



ecBuilder Pro
Using WorldPay



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CHAPTER 1

INTRODUCTION

i In order to enable SSL-secured transactions, you must obtain and install a digital certificate on your IIS server. See the ecBuilder Pro User's Guide for more on digital certificates.

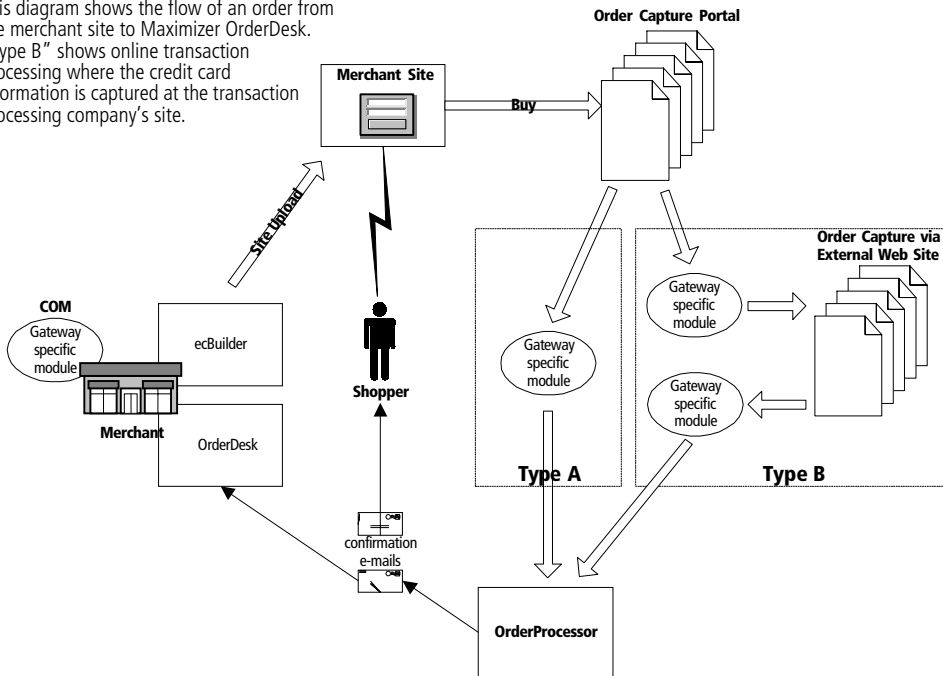
ecBuilder provides support for payment processing through plug-in extensions known as payment gateway modules (PGMs). PGMs encapsulate the interface to a third-party payment processor, and allow the ecBuilder-generated sites to forward merchant-authentication information from a transaction gateway to the respective payment processor.

The merchant authentication information is secured via public-key technology and embedded within the HTML pages generated by ecBuilder. At the time of purchase, the ecBuilder shopping cart forwards the encrypted processing information through a payment gateway module, where it is decrypted and used in conjunction with an SSL-secured order form to then log in to the payment processor and facilitate the credit card authorization process.

The transaction result—whether it is a pre-authorization, a capture, or a refund—is then returned by the processor and forwarded back to ecBuilder, which in turn sends the order information to the merchant as an encrypted e-mail attachment.

In addition to allowing merchants to view the order information received, Maximizer OrderDesk can provide an interface to the payment processor which will enable merchants to submit capture and refund requests to the payment processor post-fulfillment. Maximizer OrderDesk can also operate as a “point-of-sale” terminal for merchants, allowing them to perform authorization requests directly to their third party payment processing company right from their own computer. Both of these features are dependent upon which third-party payment processor you choose.

This diagram shows the flow of an order from the merchant site to Maximizer OrderDesk. "Type B" shows online transaction processing where the credit card information is captured at the transaction processing company's site.



There are several third-party transaction gateway providers directly supported by ecBuilder.



Note

In order to take advantage of the online credit card processing capabilities provided by a payment processing gateway, you must set up a merchant account with one of the transaction processing companies.

How to Apply for an Account

i Rather than following these steps, you may also obtain a merchant account by going directly to the WorldPay International site at <http://www.WorldPay.com>.

Applying for a WorldPay account is an easy process that you can start in ecBuilder. The WorldPay Web site lets you apply for a merchant account.

For more information, contact WorldPay International customer support.

➤ To apply for a WorldPay merchant account

1. In ecBuilder, go to the Online Processing screen.
2. Click the Add button. The Merchant Gateway Profile dialog box appears.
3. Select WorldPay from the drop-down list and click the “Acquire merchant account...” button. ecBuilder opens the WorldPay application Web page.
4. Follow the instructions on the screen to complete the application.


Upon approval of your merchant account application, WorldPay provides you with the information you need to configure ecBuilder to work with your WorldPay account.



Note

See “Set Up a Merchant Account Profile” on page 3 or press F1 for additional help.

Set Up a Merchant Account Profile

 Before you can enable online transaction processing in ecBuilder, you must have a merchant account with a credit card company or your bank and a transaction processing company.

If you have a merchant account with a credit card company or your bank, you may wish to set up online transaction processing. Once this is set up, credit card transactions are processed from your Web site and are tracked and maintained through Maximizer OrderDesk. You set up online payment processing in ecBuilder’s Transaction Processing screen by creating a Merchant Account Profile for each account you have with a payment processing company.

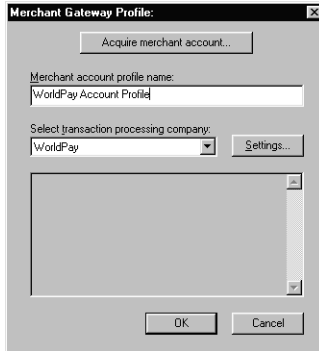
The method and procedures for online transaction processing will vary depending on the transaction processing company. WorldPay allows you to pre-authorize funds, process transactions after the product has shipped, and issue refunds.

➤ To create a new Merchant Account Profile

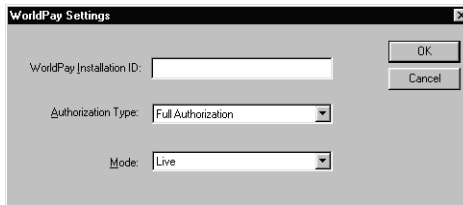
1. In ecBuilder, select Go > Online Processing to change to the Online Processing screen.

The Online Processing screen lets you select the merchant account that you wish to use for your ecBuilder catalog, or add a new profile for a merchant account.

- Click the Add button to open the Merchant Gateway Profile dialog box.



- Under "Merchant account profile name", type a short, descriptive name for the profile.
- From the drop-down list, select the WorldPay transaction processing company. Note that you must have a merchant account set up with WorldPay to proceed.
- From the Merchant Gateway Profile dialog box, click Settings. ecBuilder prompts you to enter the settings for the merchant account. ecBuilder prompts you to enter the settings for the merchant account.

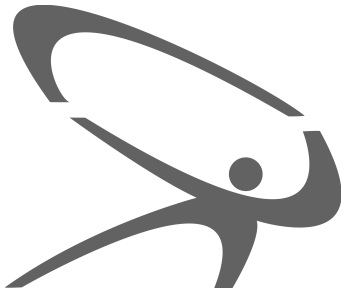


- Enter the settings for your merchant account and click OK. If you need help with any of these settings, **press F1 in the Settings dialog box** or see the documentation provided to you by WorldPay.
- Once the settings are entered, click OK in the Merchant Gateway Profile dialog box to finish creating the new profile. The new profile is now selected in the Transaction Processing screen. You also use this profile for Maximizer OrderDesk.



Note

You are not limited to the number of profiles or merchant accounts you can use with ecBuilder. The process of setting up different profiles allows you to switch your profile selection in both ecBuilder and Maximizer OrderDesk.



CHAPTER 2 USING WORLDPAY

WorldPay specializes in real-time credit card processing for Internet shoppers, allowing them to complete credit card purchases in their local currency while settling the transactions in the currency that you designate.

The WorldPay Payment Gateway handles the authorization, capture, and refund of funds to and from the shopper's credit card.

To use WorldPay as a payment gateway for online credit processing, you must set up an account and get a digital certificate. For more information, visit www.worldpay.com.

WorldPay from the Shopper's Point of View

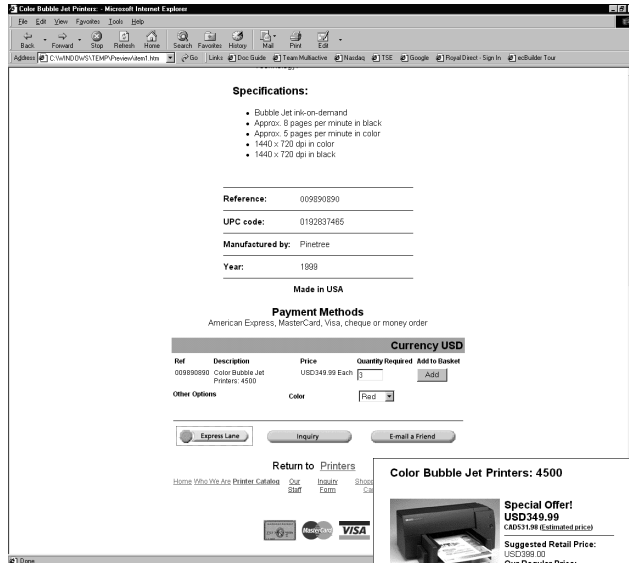
If you set up your online catalog to use WorldPay for credit card transaction processing, the result is a seamless integration of the credit card transaction into the shopper's Web experience.

When the shopper places an order, ecBuilder collects the name and address, and WorldPay collects the credit card information. ecBuilder then processes the order behind the scenes.


The Shopper's Point of View

As you design your ecBuilder catalog, it's important to know what your customers will experience when they place an order. Here's what a typical shopper will experience:

1. The shopper examines the online catalog, reads the description of a product and decides to buy it, choosing quantity and options, and then clicking Add.



Color Bubble Jet Printers: 4500



Special Offer!
USD 349.99
cash on delivery (estimated price)

Suggested Retail Price:
 USD359.00

Our Regular Price:
 USD359.99

Also Available in White

Pinetree's wide array of color Bubble Jet printers provide photo-realistic printing at an affordable price. Pinetree offers a printing solution for many types of customers including budget-minded users as well as the more experienced professional.

Features:

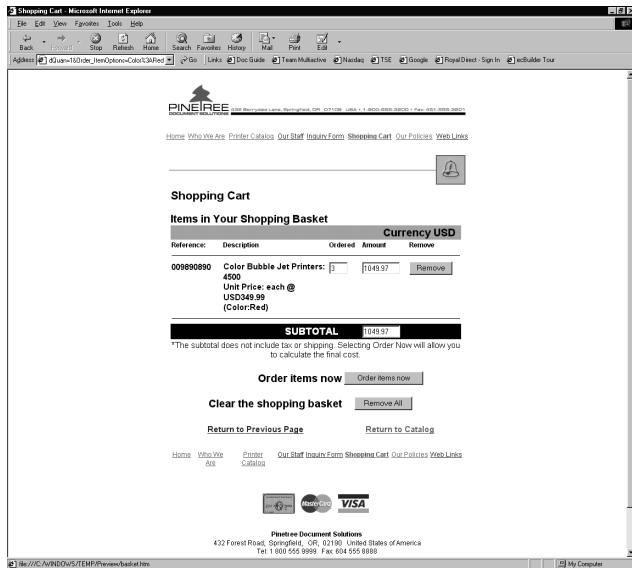
- The PT 4500 features an expanded print nozzle system that prints an area up to twice as large in just a single pass - resulting in blazing print speeds.
- The PT 4500 is the next generation of state-of-the-art Pinetree printers. It contains the exclusive Drop Modulation Technology.

Specifications:

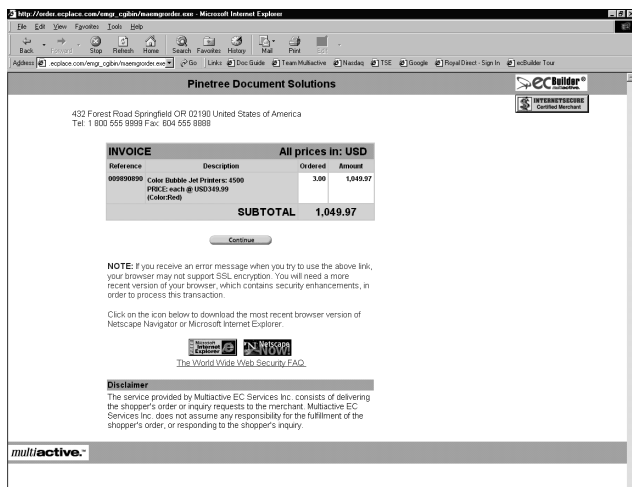
- Bubble Jet ink-on-demand
- Approx. 8 pages per minute in black
- Approx. 5 pages per minute in color
- 1440 x 720 dpi in color
- 1440 x 720 dpi in black

NOTE: The shopper has the option on this page of clicking the Express Lane button, which skips the Shopping Cart (step 2) and goes directly to the invoice page (step 3).

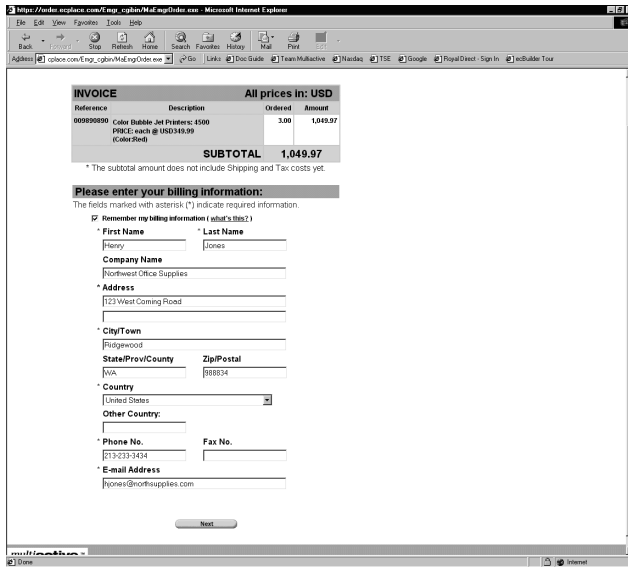
- On the Shopping Cart page the shopper reviews the order, including price and quantity, and then clicks "Order Items Now".



- The shopper then sees a summary of the invoice, reviews it, and clicks Continue.



- The ecBuilder order page redisplay the invoice and collects the shopper's name and address. If the visitor is a returning customer, the address information is displayed automatically. The shopper clicks Next.



- The shopper selects the option to pay by credit card and enters the card information on pages presented by WorldPay.
- The shopper clicks Continue and is notified by ecBuilder that the transaction is complete.

Behind the Scenes

i The e-mail address you enter in the Site Builder Profile screen appears in the Contact Person Profile screen as the "Contact's E-mail Address". If you'd like this address changed, do so in the Site Builder Profile screen.

Behind the scenes, the ecBuilder order page sends the shopper's credit card information to WorldPay, which responds by sending the transaction record back to the server.

The order, and the results of the credit card transaction, are automatically e-mailed to you (the merchant) as an encrypted e-mail attachment, which you open to bring into the Maximizer OrderDesk window.

As well, the ecBuilder order page sends a notification e-mail to the shopper.


Using the OrderDesk window to Process WorldPay Transactions

If you're using WorldPay as an online transaction processing gateway, you can process credit card transactions online using the Maximizer OrderDesk window.

Use OrderDesk to perform four types of transactions: Sale, PreAuthorize Purchase, PostAuthorize Purchase, or Credit. This lets you complete sales transactions, pre-authorize funds, complete a pre-authorized purchase, and issue refunds to customers.

➤ To process a credit card transaction in the Maximizer OrderDesk window

1. Open the Maximizer OrderDesk window.
2. Locate and double-click the order to open the Order dialog box.
3. Under Gateway Profile, select the payment gateway profile for PSiGate and click Process Transaction.
4. In the Process PSiGate Transaction dialog box, select the type of transaction you want to perform: Sale, PreAuthorize Purchase, PostAuthorize Purchase, or Credit.
5. Verify the credit card information and the transaction amount.
6. If the information displayed is correct, click Submit to send the information to PSiGate for processing. The Maximizer OrderDesk window displays a message indicating the result of the transaction.

 If any information is incorrect in the Process Transaction dialog box, simply click Close to return to the Order dialog box and make the necessary changes.

Using the WorldPay Customer Management System

The WorldPay Customer Management System (CMS) is where you maintain your merchant account. Browse to **www.worldpay.com/wccadmin** and log in with your username and password. You can query the WorldPay Transaction Server database for your account information.

The site uses SSL protocols to secure the Web pages and keep your information private. The CMS is protected so that only people authorized to access a customer account can access the computer where the database is located.

For more information about WorldPay's Customer Management System, refer to the CMS User Guide.

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