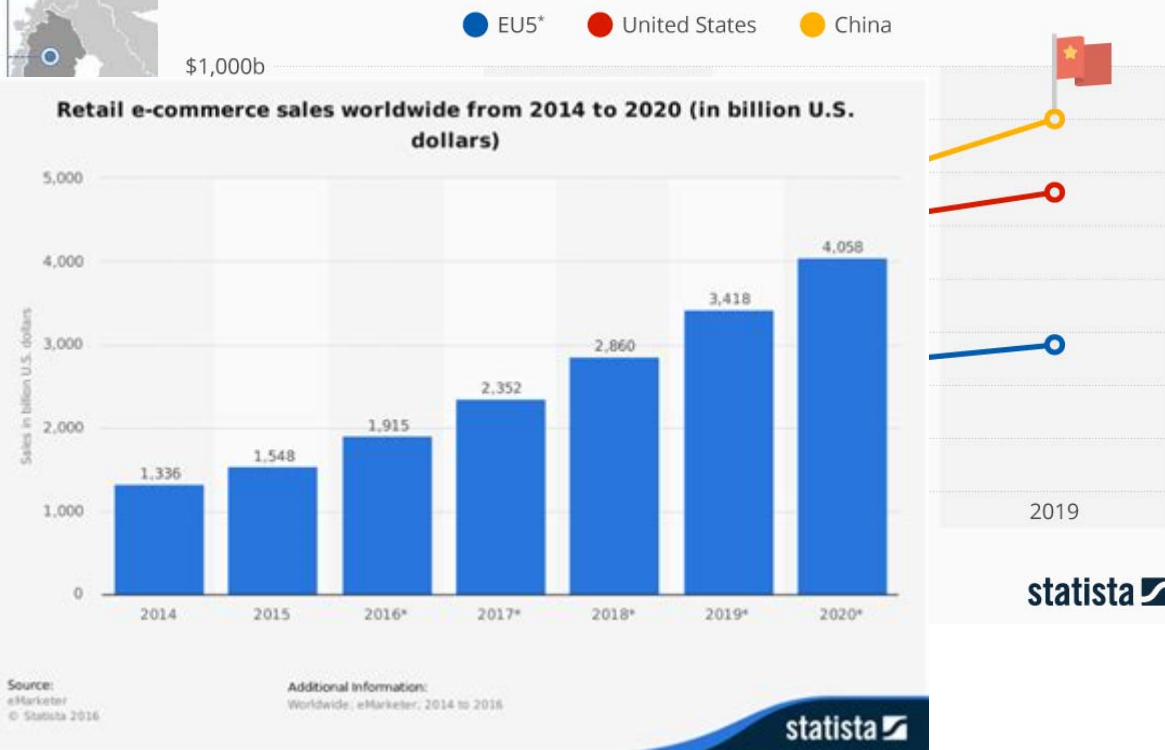
Figure 2 Forecast: European Online Channel Share By Country, 2013 And 2018 (EU-7)



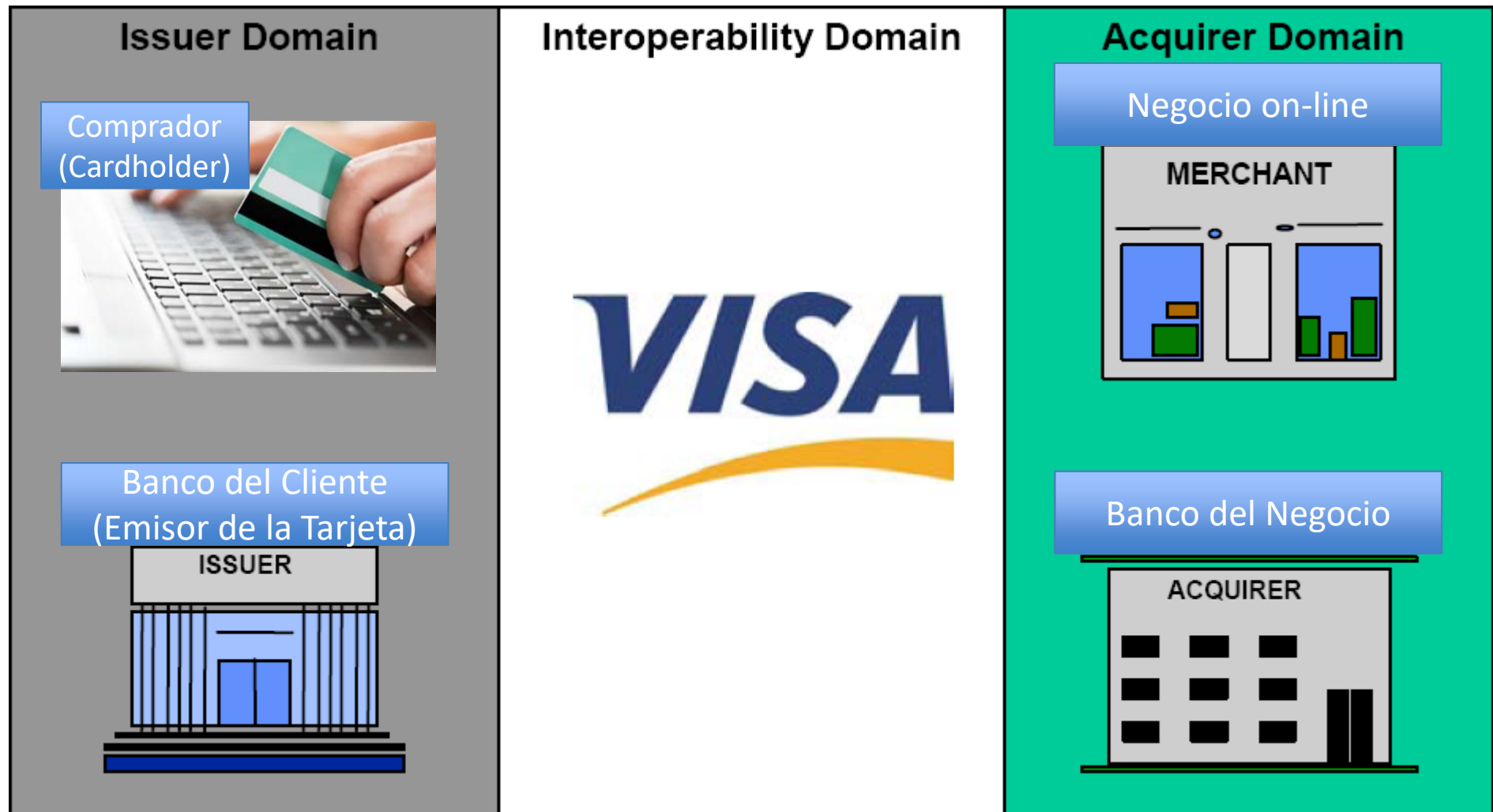
Note: Total retail and online retail sales does not include cat drugs. It also does not include food and drink sales at a res consumer commerce, or gasoline sales.
Source: Forrester Research Online Retail Forecast, 2013 to 2018

China Will Be the World's Largest Digital Market by 2018

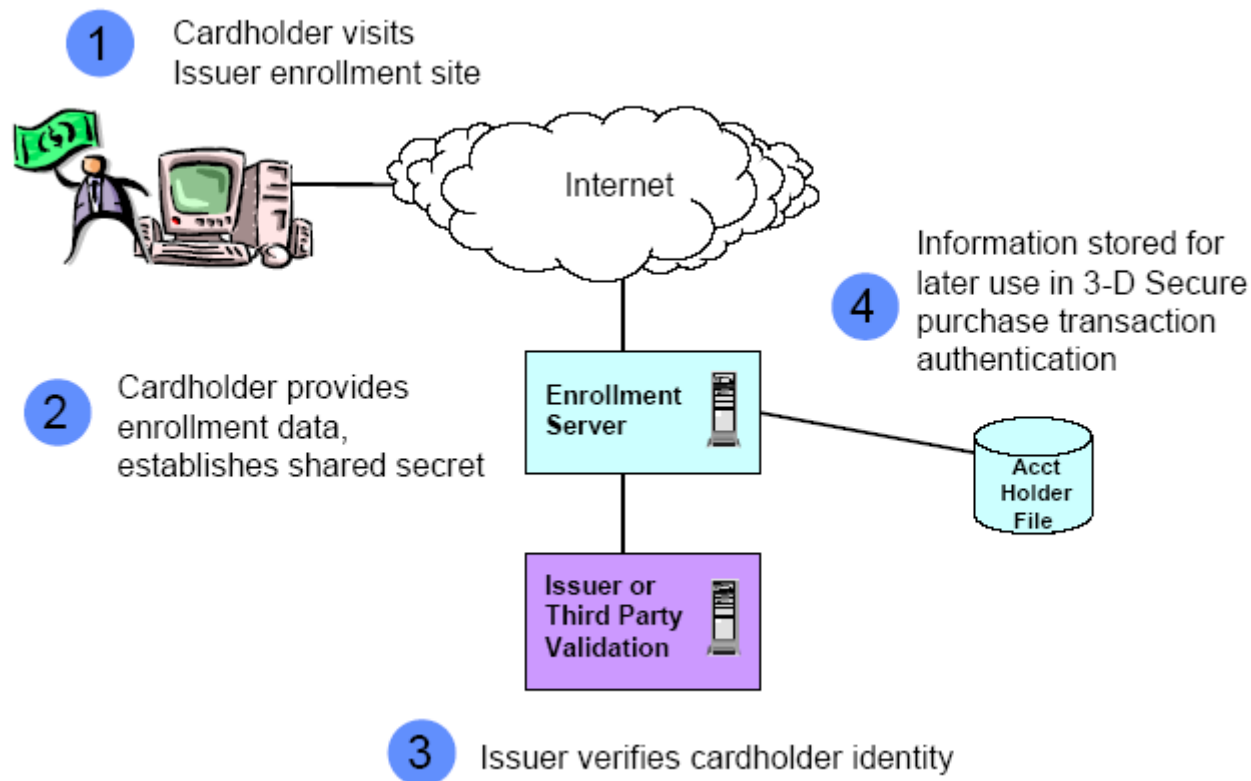
Digital B2C market revenue forecast (e.g. e-commerce, e-travel and digital media)



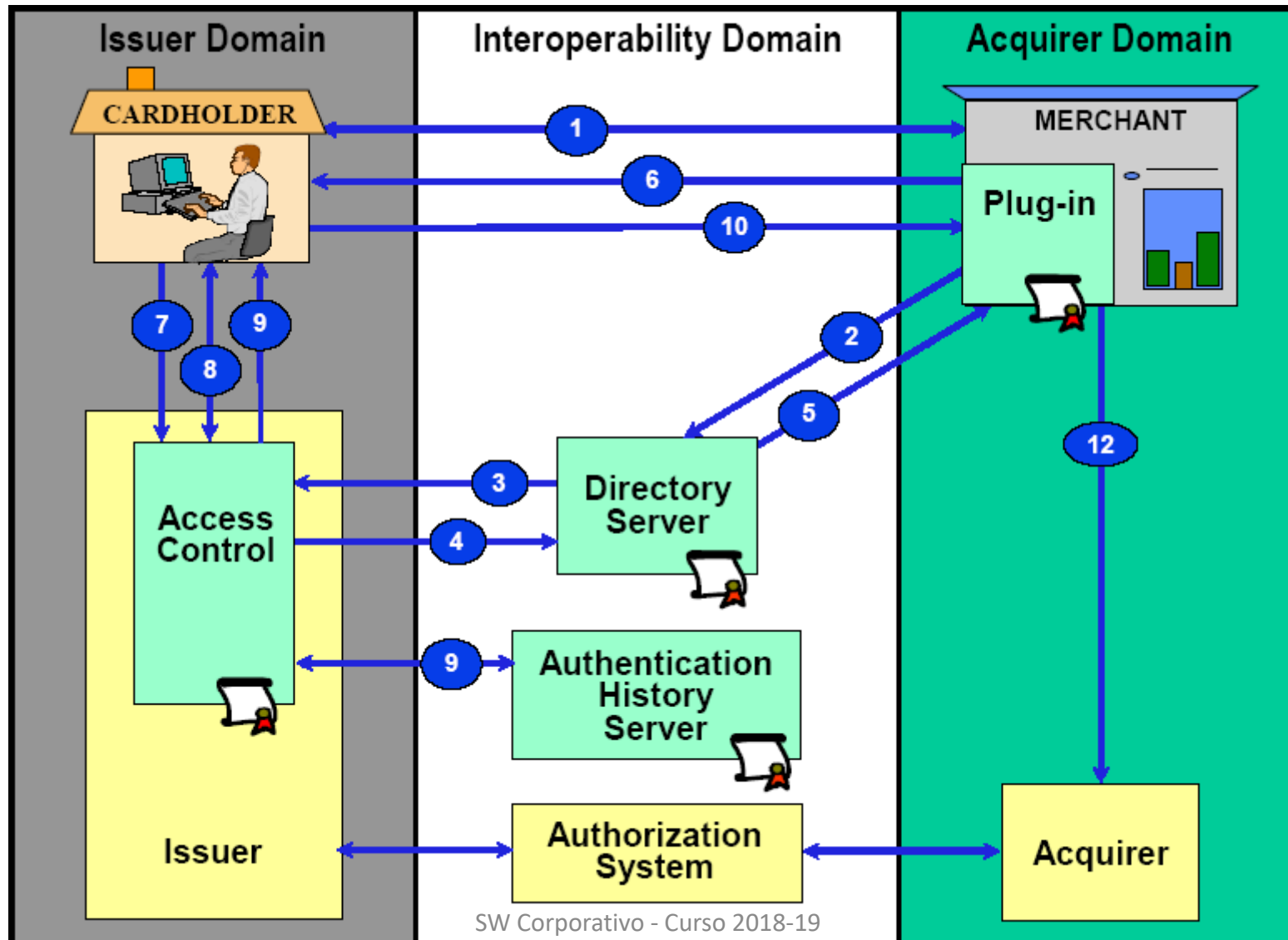
Modelo de los 3-D..ominios



Proceso de Registro del Usuario/Comprador



Flujo de Mensajes y Arquitectura de la Transacción de la Compra



Step 1	Shopper browses at merchant site, adds items to shopping cart, then finalizes purchase. (Note: Merchant now has all necessary data, including PAN and user device information.)
Step 2	Merchant Server Plug-in (MPI) sends PAN (and user device information, if applicable) to Directory Server.
Step 3	Directory Server queries appropriate Access Control Server (ACS) to determine whether authentication (or proof of authentication attempt) is available for the PAN and device type. (If no appropriate ACS is available, the Directory Server creates a response for the MPI and processing continues with Step 5.)
Step 4	ACS responds to Directory Server.
Step 5	Directory Server forwards ACS response (or its own) to MPI. If neither authentication nor proof of authentication attempt is available, 3-D Secure processing ends, and the merchant, acquirer, or payment processor may submit a traditional authorization request, if appropriate.
Step 6	MPI sends Payer Authentication Request ² to ACS via shopper's device.
Step 7	ACS receives Payer Authentication Request.

Step 8	ACS authenticates shopper using processes applicable to PAN (password, chip, PIN, etc.). Alternatively, ACS may produce a proof of authentication attempt. ACS then formats Payer Authentication Response ³ message with appropriate values and signs it.
Step 9	ACS returns Payer Authentication Response to MPI via shopper's device. ACS sends selected data to Authentication History Server.
Step 10	MPI receives Payer Authentication Response.
Step 11	MPI validates Payer Authentication Response signature (either by performing the validation itself or by passing the message to a separate Validation Server).
Step 12	Merchant proceeds with authorization exchange with its acquirer.
	Following Step 12, acquirer processes authorization with issuer via an authorization system such as VisaNet, then returns the results to merchant.

Autenticación del comprador contra el ACS

Access
Control
Server –
authenticate
shopper

The screenshot shows a Microsoft Internet Explorer window titled "The Movie House - Microsoft Internet Explorer provided by Visa - Restricted". The address bar shows "https://IssuerACS-URL". The page content includes the "VERIFIED by VISA" logo, a "Card Issuer" button, and the heading "Added Protection". Below this, it says "Please submit your Verified by Visa password." and lists transaction details: Merchant: Merchant.com, Amount: \$43.28, Date: 01/05/2003, and Card number: **** * 0335. A "Personal Message" says "Shop securely with Verified by Visa." There is a "Password:" label followed by a text input field and a "Forgot your password?" link. At the bottom are "Submit", "Help", and "Exit" buttons. The Windows taskbar at the bottom shows "SW Corporativo - Curso 2018-19" and an "Internet" icon.

VERIFIED
by VISA

Card Issuer

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Please submit your Verified by Visa password.

Merchant: Merchant.com
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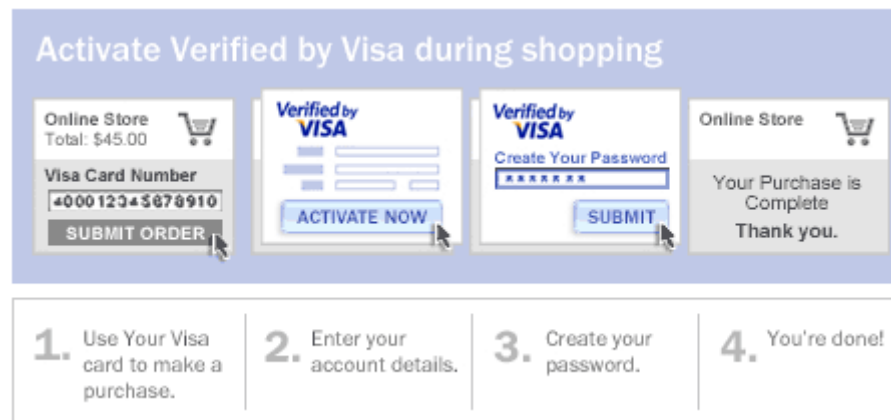
Password:

[Forgot your password?](#)

Submit Help Exit

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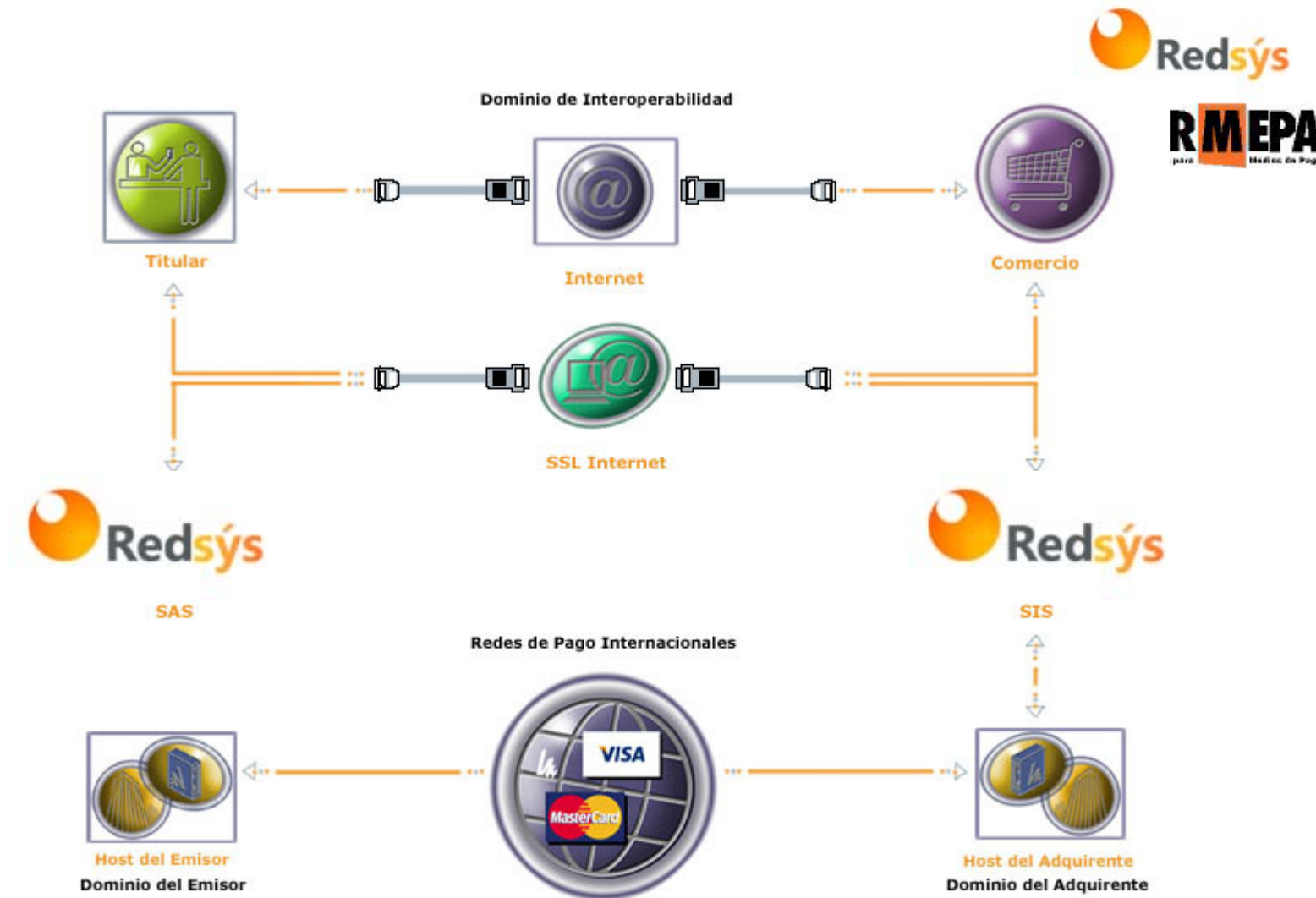
Verified by Visa



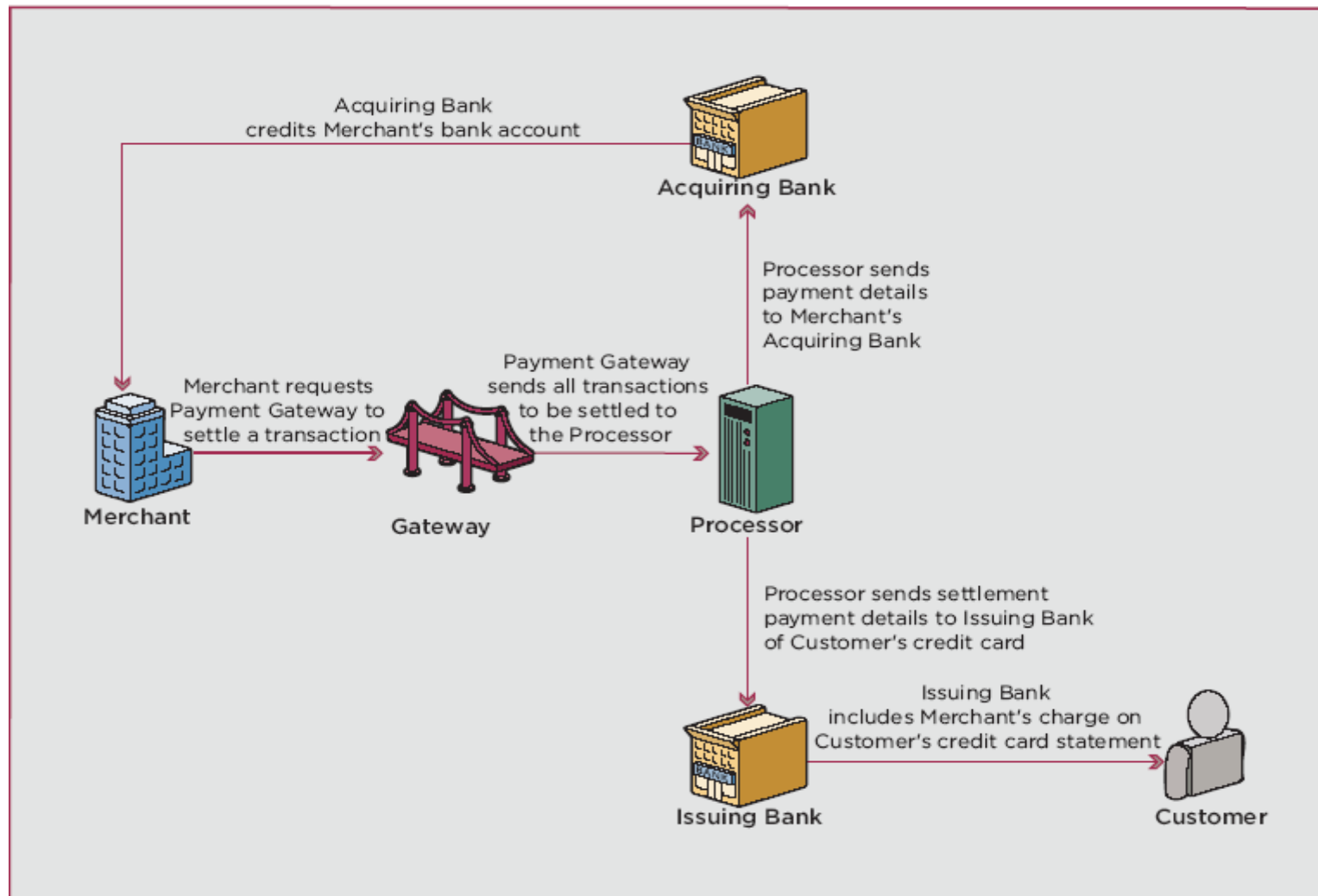
Master Card Secure Code

This is the first screen of the MasterCard SecureCode registration process. It features a sidebar with four steps: 1. ENTER CARD NUMBER, 2. VERIFY IDENTITY, 3. CREATE SECURE CODE, and 4. REGISTRATION COMPLETE. The main content area is titled "YourBank" and includes a security warning: "For security purposes, please answer the questions below. All information will be kept confidential." Below this, it states: "If you cannot answer the questions, please contact Customer Service." A section labeled "*Required Information" contains two fields: "Enter your Billing Postal Code*" and "Enter your birth date in this format: - mmddyy*", both with masked input boxes. At the bottom, there are "Cancel" and "Next" buttons. The footer reads: "© 2004 MasterCard International Incorporated. All rights reserved."This is the second screen of the MasterCard SecureCode registration process. It is titled "YourBank" and "Enter Your SecureCode". It instructs the user: "Please enter your SecureCode™ in the field below to confirm your identity for this purchase. This information is not shared with the merchant." Below this, there is a table with transaction details: Merchant (Mirage Golf Pro), Amount (209.99), Date (02/17/2004), Card Number (XXXX XXXX XXXX 1100), and Personal Greeting (Hello John Q. Smith). A "SecureCode" field is provided for the user to enter their code. At the bottom, there are "Submit" and "Cancel" buttons. The footer reads: "© 2004 MasterCard International Incorporated. All rights reserved."

Servicios de Medios de Pago



Pasarelas de Pago



Pasarelas de Pago On-line



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prestashop magento
woocommerce shopify

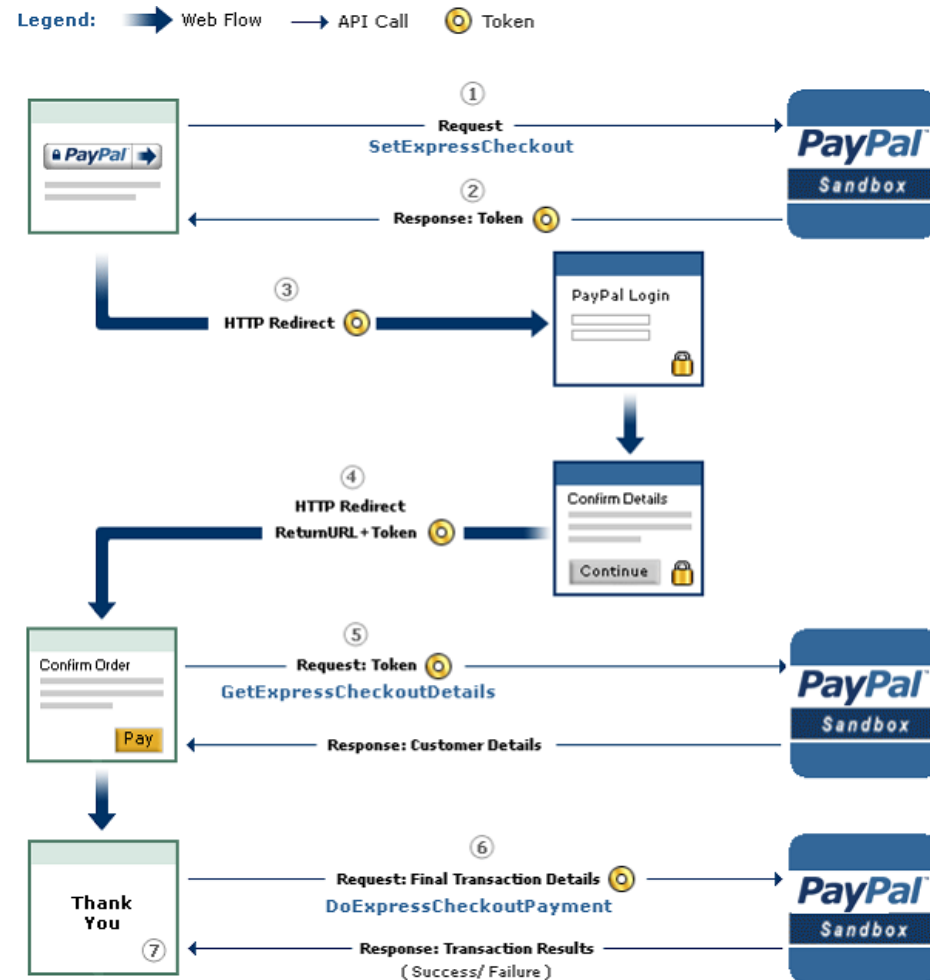


offsite recurring mobile
transferencias oneshot
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offsite token insite prestashop
oneshot magento woocommerce
recurring mobile

Paypal



...y otras

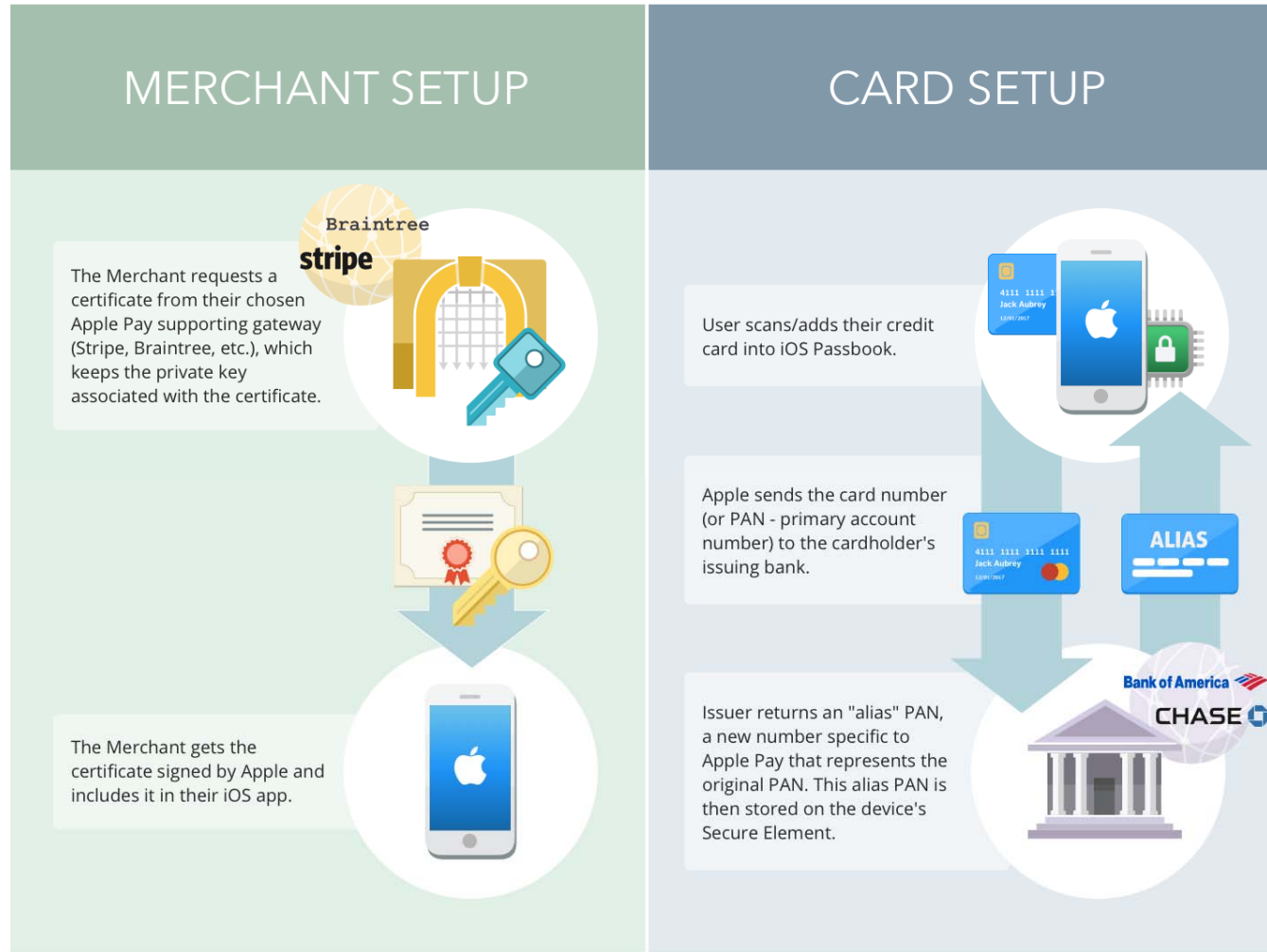
The Stripe logo, consisting of the word "stripe" in a bold, black, sans-serif font.

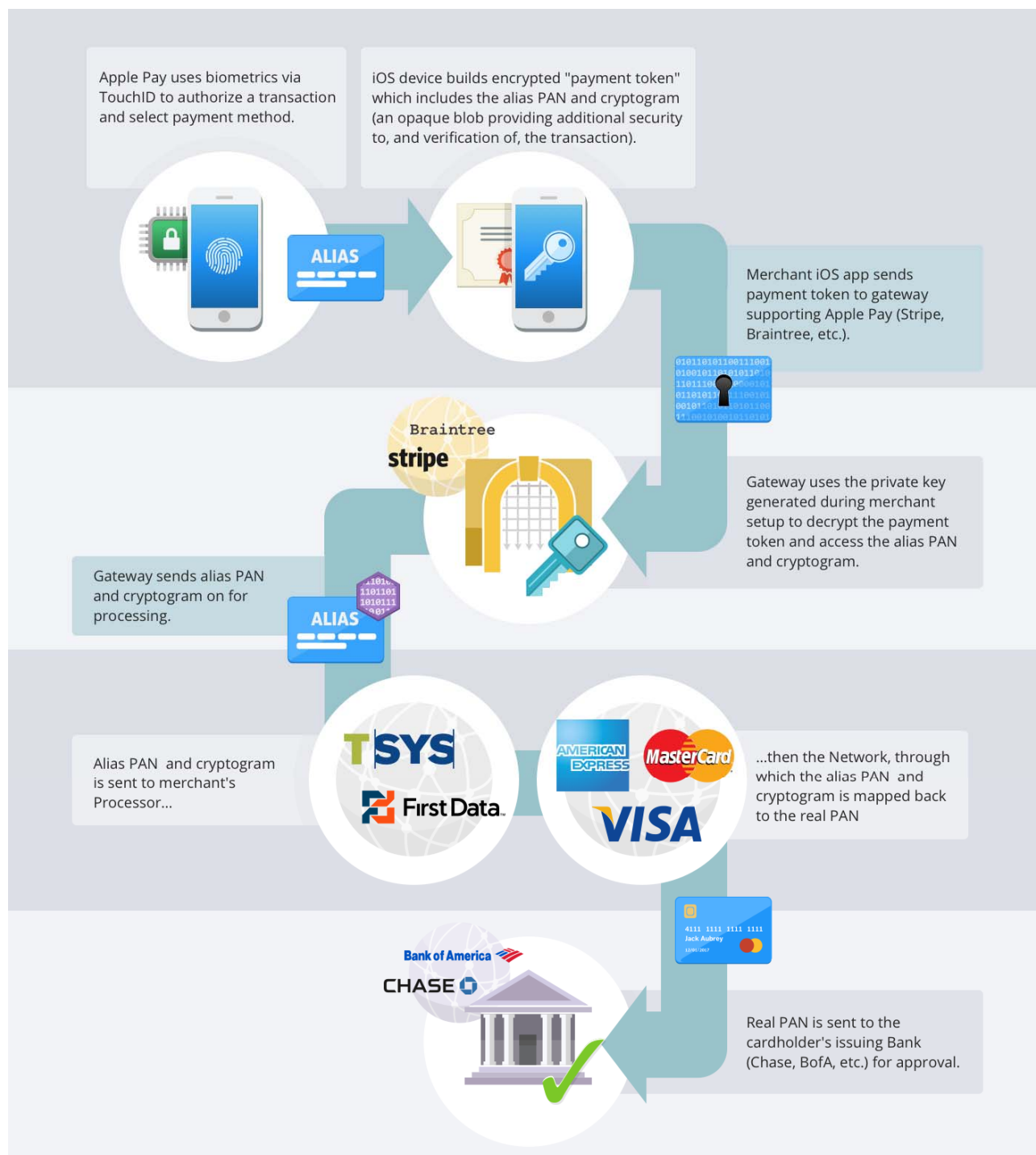
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woocommerce oneshot token
applepay sepa

The Braintree logo, featuring the word "Braintree" in a serif font. The "Braint" part is dark blue, and the "ree" part is orange. Above the "i" in "Braint" is a small orange icon of a tree with three leaves.

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saas prestashop magento,
oscommerce shopify

Cómo funciona Apple Pay?





Módulos E-Commerce Populares

- [Prestashop](#)
- [Magento](#)
- [WooCommerce](#)
- [OsCommerce](#)
- [OpenCart](#)