

DELIVERING BESPOKE INNOVATIVE SOLUTIONS FOR THE WEB

converge.gr

eCOMMERCE CHALLENGES

2nd Magento & Paypal Meet up
Wednesday 18th February 2015



eCommerce challenges and the way forward



customers

eShops

IT agencies



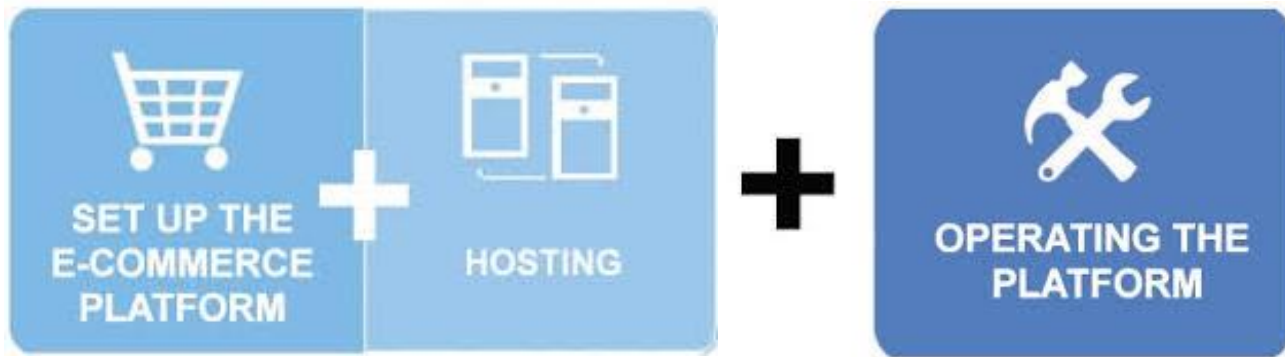
eCommerce considerations for customers

- Easy & quick purchase of goods
- Expectation for lower prices compared to physical shops
- Comparison with international eShops
- Feeling of security & reliability
- Access through mobile devices
- Instant gratification



eCommerce considerations for merchants

- Streamline the eCommerce processes
- Be competitive and sell abroad
- Peace of mind with the infrastructure (eShop, ERP, etc)
- Running an eShop with positive P&L
- CAPEX + OPEX



eCommerce considerations for agencies

- “*Everyone does everything*” has no future
- Building infrastructures should not be just a price contest
- Business continuity of solutions should be guaranteed

designer

User Interface Designer with a passion for designing beautiful and functional user experiences. Minimalist who believes that less is more.



<coder>

Front End Developer who focuses on writing clean, elegant and efficient code. Love HTML5, CSS3, WordPress and a touch of jQuery.

```
<html>
height:184px;}
class="jedi">
CSS3 HTML5
color:#000;
jQuery
```



benefits

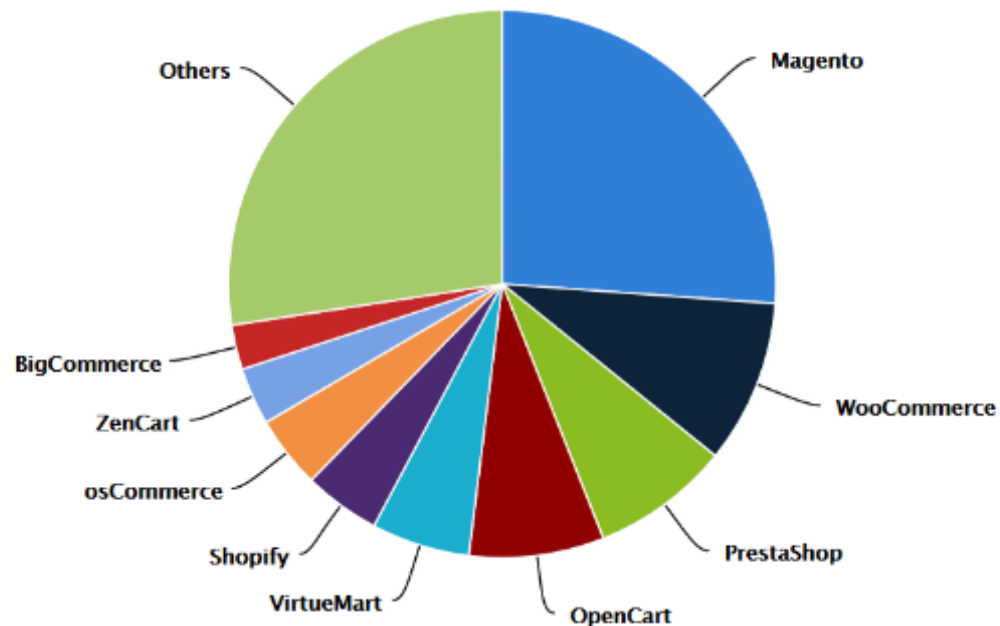


Magento®

eCommerce Platform for Growth

Magento overview

- More than 240,000 merchants worldwide put their trust in Magento eCommerce software
- Magento is the most popular eCommerce software, out of the top 1M sites, as of April 2014



Magento editions



Magento[®]
Enterprise

 Magento[®]
Community

- Flexibility to create rich consumer experiences
- Tailor back-end workflows to your business
- Hundreds of extensions
- Open architecture
- Integrate with other eCommerce solutions
- Network of partners and certified developers
- Expert support, training, and consulting services

- Open source eCommerce software
- Free to download
- Community-based support

Magento top benefits

1. Magento is the **most popular eCommerce** software for any type of eShop (small-medium-large)
2. Very reliable **Community Edition** available to everyone, however you can also get the **Enterprise edition** for additional professional services and support
3. Large number of plugins available, allowing **rapid development** of new features
4. Magento is a **very stable** eCommerce software
5. A large number of **Magento developers** available worldwide





Case studies overview

Why choosing PayPal as payment method?

1. It is well accepted world-wide
2. Easy to be installed
3. Very reliable and robust against fraud
4. Increases your conversion rate



[Home](#) | [Face Care](#) | [Face Masks](#) | [Hydrating & Antioxidant Mask](#)




EXPRESS BEAUTY

Hydrating & Antioxidant Mask

with sea lavender

Concerns: *Hydration*

 Like 0

 SHIPPING INFORMATION	2x8ml	QUANTITY	1	€3.50	ADD TO CART
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91% natural ingredients

Intensive Hydration – Soothing Effect – Rejuvenation

BENEFITS	USAGE / TIPS	INGREDIENTS	INNOVATION
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Intensive hydration mask with cream-gel texture, suitable for all skin types and ages.

- *Organic aloe juice, hyaluronic acid and rose juice offer intensive hydration.
- *Organic jojoba essential oil and wheat germ oil contribute to the hydration, nourishment and smoothness of the skin.
- *Panthenol, arginine and organic honey extract soothe and soften the skin.
- *Jasmine extract, vitamin E and green tea water rejuvenate the skin, leaving it smooth and radiant.
- *Bergamot essential oil has a balancing and toning effect.

In the Express Beauty line, APIVITA has replaced water with green tea infusion for its antioxidant action.



[ADD TO WISHLIST](#)

Sea Lavender



BE THE FIRST TO REVIEW THIS PRODUCT



The screenshot shows the website 'tsirikosbikes' with a navigation bar containing links like 'HOME', 'Ποδήλατα', 'Ανταλλακτικά', 'Αξεσουάρ', 'Προστατευτικά', 'Ένδυση - Υπόδηση', 'Πατίνια', 'Διατροφή', 'Προσφορές', and 'Μάρκες'. A search bar is located on the right. The main content area features a product page for the 'SPECIALIZED ROUBAIX SL4 DOUBLE 2015'. The product image shows a black road bike. To the right of the image, the price is listed as 1.490,00 €, with a crossed-out original price of 1.569,00 € and a -5% discount. Below the price is a yellow button that says 'ΔΙΑΘΕΣΙΜΟΤΗΤΑ & ΑΓΟΡΑ'. The product description is in Greek, mentioning 'Road race' category, '18 ταχύτητες full Shimano Sora', and '100% ανθρακικό'. There are also social media sharing buttons and a 'WISHLIST' button.



GIVE&FUND A better way to fund life projects

GIVE FUNDSSTART



CHANGING LIVES

GIVE&FUND is a new, easy-to-use and safe crowdfunding platform that offers you a better way to raise money online. Through a series of three very simple steps, you can create your own fundraising page and start raising money for the project, business start-up or charity you want to support. It will only take you a few minutes and will cost you nothing! After you set up your own fundraising page, this crowdfunding platform allows you to share the information very easily and quickly through your own social media channels and reach out to a great number of people, through your contacts and those of your friends. So if you have an inspiring project or a great business idea in mind, why not go out there and tell your friends and contacts about it? You can start raising the money you need today and change your life! Important: to use any of the services provided in this fundraising platform you must first register as a user. Click the Register button at the top right-hand side of the homepage and start now!

How it works

[Watch our instructional videos>](#)

1

Start your own fundraising project
[Read more...](#)

>

2

Share the project with the community
[Read more...](#)

>

3

Reach your funding target and do amazing things
[Read more...](#)

Success Stories

[More success stories >](#)



Goal
€ 2,000.00



Goal
€ 900.00



Goal
\$ 8,000.00



Goal
€ 4,000.00

 **PayPal** pre-approved payments



Braintree
A **PayPal** Company




wheelso.com
transfers and car rentals

English | Euro | My Booking | Sign In | Be(e) a Partner

Transfer from	Transfer to	Pick-up Date	Return To <input checked="" type="checkbox"/>	1 Passenger	Transfer me
I need a car from	Return to same location <input checked="" type="checkbox"/>	Pick-up Date-Time	Drop off Date-Time	Driver's Age 26-70 <input checked="" type="checkbox"/>	Find me a car

Δωρεάν Αποστολή σε Ελλάδα & Κύπρο -- Δωρεάν Επιστροφές -- Πληρωμή στην Παράδοση

LANGUAGE **GR** EN

LOG IN MY BAG 

KOOL Fly

ΓΥΝΑΙΚΑ | ΑΝΔΡΑΣ | ΕΛΛΗΝΕΣ ΣΧΕΔΙΑΣΤΕΣ | DAILY OFFERS | ΕΜΠΝΕΥΣΟΥ

SEARCH

Προϊόντα


ΝΕΕΣ ΑΦΙΞΕΙΣ
ΜΠΛΟΥΖΕΣ
ΦΟΡΕΜΑΤΑ
ΜΠΟΥΦΑΝ & ΤΖΑΚΕΤ
ΠΑΝΤΕΛΟΝΙΑ
ΦΟΥΣΤΕΣ
ΠΑΠΟΥΤΣΙΑ
ΤΣΑΝΤΕΣ
ΓΥΑΛΙΑ ΗΛΙΟΥ
BEACHWEAR
ΑΞΕΣΟΥΑΡ
ΚΟΣΜΗΜΑΤΑ & ΡΟΛΟΓΙΑ
ΕΣΘΡΟΥΧΑ & ΚΑΛΤΣΕΣ


Brands

CANDYBAG
KOMONO
NINE BY NIKI
KARTSONA
SUPERDRY
MIRAC
NUMPH
CHEAP-MONDAY
REPLAY
FREE PEOPLE
VANS
ORION
UGG
VIEW MORE>>


ΚΟΣΜΗΜΑΤΑ


SHOP WOMAN





SHOP NOW

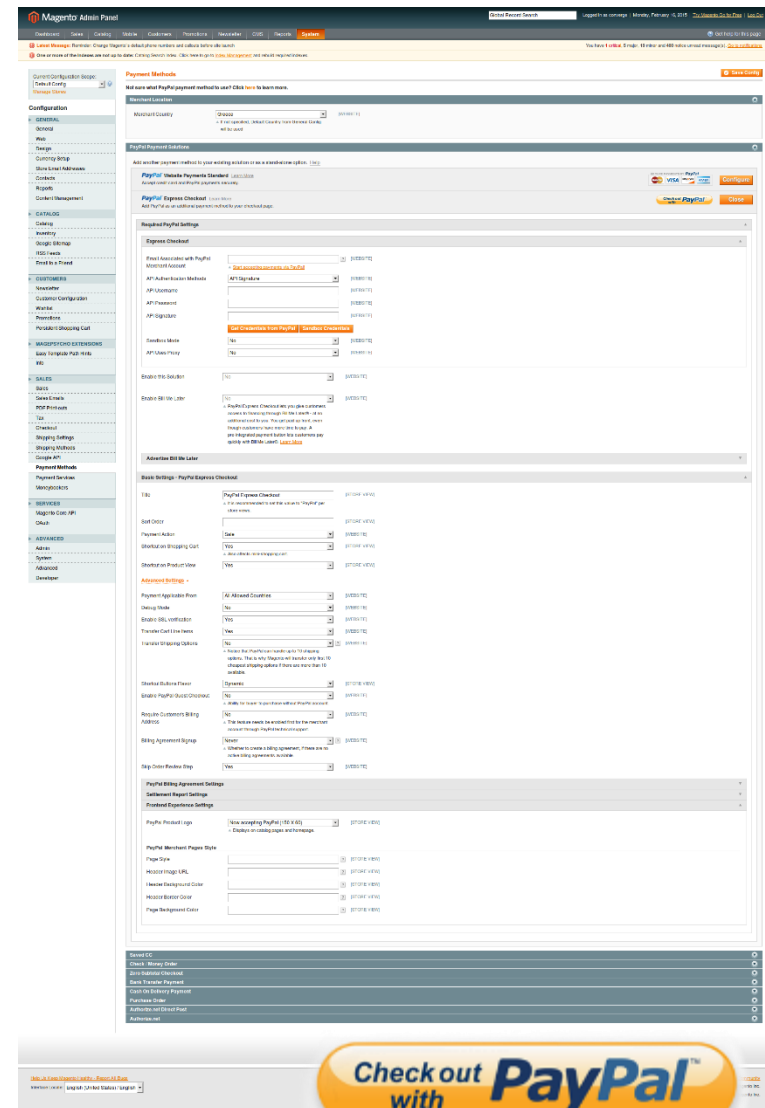

ΠΟΥΚΑΜΙΣΑ
ΑΠΟ


ΓΥΑΛΙΑ ΗΛΙΟΥ
ΕΩΣ **-60%**



Express Checkout – Magento installation in 5 steps

1. **Log in** to magento backoffice
2. From the menu go to System > **Configuration**
3. In the right sidebar go to Sales Section and click on Payment Methods
4. **Open the Paypal Payment Solutions** and click on Configure button for the Paypal Express Checkout
5. There are **all the configuration options** in order to set up and enable the Paypal Express Checkout Solution for your store



Thank you

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