

Billing and Payment with the Elastic Path Ecommerce Platform

elasticpath™

Frictionless. Social. Everywhere.

The Elastic Path Ecommerce Platform

As the industry's most open and flexible ecommerce platform, Elastic Path is the right solution for large enterprises with substantial, highly-integrated technology ecosystems. No other ecommerce software on the market provides more freedom to customize, or more control when building complex third-party integrations, while maintaining the security and performance of a high-end, proprietary product. This makes it ideal for companies with unique, extensive transaction and billing requirements such as subscriptions or micropayments, as well as those needing to tightly couple ecommerce functionality to existing tax, security, entitlement, licensing or compliance systems.

At Elastic Path, we recognize that our software will only ever be one component in a broader ecosystem and have engineered our technology, architecture and business model to align with this philosophy. The platform provides robust integration capabilities using secure, open source frameworks such as the core Java API, Spring, REST, and SOAP web services based on JAX-WS, making it straightforward to rapidly deploy multiple, interdependent billing and payment processes prior to launch or during upgrades. Since customers and systems integrators are always free to access and modify our source code as needed, it is far less risky and more cost effective to bend Elastic Path to meet the diverse requirements of a complex transactional ecosystem, rather than the other way around.

Integration with Billing and Payment Systems

The Elastic Path ecommerce platform comes pre-integrated to both CyberSource® for conventional card processing and PayPal® alternative payment services, allowing our customers to use these providers out of the box with no additional development.

But the size and business complexity of our enterprise clients often dictate that many other unalterable systems related to transaction processing, taxation, security and compliance be integrated with core ecommerce functionality. Adding to the complexity, this transactional infrastructure is often an elaborate assembly of homegrown applications and third-party services. This is where Elastic Path's modern, open technology stack and flexible business model offer material advantages over closed, proprietary, or SaaS alternatives. With full control over the source code, plus exceptional documentation and professional services support, your business will never be at the mercy of a single vendor for the development and customization needed to accommodate challenging and constantly evolving transaction processing scenarios.

Thanks to this flexibility, the Elastic Path platform has been successfully deployed into more than 250 unique customer environments, with a proven track record of facilitating robust and straightforward integrations to many combinations of the most popular transaction processing services [Chart 1.0.].

pre-integrated available integration

Card Payments	Proven Implementations For:
Authorize.net®	Midmarket, Retail
Beanstream®	Midmarket, Retail
Chase Paymentech™	Telecommunications, Digital Media, Consumer Services
CyberSource®	Publishing, Software, Retail
First Data™	Manufacturers
InternetSecure™	Telecommunications, Home Services
Optimal™ Payments	Midmarket, Consumer Services
PayBox	EMEA Market
USA ePay™	Consumer Services
Proprietary and legacy systems	Publishing, Telecommunications, Software, Digital Media
Alternative Payments	
BillMeLater®	Midmarket, Consumer Services
Google® Checkout	Software
PayPal®	Midmarket, Retail, Consumer Services
Comprehensive Billing	
SAP®	Technology Manufacturers
Vindicia™	Software
Payment and Data Security	
3-D Secure™ / Verified by Visa®	Telecommunications, Retail
Protegrity®	Publishing
SafeNet® / Ingrian DataSecure	Software
Verisign®	Retail
Tax Management	
Vertex®	Software, Digital Media, Retail
Emerging Channels	
Apple® In App Purchase	Publishing
Facebook® Pages	Midmarket, Retail

Chart 1.0 - Billing and payment successful implementations

Billing and Payment Successes

- For a global publishing and media company, Elastic Path Software powers an innovative subscription purchasing engine that allows it to generate and recognize recurring revenue from a range of digital channels including Apple® In App Purchases. With just six months from project inception to launch, the platform was deployed by an in-house team to deliver this unique PCI-compliant service, integrated with legacy in-house applications for address verification and transaction processing, and launched with Protegrity® for system-wide data security and encryption.
- Elastic Path helped one of the world's largest software companies regain control of their online channel from an expensive outsourced solution, raising both revenue and profit by providing them with the flexible ecommerce framework needed to bring transaction processing and digital distribution in-house. We extended our platform to provide asynchronous order management, developed robust integrations to their enterprise services bus for provisioning, tax calculation and fraud detection, and leveraged our relationship with Vindicia™ to provide them with advanced subscription billing features.
- A global leader in mobile devices leverages Elastic Path to operate more than a dozen online storefronts that distribute their enterprise server applications worldwide. Since all pricing, tax, billing and payment services are delivered by the customer's extensive SAP® implementation, our platform was configured to elegantly layer advanced commerce functionality into the existing ecosystem, all within the span of a three-month project.
- One of the world's foremost internet services companies relies on the Elastic Path platform to sell software directly to customers from within their cloud-based infrastructure. Key requirements for this project were the seamless integration of the Google® Checkout service for transaction processing, and deployment of the ecommerce framework into the Google® App Engine cloud—a testament to the flexibility and architectural elegance of the Elastic Path solution.
- With the assistance of their systems integrator, an international beverage retailer independently launched an innovative commerce-enabled Facebook® store, featuring comprehensive order, billing and payment services powered by their existing Elastic Path implementation. Only modest project support and incremental development was required.

Partnerships

- CyberSource® – The Elastic Path ecommerce platform includes a pre-integration to the CyberSource payment gateway, allowing use of this service with no additional development.
- PayPal® – The Elastic Path ecommerce platform includes a pre-integration to the most popular PayPal transaction services, allowing use of these products with no additional development.

Beyond the Feature List

Elastic Path is one of the only ecommerce vendors with out-of-the-box features designed specifically for enterprises that sell digital goods and services—software, games, internet-based services, publications, and digital media. But features alone are not enough. Maximizing revenue and meeting the unique business challenges of these verticals often means delivering innovative, original purchasing models, which in turn require a host of customized, highly tailored interactions between these features and other transaction processes within your commerce ecosystem.

Innovative global enterprises such as Google, Time Inc., and Virgin Media selected Elastic Path not just for our comprehensive ecommerce feature list, but also for the material benefits of our open technology and integration model:

- **Ultimate flexibility and control, during and after implementation.** By 2014, analysts predict that over 70% of online merchants will accept four or more payment types, up from an average of two today¹. To prepare themselves for the challenge of continuously integrating with such a rapidly evolving landscape of transaction services, our customers decided to bring their ecommerce platform and capabilities in-house for ultimate control and faster change cycles.
- **Ease and speed of integration with existing enterprise infrastructure.** Successfully delivering ecommerce purchasing features often requires considerable integration with legacy systems and third-party applications. With its open technology stack, full access to source code, exceptional documentation, and a strong developer community, Elastic Path eliminates many barriers to building fast, robust integrations. Since billing and payment workflows are often difficult to change, it is the ecommerce software that must adapt to them. Unlike closed, proprietary, or SaaS solutions, our platform has been built from the ground up to provide this flexibility.
- **Greater availability of resources and lowered total cost of ownership (TCO).** Rapidly and cost-effectively integrating with a broad range of transaction systems, while complex, should not be unattainable. The open source foundation of the Elastic Path platform means that acquiring development resources with the necessary skill and expertise is far easier and less costly than doing so with closed, proprietary, or SaaS alternatives—whether you choose to deploy using the experienced professional services group at Elastic Path, a preferred solutions provider, or your own internal team.
- **Technology and architecture that aligns with industry standards.** The Elastic Path platform is built with Java and other dominant open source technologies. Over 95% of the Top 200 ecommerce sites in North America, as well as major third-party billing and payment products, are also predominantly Java-based². Readily available application programming interfaces (APIs) and software development kits (SDKs) for Java ecommerce, coupled with easier access to skilled resources, mean fewer billing and payment integration headaches for your project.

Conclusion

Every aspect of an Elastic Path solution is geared towards simplifying and accelerating integration with the multiple transaction, tax, security, entitlement, licensing and compliance systems needed by the most innovative online enterprises. Elastic Path delivers ultimate flexibility, control and a lowered total cost of ownership, as well as the extensive support, solutions partnerships, and professional services expertise. It's these factors that have enabled us to deploy of our platform successfully in more than 250 unique corporate environments, including many of the largest digital goods and services companies in the world.

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1 Source: Gartner Inc, 2011.
2 Source: Internet Retailer, 2010.

About Elastic Path Software

Elastic Path is the leader in digital commerce technology and expertise for enterprises selling digital goods and content. Major global brands such as Google, Time Inc., and Virgin Media rely on Elastic Path to monetize digital relationships with their customers in ways that are frictionless, social, and everywhere.

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