

Global Gateway API

The customizable eCommerce payment solution that seamlessly integrates with your Web site, enabling you to grow your business and reduce your processing costs.

The Challenge

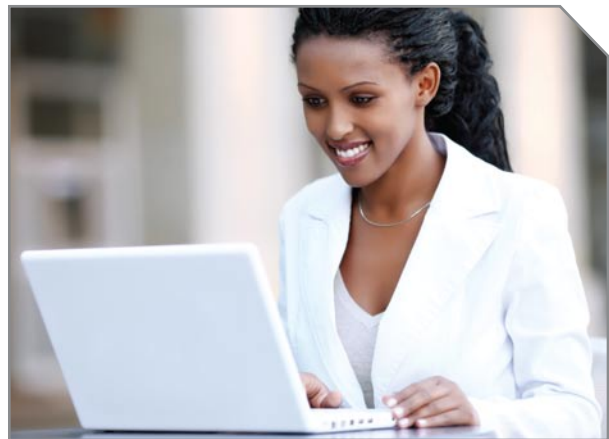
For many merchants, eCommerce is an integral part of the way they do business. However, they are often frustrated by the eCommerce application that's currently running on their Web site. They want an eCommerce solution that's more flexible, one that's tailored to fit their specific online environment and fully integrates with their Web site programming and existing shopping cart application.

The Solution

First Data's Global Gateway API (application programming interface) is a flexible, comprehensive tool that enables merchants to build and manage customized eCommerce capabilities into virtually any Web site. With Global Gateway API, payment features can be seamlessly incorporated into a merchant's Web site design on the front end and fully integrated with the site's functionality on the back end. It's available in several programming languages and can be integrated with nearly any shopping cart and order management or accounting software. Through Global Gateway API, merchants can provide a seamless online shopping experience for their customers—one where customers never leave the merchant's site to complete a purchase.

Here's How It Works

To implement Global Gateway API, merchants choose their preferred programming language and the payment functionality required for their business needs. Once programmed, Gateway API connects customers to the specified payment sources—credit cards, checking accounts or alternative payments such as PayPal™ and Google™ Checkout. Transaction information is captured over a secure Internet connection by Global Gateway and submitted to First Data for processing. Settlement requests are also sent over Global Gateway. It's a one-stop, integrated payment processing solution that speeds up checkout in a secure—and merchant branded—eCommerce environment.



With Global Gateway API, your customers will never want to leave your Web site.

Global Gateway API

Help Your Business

- Seamlessly integrate payment functionality into your Web site
- Grow your business and revenue stream
- Cut payment processing costs
- Speed up the checkout process, reducing customer attrition rates
- Decrease fraudulent transactions
- Accept multiple payment types

Help Your Customers

- Experience your brand throughout the online shopping experience
- Place orders quickly and securely, never leaving your Web site
- Make purchases using their preferred payment methods

Features

- Customizable to take on the look and feel of merchant's Web site
- Easily integrates with almost any shopping cart, order management or accounting software
- Compatible with multiple programming languages
- Supports all major card types and business-to-business Level II card transactions
- Accepts Internet Check Acceptance (ICA) and Checks-By-Phone (CBP) by Telecheck®
- Alternative payments including Google™ Checkout, PayPal™, eBillme™ and Amazon Payments™
- Fraud protection tools and prevention measures
- Recurring payments functionality
- User access controls and extensive, real-time reporting
- 128-bit Secure Sockets Layer (SSL) security
- 24/7 customer support
- Dedicated account team

Partner With First Data

- Get more value from your eCommerce payment process
- Reduce transaction expense and risk
 - Grow revenue
 - Increase customer satisfaction

We Deliver

- Streamline implementations across your entire organization
- Optimization of your payment process
- Improved product integration across processes and channels
- Scalability for future needs
- Minimization of risk while addressing compliance

And Connect You to the World's Digital Marketplace

- One of the industry's broadest processing portfolios
- eCommerce products certified on major gateways and POS systems
- Providing online processing for more than 100,000 business owners every day—accounting for nearly 2 billion annual transactions worth more than \$17 billion

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your First Data Sales Representative or visit firstdata.com.