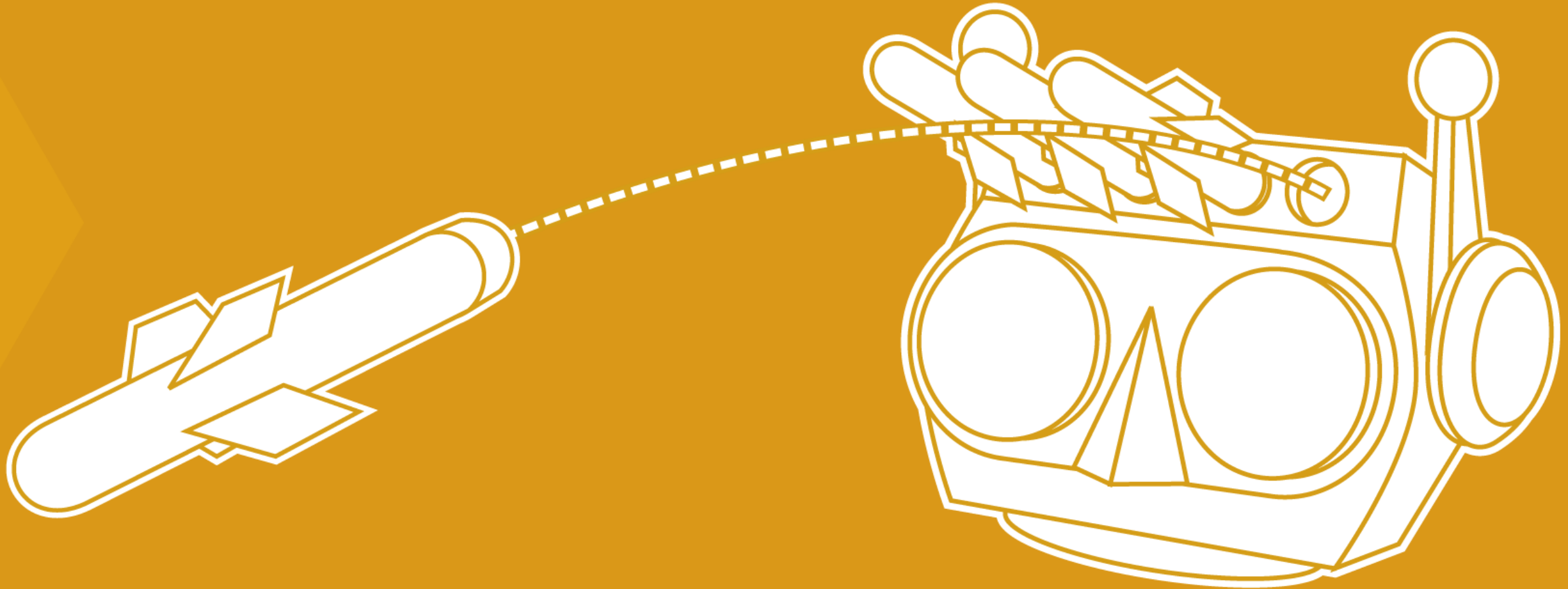


# HELLO

Tom Cox  
Andy Oakey



# EARLY DAYS



# EVOLUTION MONEY

## BANK TROUBLE

Disconnect between accounts and tech staff

Nightmare approval system

Custom dev, so expensive



## WORLDPAY, NETBANX

Still hard to set up

Still friction with banks

Needed merchant account



## PAYPAL DISRUPTS

Designed from scratch

Almost a new currency

PCI, etc. dealt with

Use with any bank account or keep money in system - redefining currency



## STRIPE

Easier to set up than PayPal

Less confusing to get money out



## APPLEPAY

Uses existing payment infrastructure

Uses existing hardware and security



# EVOLUTION

EXPERIENCE

DIY

Expensive and long development time

How does it take payments?

Was only option at first before things evolved

Can work exactly how you want it

OPEN SOURCE

Off-the-shelf but free

Support limited to communities / volunteers

Need a developer to install and maintain (can outweigh free benefit)

OFF-THE-SHELF

Ready-made

Support and upgrades

Template-able

Modular

Links to payment systems

HOSTED

Can be set up by non-techie

Payment is handled

Lack of control over branding

Good first step / tester



# REMEMBER...

Set up bank and payment gateway (or even choose one)

Ts and Cs

Returns Policy

Delivery (international)

Photography + copy

International (tax / currency / multi language)



# WHICH ONE?

How many products to how many customers?

Is it a site with a shop or a shop with a site? Or equal?

How much customisation do I need?

Where does the money go?

Who wants to be maintaining / supporting it?

Who is looking at PCI?



# WHICH ONE?

DIY



ZENCART



X-CART



SHOPIFY

ROMANCART

MAGENTO

ETSY

OSCOMMERCE

WOO

Needs WordPress

EBAY

OPENCART

AMAZON

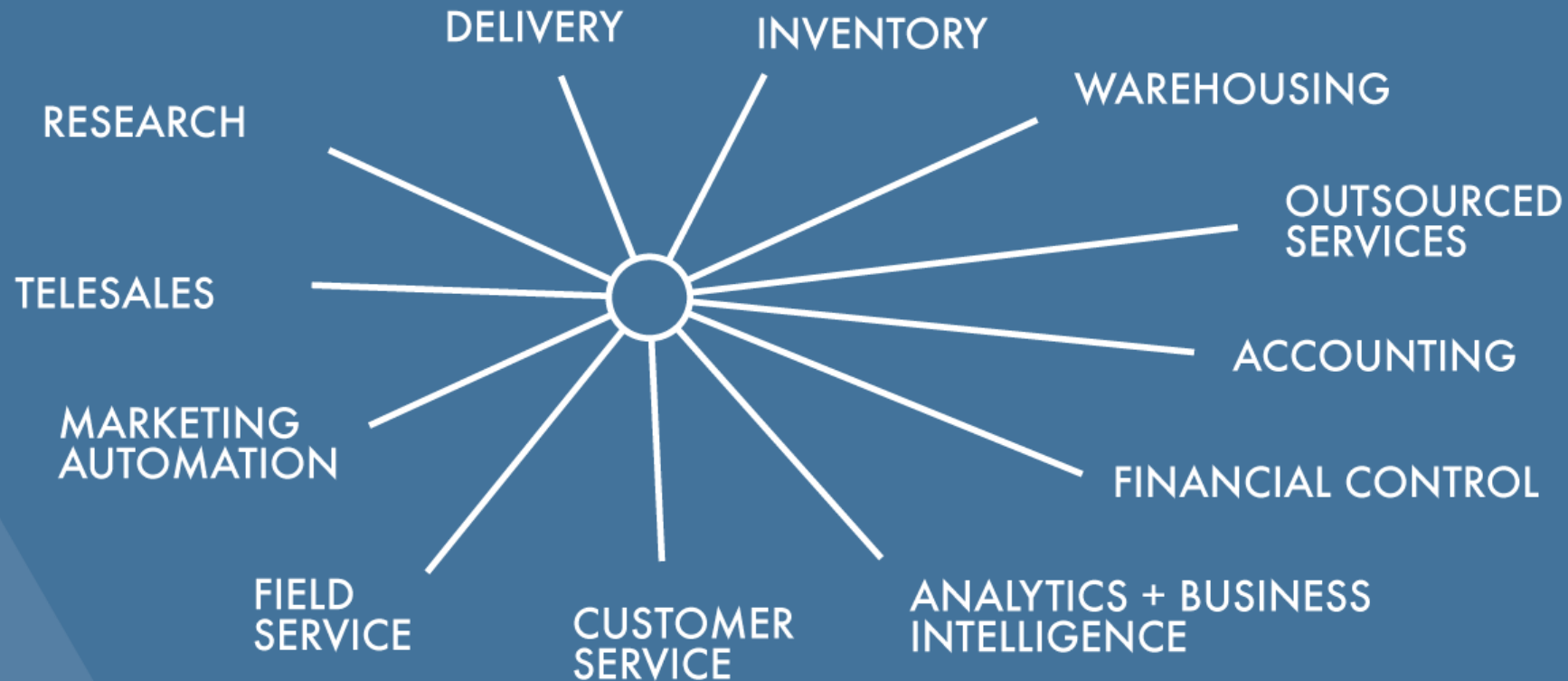
WOO

Experiment, willing to work with slightly odd systems or workarounds, willing to support in-house

Serious shop, expanding product line, products with several configuration options

Experiment, small number of products, hobbyist, not tech-minded, niche customers

# INTEGRATION





# QUESTIONS

