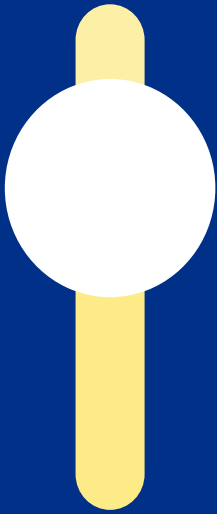


Making the **switch**

Executive guide to the PayPal onboarding process



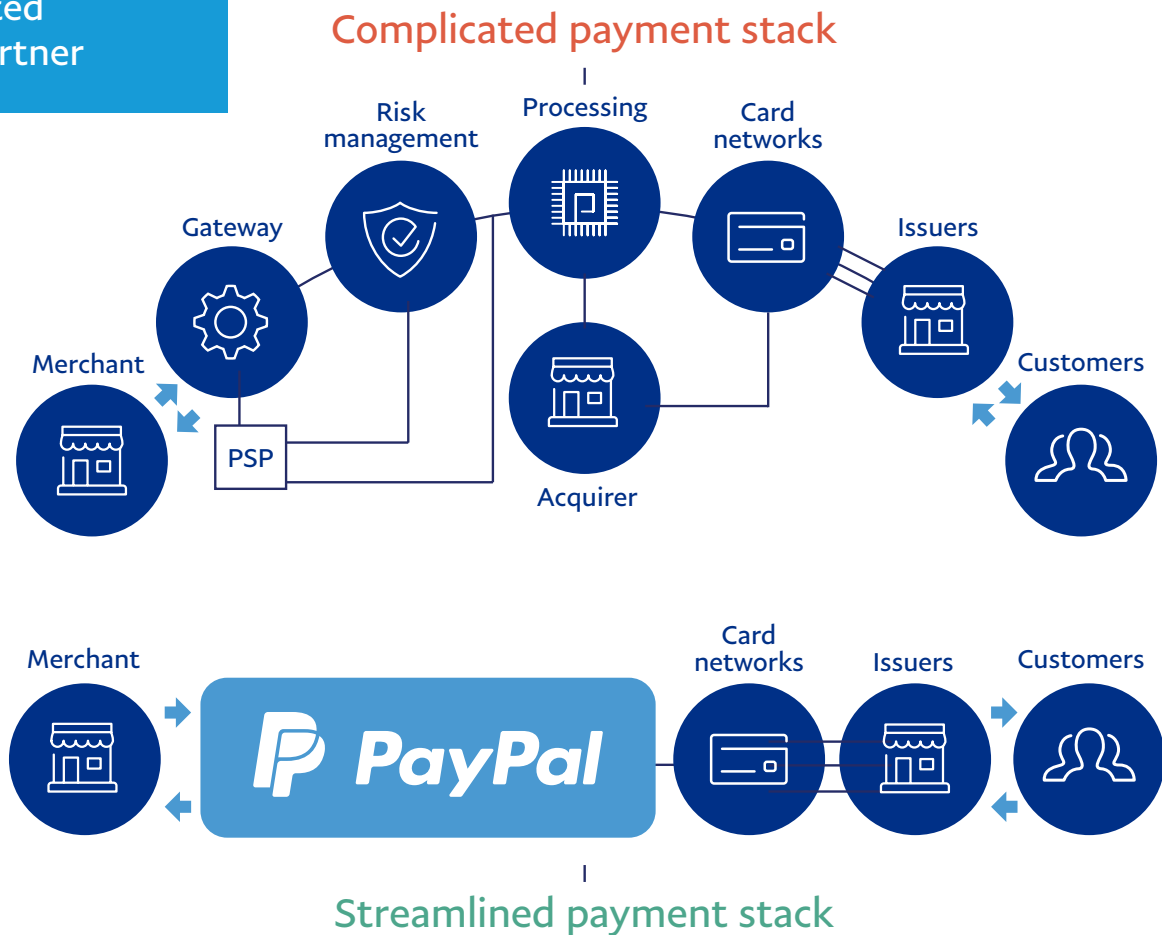
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Executive summary

Your connected
payments partner



You've decided to upgrade your payments processing setup – congratulations! The right payments setup can help you enter new markets, turn browsers into buyers, earn consumer trust and loyalty, detect fraud, and more. It all starts with adding modern payments tools. But this is easier said than done.

Making the switch or upgrading your current tools is a big decision, and we want to help put your mind at ease. We'll go over what makes us unique, learn about our onboarding process in more detail, meet the three teams you'll be working with, and bust some common myths about integration.

PayPal's large enterprise expertise, customer service, and modular technology suite makes the integration process as flexible and seamless as possible. We'll provide guidance every step of the way, so you can stress less – and feel great about your decision to take your tech into the future.

Onboarding made easy

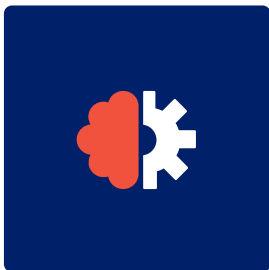
PayPal is your connected payments partner. Our agile technology provides a powerful platform for business success. And our streamlined onboarding experience flexes to your tech stack and unique business needs.



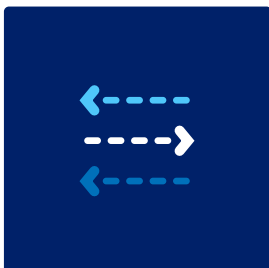
Diverse third-party integrations: PayPal plays nice with others. We integrate easily with popular ecommerce platforms, billing software, CRM systems, shopping carts, and more, including Bigcommerce, Magento, and Wufoo. Our enterprise plug-ins make it easy to connect your existing platforms, and many of our integrations are vendor vetted and infosec approved.



Built for developers: Our code and APIs were designed for developers and we support a wide range of programming languages: Ruby, Python, PHP, Java, Microsoft .Net, and Node.js. On the client side, you'll find a JavaScript library for desktop and mobile web as well as mobile SDKs for iOS and Android. Enable integrations in our sandbox to build and test them before going live. And you'll get access to a dedicated engineering support team for any assistance you may need as you learn more about our products in the sandbox.



Extensive knowledgebase: We have 20+ years of experience processing trillions of transactions, and we've distilled all that knowledge into an extensive library of developer docs and articles. Our self-service knowledgebase helps make it easy for everyone in your organization to understand our features and integration process.



White-glove service and support: PayPal provides comprehensive support throughout the integration process and beyond – and we do it via live phone support and tickets. We'll also provide a dedicated team to guide you through each part of the onboarding process and provide ongoing support and resources.

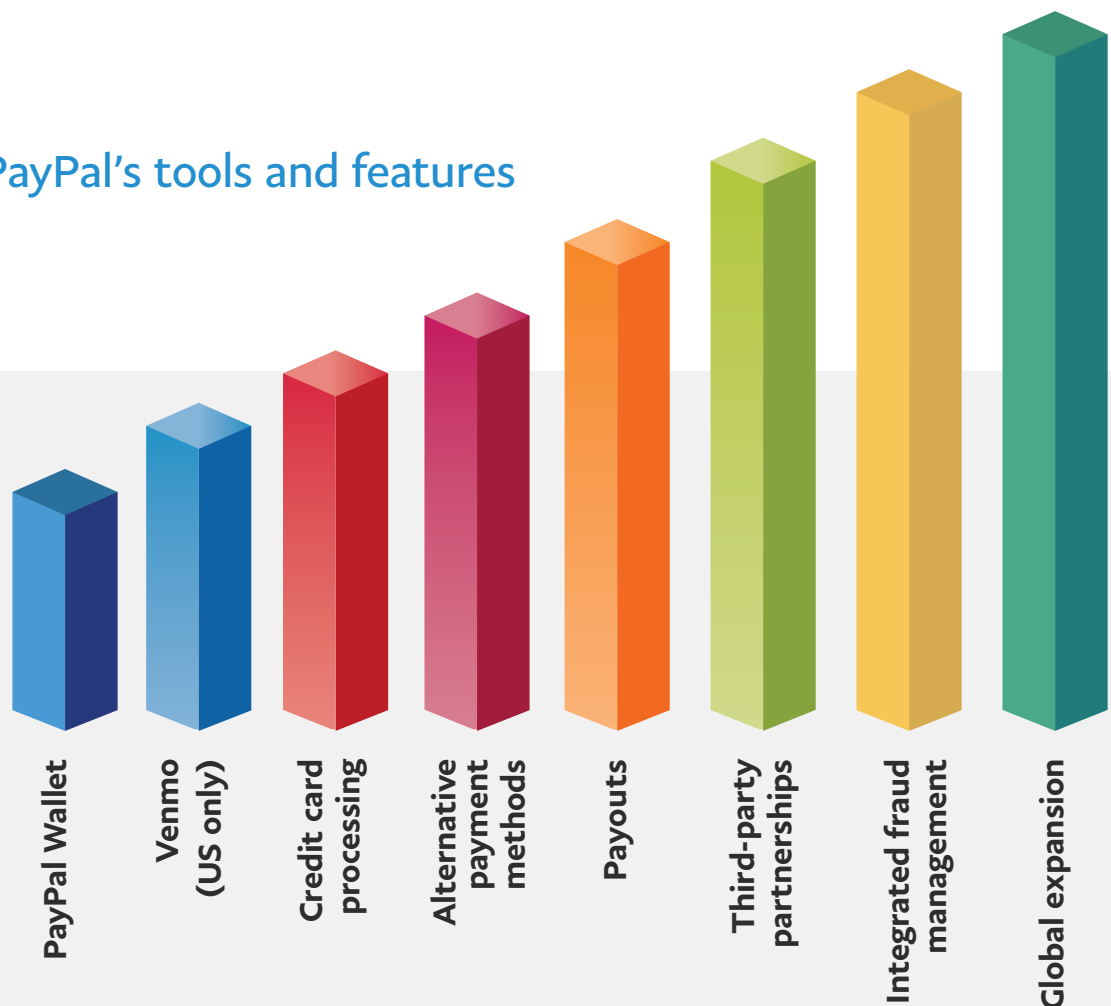
Our process

We're your partner in the digital transformation – but that transformation doesn't have to happen all at once. Our platform is designed to allow you to take small steps or big leaps, depending on your unique needs. Your designated PayPal team will work with you to digitize one area at a time until you're taking full advantage of all the business benefits of PayPal. Turn on only what you need, and keep the rest in your toolkit for the future.

You'll start by talking to one of our experts about your current payments processing setup. Together we'll determine the tools that can best help you reach your goals, then create a roadmap for integration. We can provide the resources to integrate as quickly or gradually as you need to.

With PayPal, you'll have a host of functionality at your disposal and our recommendations will depend on your business goals. You can use our data-sharing technology to enable third-party partnerships at scale, leverage our fraud tools, activate international currencies, and more. And your dedicated PayPal team will be with you every step of the way.

PayPal's tools and features



Meet the team

We hire people who care, and it shows. Our knowledgeable staff are here for you, from your very first phone call through integration and beyond. Meet some of the team below.

Business development representatives

Your first point of contact will be with a business development representative. They'll help you conduct a payments gap analysis, where you'll look at your overall goals versus your current payments processing setup. They'll answer your questions and help ensure that any next steps strive to meet your expectations and deliver the tools and support you need.



Our goal is to understand your needs. We'll answer all your questions and help you quickly move forward in the way that makes the most sense for your business. It's that simple.

– Drew Dickelman, Enterprise Business Development and Partnerships Lead

Account managers

Your account executive and customer success managers are your representatives throughout the onboarding process. They'll perform more detailed discovery calls and act as a liaison with engineering, finance, and other team members as needed. They'll help you prioritize your goals, choose the solutions that best suit your business needs, and create a strategic roadmap. They are there to guide you through the entire process.



We're your trusted advisor throughout not only the integration process, but your entire time as a PayPal customer. We make sure your payments setup is optimized and you have the support you need to grow.

– Andres Lara, Enterprise Account Executive

Meet the team

Integration engineers

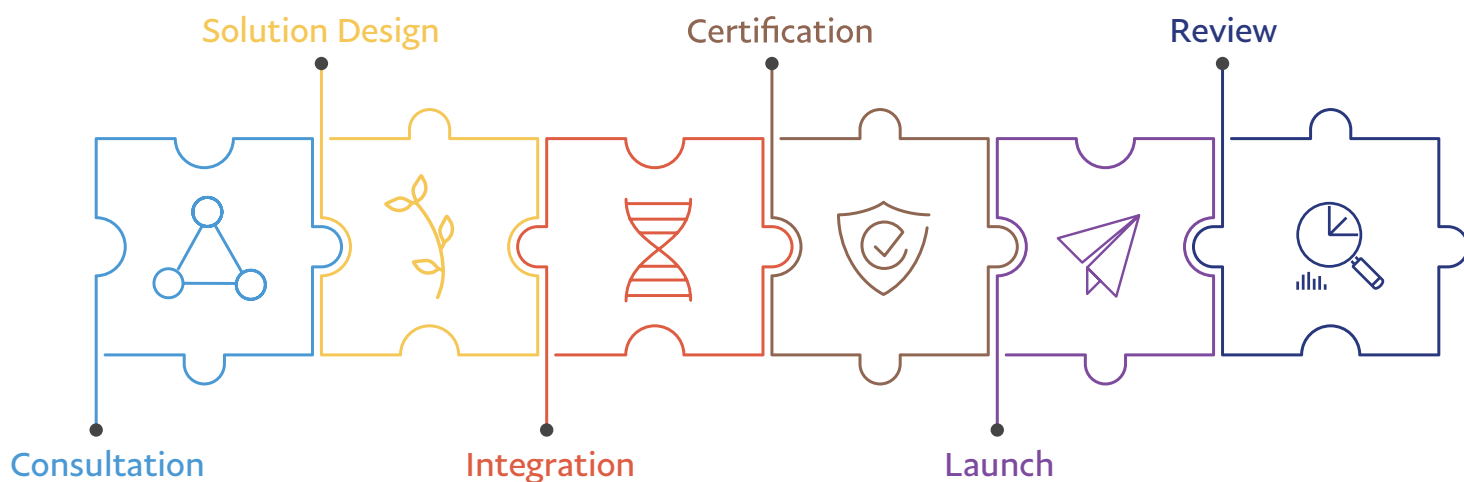
You'll also be assigned a dedicated integration support engineer to answer all your development questions. They'll be with you through integration, certification, and launch. They'll help you create a staging environment, test in the sandbox, debug code, check modules, perform end-to-end testing, and more. Your support engineer is key to the white-glove support PayPal provides.



Think of us as your personalized technical support. We're here to help with designing, testing, and troubleshooting to ensure your integration runs as smoothly as possible.

– Jake Skaggs, Senior Integration Engineer

Full support at every step



Common concerns

It's normal to have some concerns about upgrading your payments setup. We're here to help put your mind at ease about some common misconceptions.

Myth:

A new system integration is always painful

Truth:

Thanks to our white-glove customer service and support, extensive developer docs, and step-by-step process, there's no reason to think integration will be difficult. Our SDKs and APIs help make it easy to plug and play, then build out the platform to your specifications. Skilled developers can quickly understand our documentation and code samples. Most importantly, you can actually help reduce your tech debt and manual reworks by doing things the right way, the first time.

Myth:

Integration is a long, linear process

Truth:

We can move at whatever speed you need: We have resources to assist with fast timelines, and our modular integration means you can iterate as you go. Of course, integration times can vary significantly depending on the project's complexity, developer experience levels, and your internal QA process. That's why we provide account managers who will be involved at every step.

Myth:

My cross-functional stakeholders will need a lot of training

Truth:

From our code to our documentation, our processing platform was made for developers. For your finance and marketing teams, we provide training videos and demos, and your customer success manager is always there to help. We take the stress out of training your team so you can focus on what matters: results.

Myth:

International payments management is complicated

Truth:

Working with a global payments partner can help you consolidate and orchestrate operations, making life simpler, not harder. PayPal's end-to-end payments solution is available to merchants in over 45 countries and regions. We offer presentment in 130+ currencies, multiple settlement options, and local payment methods like UnionPay, JCB, Bancontact, and more in a single integration. We have support teams for every market we serve, plus local banking relationships to help you optimize acceptance rates. You'll also unlock our global network of 360 million+ consumers who buy more and buy more often with PayPal.

Case study: Fandango

Fandango's partnership with Braintree, a PayPal service, has helped it adjust to shifts in technology, consumer preferences, competition, and film distribution – and handle huge surges in traffic.

Challenge

Fandango knew movie buffs wanted more checkout options and a faster, more convenient checkout experience, all while maintaining the security of their private financial data. This called for a payments platform that not only offered a well-rounded set of features and capabilities, but that could deliver on a major scale.

Solution

Fandango already had a long and trusted PayPal relationship, so the Braintree platform was a natural first choice. Braintree delivered big, giving buyers the ability to split ticket costs with friends through both PayPal and Venmo. Users were also able to set and save their preferred payment method for return visits thanks to Braintree's token technology that removes the PCI burden of handling unencrypted data.

Outcome

By unleashing Braintree, Fandango can keep up with today's growing demands and quickly adapt to whatever those demands might be tomorrow. The ease and choice with which users can pay removes barriers to purchase while streamlining secure operations for Fandango.

100X

surge in ticket sale traffic sustained for 45+ minutes*

100+

transactions-per-second sale velocity supported during peak periods*

"Movie-going is an interesting business where we have these moments of huge volume. To be able to handle this kind of scale is critical, and Braintree's been great."

Greg Ferris | SVP, Fandango

*The results in this case study are not necessarily representative of results for all businesses.

Case study: Speedway Motors

Speedway Motors chose the PayPal Commerce Platform powered by Braintree for a complete overhaul of its website and mobile experience. Now their online shopping experience fires on all cylinders.

Challenge

Having hit some potholes with previous vendors, Speedway Motors needed a partner that could keep pace as they undertook a redesign of their website and mobile experience. They hoped to give customers a quick and smooth checkout process by eliminating potential roadblocks.

Solution

Along with the upgrades across their website, mobile, call center, and POS, Braintree brings efficiencies that can only come from having one, integrated solution. "Especially during our redesign in the past year, we've deepened our PayPal relationship, exploring and maximizing the numerous tools Braintree brings to the table," said Ryan Ebke, Director of Product & Technology for Speedway Motors.

Outcome

The addition of Braintree helped remove some of the friction that often leads to cart abandonment during the checkout process. By using PayPal, customers have a trusted and seamless way to pay that is thoroughly integrated into each of Speedway Motors' shopping experiences.

20%

fewer steps to
complete checkout*

40%

faster load time*

"You can design a great site, however, if you do not have the technology to back it up, it is irrelevant...

The most critical step is processing transactions successfully. The PayPal and Braintree teams have been really strong in their support."

**Andrew V. Boellstor | Senior
Product Manager,
Speedway Motors**

*Data based on the business's own internal data from 2020.
Results may not be typical and may vary substantially by business.



Ready to learn more?

Call today to talk to an expert

844-213-2851

Existing PayPal accounts:

Contact your account manager

The content of this material is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.