

Interworks 2000

Internet Payment is more than Just Moving Money

Shannon L Byrne
President

Paradata Systems Inc
102-1080 Millar Creek Rd
Whistler BC V0N 1B1
1.800.604.3282



March, 00

www.paradata.com

1

One Customer, One Experience

The ONLINE CUSTOMER, for some reason, is thought to be a separate beast from the person who strolls into the local mall with a shopping list in hand and a wallet in their pocket.....



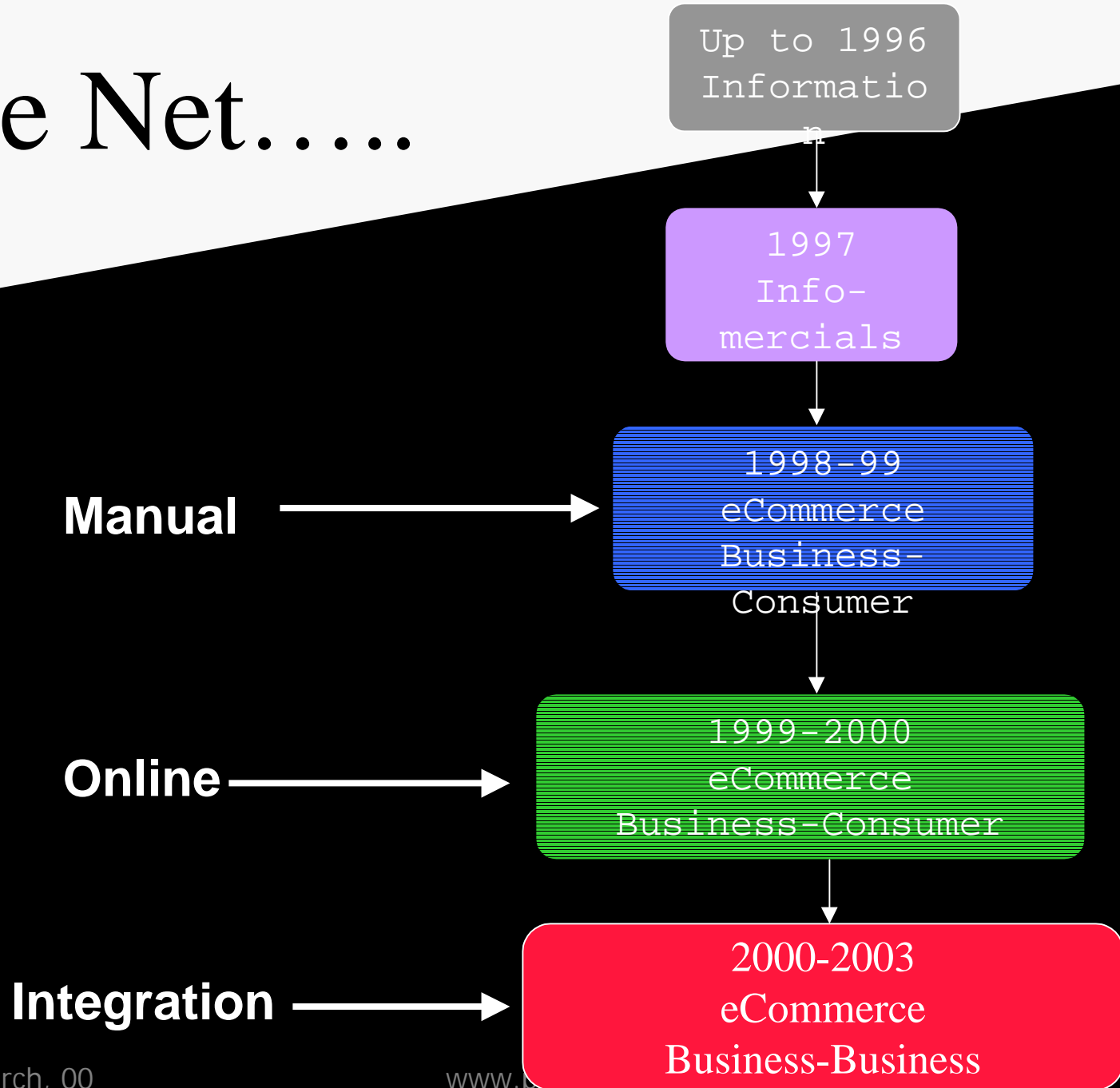
What is the most critical behind the scene component of e-business?



- Customers
- Image
- E-People
- Time and Money

The Net.....

Past, Present and Future

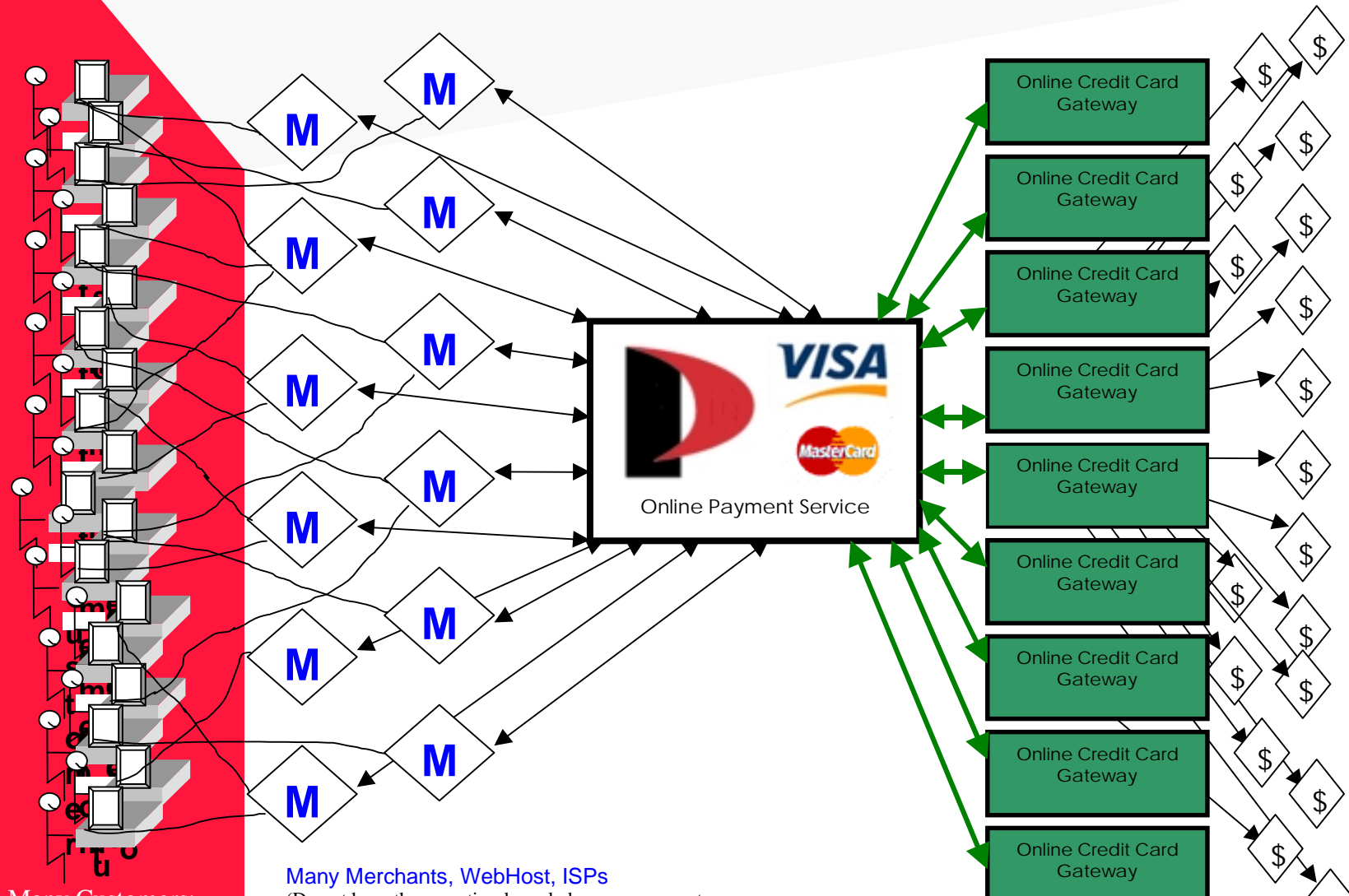


Online Payment Service

- Connects the merchants pay button to the bank.
- Not an Internet Service Provider.
- Not a web developer, web host.
- Secure Sockets Layer (SSL).
- Secure Electronic Transaction (SET).



Online Payment Service



Many Customers:
looking for a
secure way to buy.

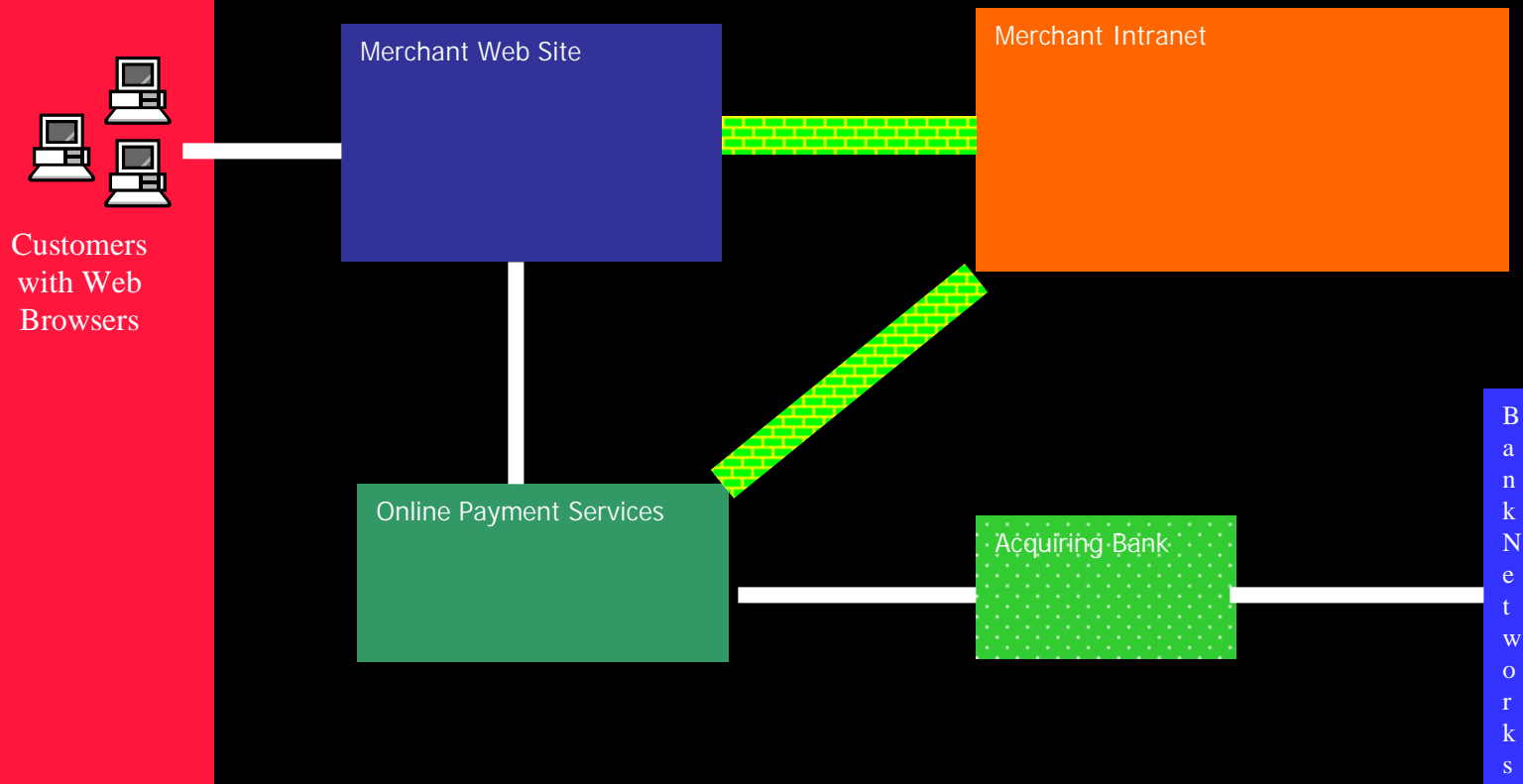
Many Merchants, WebHost, ISPs
(Do not have the expertise, knowledge or resources to
implement their own payment solution)

Many Financial Institutions
(Looking for the expertise to enable their gateway
efficiently and effectively.)

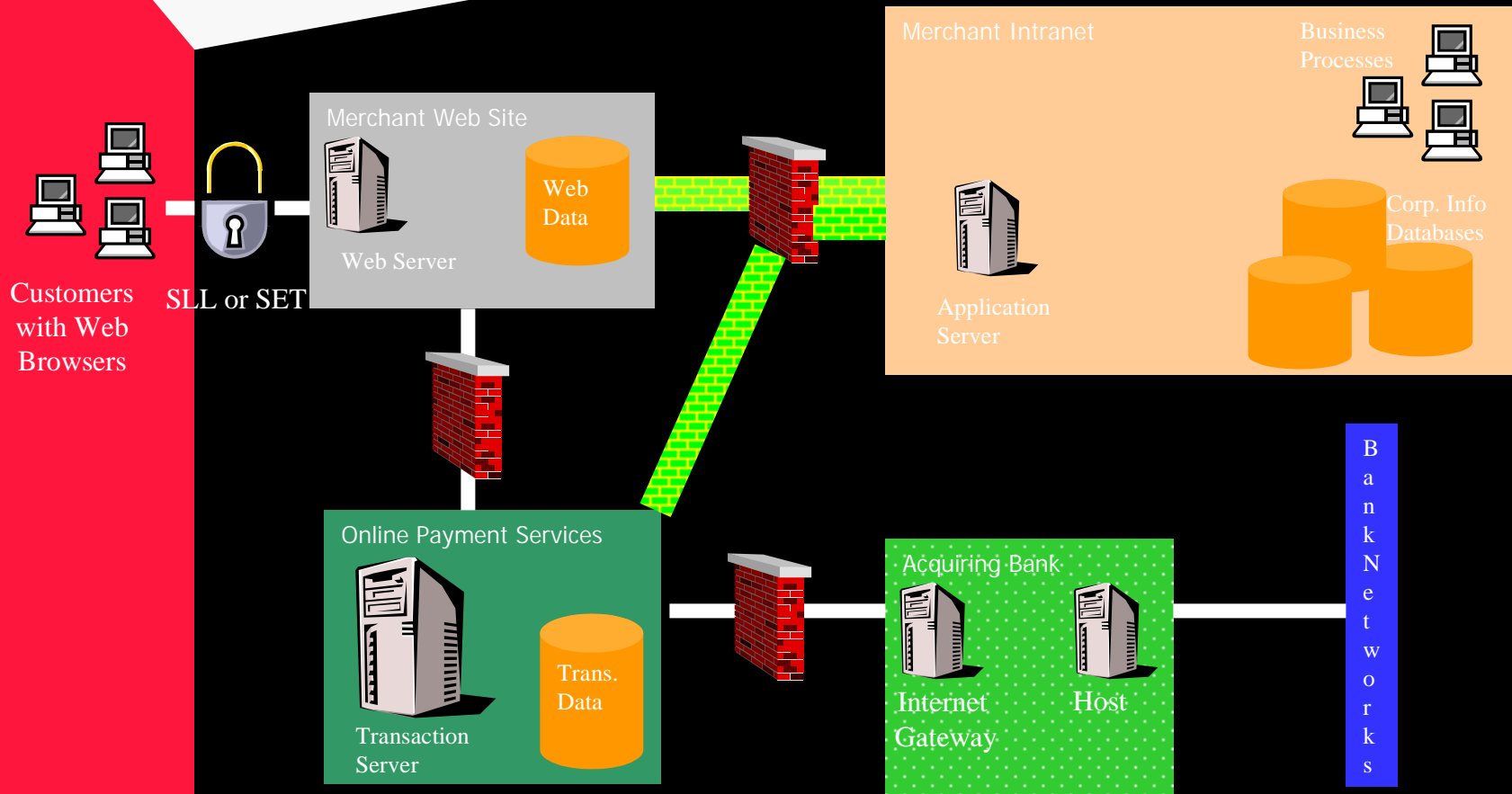
The System

- 24X7
- System management tools
- System monitoring tools
- Redundancy
- High Availability

The System

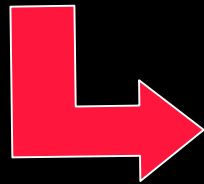


The System



Internet Advertising Says.....

- Online Shopping saves time and money



....but online customers have met with the physical world equivalent of crowded parking lots, long lines at the check out counter and empty shelves.....

....So much for delivering on the promise of
eCommerce

What is the Solution?

- Take marketing dollars and apply them to upgrading your tech infrastructure....
- Begin thinking that your offline customer and online customer are the same person.
- Retailers need to work hard to give eCommerce nearly the same intimacy that traditional retail offers.

How?

ATTRACT

PERSONALIZE

INFORM

DELIVER

CUSTOMIZE

SUPPORT

TRANSACT

PAY

How?

ATTRACT

How?

INFORM

How?

CUSTOMIZE

How?

TRANSACT

How?

PAY

March, 00

www.paradata.com

17

How?

SUPPORT

March, 00

www.paradata.com

18

How?

DELIVER

How?

PERSONALIZE

How?

ATTRACT

PERSONALIZE

INFORM

DELIVER

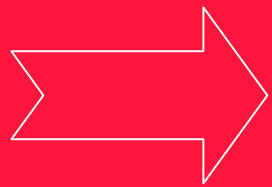
CUSTOMIZE

SUPPORT

TRANSACT

PAY

Wrap Up



If you leave out one of the eight areas discussed today you will be a very challenged online merchant.



Ultimately there should be no division between an offline and online customer. BOTH ARE THE SAME PERSON WITH THE SAME NEEDS.

Wrap Up

Online Organizations should focus on getting problems solved:

- Providing buyers with an adequate supply of goods.
- Getting orders right.
- Delivering on promises.



The logo for Paradata, featuring the word "PARADATA" in a stylized font. The letters "P", "A", "R", "A", "T", and "A" are in red, while "D" and "D" are in black. The "D"s are stylized with a red and black gradient.

Questions ????????

For More Info:

Shannon L Byrne

102-1080 Millar Creek Rd, Whistler BC V0N 1B1

604.905.5546

sbyrne@paradata.com

www.paradata.com

March, 00

www.paradata.com

24