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E-Commerce Preparation - Basic Integrations

1. **Payment Gateway**: The most critical integration piece is a Payment Gateway. It is recommended that you should use only 1 Payment Gateway. This reduces your costs in the long term significantly. The gateway should ideally fulfill the following criteria:

   - Provide Single & Multi currency solutions

   - Support Amex / VISA / Master Card / Maestro - Credit & Debt cards

   - Support Net banking options for your local market

   - Integrate with JAVA 6 / Tomcat based website

While you want to go for the gateway that offers the LOWEST setup rates & lowest transaction charges, it is more important that they fulfill all the mentioned criteria. The cost of using multiple gateways over shadows marginal transaction fees differences for small sites.

Questions to ask Payment gateway:

   - Does the payment gateway support Tracking, conversions
   - Do they support Java 6/Tomcat as an instragration API
   - For Netbanking, Debt Cards, Credit Cards can we use the same API?
   - For international payments what is the added effort required?
   - Do they provide multi currency solutions?
   - Credit Cards : Visa, Master Card, Maestro, Amex, JCB
   - Net Banking: At least 20 banks in India
   - For multi currency what is the added effort required?
   - Do they require us to store Card information? What about PCI-DSS compliance issues?
   - What is the level of Support offered? Helpdesk response etc.
   - For testing do they issue a test account or a need a Live website ONLY on the given domain with SSL?
     - Live Site - Yes/no
     - Site specifically on DOMAIN - yes/no
     - Can site be on Sub Domain during testing or integration - yes/no
     - Does site require an SSL certificate to get the gateway integration kit?- yes/no

2. **Logistics**: Choose a logistics partner who can:

   - Ship domestically / locally to as many places as possible

- Provides a Link for tracking the order online on their website for every order and generates the link so you can share it with your customer

- (Nice to have / Maybe NA to your project) ability for website

- (Nice to have / Maybe NA to your project) Integrate with JAVA / Tomcat based website