

# Build Ecommerce Sites With Confidence

## Demystifying Ecommerce

### Presenter

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### Date

March 3, 2020





# Agenda

## How Ecommerce Works

The entire process from end to end of what happens in a transaction.

## Common Pain Points and Solutions

- Security
- Taxes
- Payments
- Shipping
- Inventory



# How Ecommerce Works



# Customer Facing Process

- △ Products are presented on a website
- △ Customers choose a product and optionally put it in a cart
- △ Customers review the products either in a Cart or on a Checkout page
- △ Customers fill out the checkout form



# Behind The Scenes

- △ The payment is processed
  - Money is taken from the customer's account
  - Taxes are paid
  - Money is transferred to the merchant's account
- △ Custom events like pinging accounting or inventory software
- △ Products are shipped (if physical)



# Common Pain Points and Solutions



# Security

- △ All the normal website security standards
  - Good passwords
  - SSL
  - Good security plugin to enforce policies
- △ Get a host with good technology and good *support*
- △ Get PCI Compliance if you need it
- △ Don't store sensitive data on the web server



# Taxes

△ Use a service!

- Avalara
- TaxJar

△ Consult a business tax professional for your geographic area





# Payments

## △ Look at your options

- Stripe
- Paypal
- Authorize.net
- Many others

## △ Compare processing fees

## △ Make sure they work with your bank

## △ Look at what currencies are handled



# Shipping

- △ Use a shipper you're already familiar with
- △ Shop around for rates
- △ Form a relationship with the shipper
- △ Leverage what your platform offers



# Inventory

## Simple Options

- △ All decent platforms let you enter how many you have, and count down by sale
- △ Many platforms offer addons to get a little more elaborate

## Advanced Options

- △ Some platforms offer addons to integrate with common inventory systems
- △ Quality platforms offer an API so you can write custom code for your in-house inventory system



# Summary



# You can do this

- △ Help is available, whether in docs or in personal Support.
- △ Every service, vendor, and addon maker in Ecommerce benefits from your success. If you make money, they ALL make money. They want to help you, don't be afraid to talk to them.
- △ Feel free to contact me at any time.

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