

2008

What's New with PayPal's® Developer Program

eBay Developers Conference 2008

Damon Williams

Sr. Manager, Developer Program

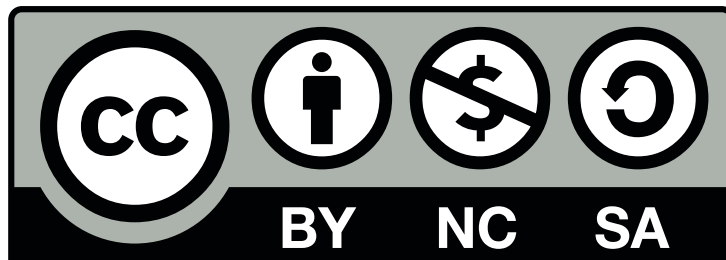
PayPal®



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2008

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Presenter

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Damon Williams

PayPal Developer Program

Author, “Pro PayPal E-commerce”



Developer Program

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The PayPal Developer Program:

- Enables developers to integrate Web sites and applications with PayPal services
- Provides resources to educate and support developers of all skill levels

Program Resources

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Marketing

- Marketing programs and lead generation
- Recognition and Certification programs
- Customer-facing sales material

Program Resources

2008



Marketing

- Marketing programs and lead generation
- Recognition and Certification programs
- Customer-facing sales material



Education

- Training and access to experts
- Developer Days
- eBay Developers Conference
- DevTalk newsletter
- Developer Central
- Developer Community

Program Resources

2008



Marketing

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Education

- Training and access to experts
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- DevTalk newsletter
- Developer Central
- Developer Community



Tools and Technology

- SDKs
- Code samples
- Sandbox testing environment

PayPal Certified Developer Program

2008

- Attract new business by being listed in the PayPal Certified Developer Directory
- Be recognized as a PayPal Certified Developer



"PayPal Developer's Directory has generated wonderful business for me and my associates. Also, being certified has helped me win accounts that were not directly related to PayPal. So far, every account has been a success."

— Andrew Mazarella, B2B Web Consultant
and PayPal Certified Developer

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Ace Developer

2008

- Join the Community
- paypaldeveloper.com
- Make 200 posts and be an “Ace Developer”
- Get recognition on PayPal.com
- Get the exclusive shirt!



PayPal Radio

2008

- Weekly podcast
- Monthly Developer Spotlight
 - Outstanding community members
 - Innovative products
 - Early adopters
- Contact me if you want to be a guest!
- wsradio.com/paypalradio

Redesign of DevTalk


2008

- WAY more content
- Featured developers
- Partner spotlights
- Educational tips
- Sneak peeks

PayPal DevTalk

Issue 17 | April 2008

Dear Damon Williams,
Here's a DevTalk you don't want to miss. The month's articles are aimed at making your job easier. Get the scoop on how to easily download PayPal transactions into Intuit's QuickBooks® software, troubleshoot IPN, generate code for faster integrations, and prepare for the PayPal Certified Developer exam.
[» Learn more](#)

GM Corner
Don't miss the chance to interact with PayPal engineers on a deep, technical level.

[» Read more](#)

Products & Features: QuickBooks Downloading
What if you could save a client's bookkeeper an entire day of work?
[» Read more](#)

Engineering: Integration Wizard
Want help generating code for your PayPal implementations? Check out the PayPal Integration Wizard.
[» Read more](#)

Tips, Codes, and Apps: Troubleshooting IPN
Learn to troubleshoot two IPN problems: non-receipt of IPN and IPN responding back with "INVALID."
[» Read more](#)

Education: Taking the Certification Exam
How do you prepare for the PayPal Certified Developer test?

Upcoming Events

- » Don't miss the eBay Developers Conference - SAVE \$245.
- » See PayPal Evangelist speak at the DC PHP Conference & Expo.

Developer Spotlight: Lynn Grant

- » Lynn Grant can make anyone stunningly beautiful.

[» Learn more](#)

Developer Resources

- » PayPal Developer Central
- » Integration Center
- » Developer Community

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Conference**

Relaunch of Developer Central

2008

The screenshot shows the PayPal Developer Central website. At the top, the PayPal logo is followed by "Developer Central". Navigation links include "PayPal Home", "Support", "Global Sites", and a search bar. A secondary navigation bar contains "Home", "Partner Solutions", "How to", "Library", "Certification", and "Community".

The main content area features a large red banner with the text "Grow Learn Develop". To the right of the banner is a box titled "Become a certified developer" with placeholder text and a link to "Get Certified Now". Below the banner is a "Welcome to Developer Central" section with a paragraph of text and a list of links for getting started: "Investigate different payment solutions", "Download SDKs and documentation", and "Select a pre-integrated carts".

Further down, there are sections for "Need more resources?" (with links to white papers, case studies, and a webinar), "Connect and Get Answers" (with links to integration questions and community), and "Want leads and potential build your sales -- Find out about the Certified Developer Program".

A "Sample Code and Documentation" section is divided into three columns: "Website Payments Standard (HTML)" (with links to Payment Buttons, Donations, PayPal Subscriptions, and PayPal Shopping Cart), "PayPal APIs" (with links to Express Checkout, Website Payments Pro, Recurring Billing, Mobile checkout, and Mass Payment), and "Other Topics" (with links to Payflow Gateway, Instant Payment Notifications, Payment Data Transfer, and Encrypted Website Payments).

At the bottom, there are two columns: "Developer Resources" (with links to Testing your Integrations, Sandbox Test Environment, and Developer Certification) and "Merchant Resources" (with links to Find Shopping Carts, HTML Payment Buttons, and Cart Uploads).

On the right side of the page, there is a sidebar with several sections: "Upcoming Events" (listing "21 Jun 2008 - San Diego, CA Developer Days and Certification" and "16-18 Jun 2008 - Chicago, Illinois eBay's Developer's Conference. Sign up now."), "Earn CASH for Integrating PayPal" (with a "Learn How" link), "Are you an ACE?" (with a "Find Out" link), "Find" (with links to Documentation, Developers, and PCI Compliance), and "Related Sites" (with links to Developer Community, Developer Blog, Global Developer Sites: UK, and eBay Developers Site).

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Technology Enhancements

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- API Versioning
- Recurring Payments APIs
- IPN Simulator
- Sandbox Upgrade
- Axis 2.0 support

API Versioning

API Versioning

2008

- New versioning scheme announced in February
- We now synchronize the API version value with the internal PayPal release number
- Currently, Version = 52.0
- Updates will be posted to Developer Blog

Recurring Payments/ Reference Transactions

Recurring Payments

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- Create recurring payment profiles to periodically charge a customer a fixed amount
- Improvements over Subscriptions:
 - API-based
 - Suspend profiles
 - Modify profiles
- Optional: trial period, initial payment, total number of billing cycles
- Different implementation for Express Checkout and Direct Payment
- Direct Payment: additional \$30/month fee
- Express Checkout: transaction fee only ^{eBay}

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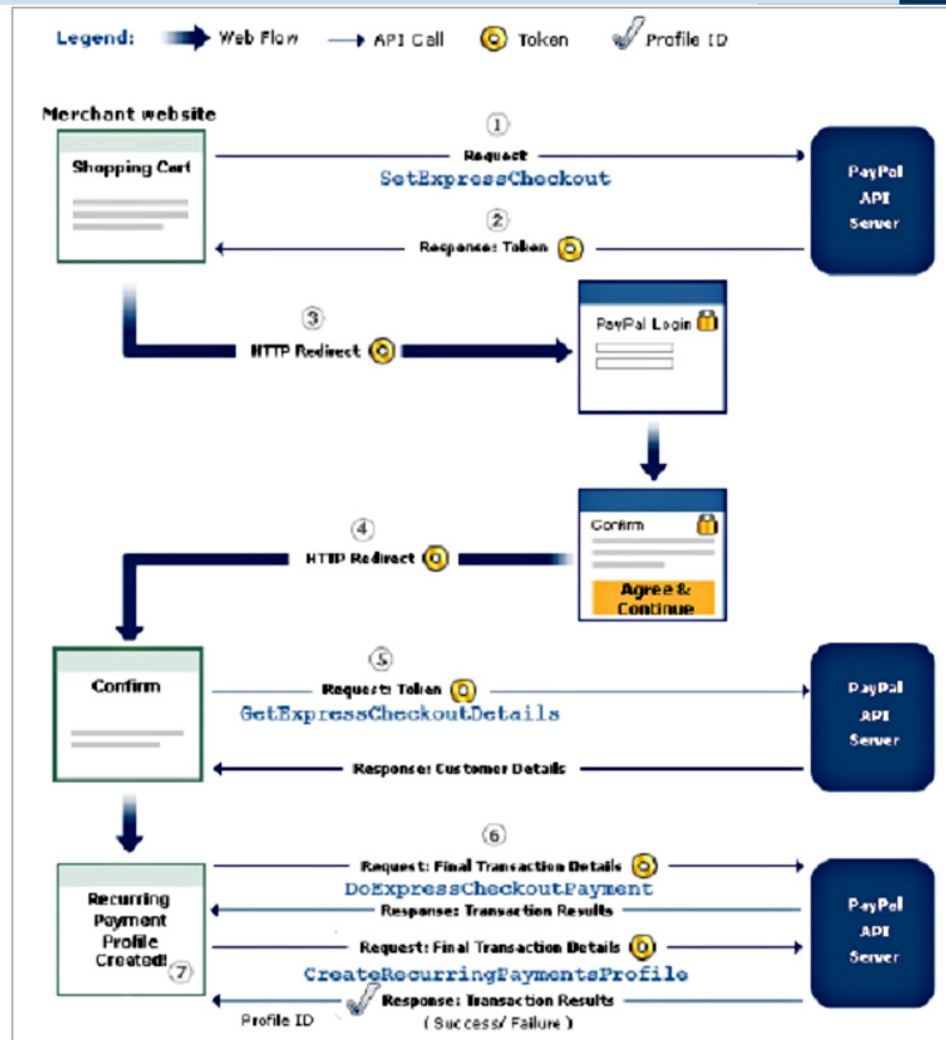
Recurring Payments—Express Checkout

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- Three API calls
- Similar flow to Express Checkout, but different final API call
 - SetExpressCheckout
 - GetExpressCheckoutDetails
 - CreateRecurringPaymentsProfile
- Supports “regular” purchases in the same checkout flow
 - Call DoExpressCheckoutPayment before calling CreateRecurringPaymentsProfile
- Up to ten profiles can be created per checkout

Recurring Payments—Express Checkout

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Recurring Payments—Direct Payment

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- Just one API call
 - CreateRecurringPaymentsProfile
 - Leave TOKEN blank
 - Include all credit card information in request
- Buyer does not know PayPal is involved
- Buyer does not receive notification from PayPal upon future billings

Reference Transactions

2008

- API call: DoReferenceTransaction
- Used with both Express Checkout and Direct Payment
- Used to bill a previous customer's PayPal account or credit card at an arbitrary time in the future on a variable amount
- Submit BillingAgreementID or TransactionID of original sale in request
- Most Pro accounts already have access to this feature; Express Checkout requires vetting

IPN Simulator

IPN Simulator

2008

Utility to send IPNs to a specific IPN listener

PayPal Developer Central [Help](#) [Profile](#) [Log Out](#)

Sandbox
[Home](#)
[Test Accounts](#)
[Test Email](#)
[API Credentials](#)
[Test Tools](#)

PayPal Sandbox
Instant Payment Notification (IPN) simulator
Select from the transaction types supported to test the Instant Payment Notification (IPN) feature.
Enter the URL of the webpage where you wish to receive IPNs, and the transaction type for this test.
General information
IPN handler URL
Transaction type **- select -**
- select -
eCheck - pending
eCheck - complete
eCheck - declined
Express Checkout
Cart checkout
Web Accept
Refund
eBay checkout
Reversal
Canceled reversal
Send IPN **Cancel**

Can We Help?
Visit the [PayPal Developer Community](#) to get answers to integration questions or to file a support ticket.

[Fees](#) | [Privacy](#) | [Security Center](#) | [Contact Us](#) | [User Agreement](#) PayPal, an eBay Company
Copyright © 1999-2007 PayPal. All rights reserved.
[Information about FDIC pass-through insurance](#)

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TRUSTe
site privacy statement

PRIVACY
BBBONLINE

IPN Simulator

2008

Instant Payment Notification (IPN) simulator

Select from the transaction types supported to test the Instant Payment Notification (IPN) feature. Enter the URL of the webpage where you wish to receive IPNs, and the transaction type for this test.

General information

IPN handler URL

Transaction type

Default values provided in the fields below are valid. You may change any of these values, but your changed values will not be validated.

Payment information

payment_type ☐ echeck
☒ instant

payment_date

payment_status

pending_reason

Buyer information

address_status ☐ unconfirmed
☒ confirmed

payer_status ☒ unverified
☐ verified

first_name

last_name

payer_email

payer_id

address_name

address_country

address_country_code

address_zip

address_state

address_city

address_street

Basic information

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IPN Simulator

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PayPal Developer Central

Help | Profile | Log Out

Sandbox

Home

Test Accounts

Test Email

API Credentials


Test Tools

Can We Help?

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PayPal Sandbox

Instant Payment Notification (IPN) simulator

 IPN successfully sent.

Select from the transaction types supported to test the Instant Payment Notification (IPN) feature. Enter the URL of the webpage where you wish to receive IPNs, and the transaction type for this test.

General information

IPN handler URL

Transaction type

Default values provided in the fields below are valid. You may change any of these values, but your changed values will not be validated.

Payment information

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Don't Miss This Panel

2008

- *PayPal Technology Roadmap and Panel Discussion*
- Tuesday 9:00 AM, W-179A

Q&A

Damon Williams

PayPal

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Thank you!

Questions?

To learn more, visit

www.ebay.com/devcon

