



Payflow Payment Gateway

The secure, reliable way to get paid

Connect your online store to your internet merchant account easily and securely. Payflow Payment Gateway is the reliable way to accept credit cards, checks and PayPal payments. You can also automate order acceptance, authorizations, and transaction processing. With the robust PayPal processing network, Payflow Payment Gateway lets you focus on running your business, not handling payments.

With the Payflow Payment Gateway, You Get:

- ▶ **Reliability.** Our high-bandwidth, fault-tolerant network aims at having 99.99% uptime – for reliable transaction processing even during peak times.
- ▶ **Security.** 128-bit SSL encryption protects transactions and meets industry-leading certification standards – including PCI, SAS 70, and SDP – so customers are comfortable making payments on your website.
- ▶ **Flexibility.** Connect to most major payment processors with a choice of payment gateway products. It also works with more than 200 popular shopping carts.

Flexible Integration Options

- ▶ **Payflow Link** is PayPal-hosted, with customizable checkout pages. Choose Payflow Link if you want to:
 - Avoid the hassle of maintaining underlying technology.
 - Set up your payment gateway easily.
 - Tailor your checkout page fonts, graphics, and layouts.
- ▶ **Payflow Pro** is the payment solution for businesses that need a flexible payment service. Choose Payflow Pro if you want to:
 - Use your own checkout pages.
 - Maintain direct control over payment functionality.
 - Process large numbers of transactions simultaneously.

Payflow Gateway Features:

- **PayPal Manager** – Manage your account, create reports, and track sales trends.
- **Virtual Terminal** – Process orders taken by phone, fax, or mail without a credit card swipe machine.
- **PayPal Express Checkout** – Increase your sales by accepting PayPal on your website.
- **Customer Support** – Online or by phone at 1-888-847-2747.

Optional add-ons:

- **Fraud Protection** – Protect yourself from fraud and chargebacks.
- **Recurring Billing** – Process regular payments automatically.
- **Account Monitoring** – Receive automatic notifications of suspicious activity on your account.

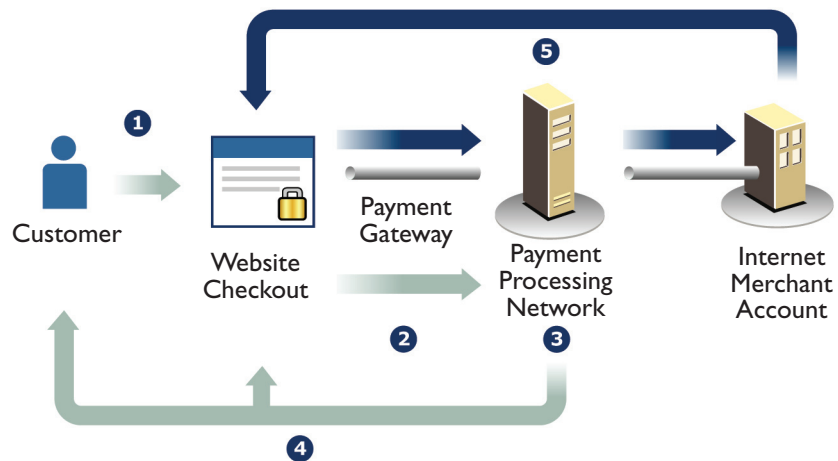
With PayPal Payment Gateway, accept:



“We had some amazing spikes in volume this year, and Payflow Pro's performance provided solid services.”

– Sheerez Haji, CEO,
GetActive Software

How It Works



- 1** Your customers input their credit or debit card information on your online store payment page.
- 2** The payment gateway encrypts the data and securely sends it to your internet merchant account.
- 3** The transaction is reviewed for authorization – you get encrypted results so you can decide whether to fulfill the order.
- 4** Your customer receives a confirmation notice.
- 5** Funds are transferred from the customer's account to your merchant bank account.

How to Set Up the Payflow Payment Gateway

- ▶ **Payflow Link:** Simply cut and paste HTML code that PayPal provides into the existing code on your website. Payflow Link features Cascading Style Sheets (CSS), so you can customize your checkout pages.
- ▶ **Payflow Pro:** Integrate Payflow Pro into your website using the Payflow Software Development Kit (SDK). The SDK is an Application Program Interface (API) that includes documentation, a web service client, and sample integration code. SDKs are available for .NET, Java, and Purepost languages on Win2K, Linux, and Solaris platforms.

Learn More

Visit www.paypal.com/payflowgateway or call 1-888-847-2747