



Live Gateway and Web Direct modules

Subs Plus can be enhanced with a **Live Credit Card Gateway** module to provide an internet based, real time gateway. **Live Credit Card Gateway** integrates directly into the Subs Plus application which saves double handling that can be necessary using other payment gateways.

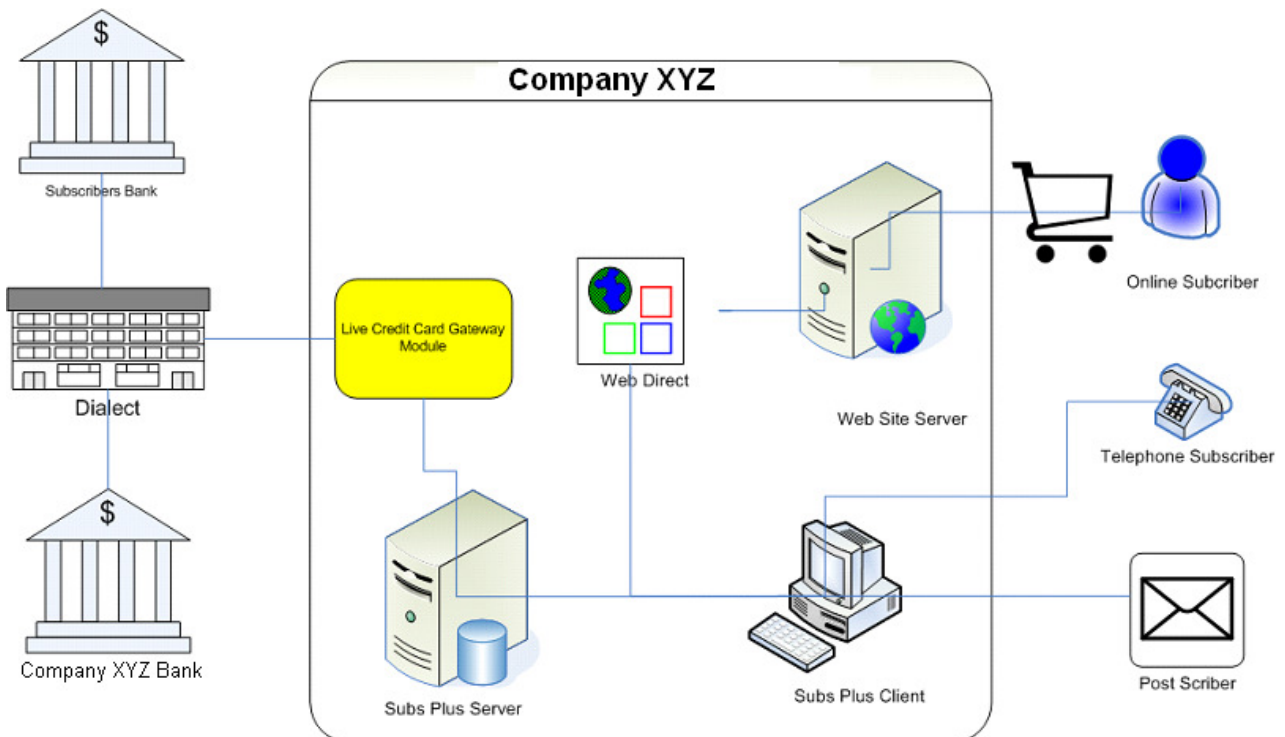
When using the gateway, credit card payments are instantly validated and are processed in real time. The operator enters the customer's credit card details and before the order is posted, the credit card details are transferred securely over the internet, to the gateway. If the payment is successful, the funds are transferred immediately from the customer's credit card. If the payment is unsuccessful, it is instantly known, saving time and effort in cancelling subscriptions, chasing up payments as well as sending out magazines that have not been paid for.

The publisher needs to set up a relationship with a third party merchant, such as Dialect, that communicates with the banks to verify the payment details.

Subs Plus **Web Direct** is an (additional) extension module to the Subs Plus Subscription Management software and provides a direct and seamless interface between the publisher's web site and the subscription management functionality of Subs Plus. With this module, there is no need to direct customers who want to subscribe or renew their subscriptions away from the publisher's website to a separate 'transaction' website.

The processing of these orders through **Web Direct** is linked directly to the Subs Plus database, from which fulfilment takes place. Customers will appreciate the convenience of the purchasing process and the increased access to information about their subscriptions/purchases.

If combined with the Live Credit Card Gateway module, the instant validation and processing of the credit card happens when the customer subscribes or renews on-line.



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