

The Payfast Guide to Going Online

payfast
by network





Introduction

The Payfast Guide to Going Online is a comprehensive ebook to help aspiring entrepreneurs such as yourself turn your hobby into a successful online business.

In this fourth chapter of the guide, we explain **why you need a payment gateway, how to go about choosing one and how to integrate it into your ecommerce store.** Within this chapter you'll also find valuable tooltips to assist you in selecting the perfect payment solution for your ecommerce website.

CHAPTER 04

Setting up a payment gateway

- 1 Choosing a payment gateway
- 2 Make sure you're PCI Compliant
- 3 Integrating a payment gateway

Before your online store opens for business **you need to integrate a secure payment gateway to receive online payments.**

A payment gateway acts as the link between your website and your customer through which the secure payment data flows through. The term payment gateway is generally used as an overarching term that includes payment solution, payment platform, payment aggregator and payment facilitator.

1 Choosing a payment gateway

While different payment gateways offer different services, generally they should all give you peace of mind that your customer's payments are being processed safely and securely. Depending on the size of your business and what your needs are, there are a variety of options to choose from.



Payment gateway checklist

Here are some important things to look for when choosing a payment gateway:

- Which payment gateways are available in your country?
- Are they PCI-DSS Level 1 Compliant, to ensure that all of your customers' credit card payments are done in our secure environment?
- What are their fees, for example do they have monthly fees and/or a per transaction fee and any hidden fees?
- What ecommerce platforms do they integrate with or have 3rd party plugins for?
- What additional services do they offer, and are these free or do they come at an additional cost?
- Do they offer multiple payment methods?
- Do they offer local after-sale and customer support?
- Do they have good review online by merchants and customers?

To receive online card payments, you need to have an internet merchant account with one of South Africa's main banks. If you're a new business it can be a rather cumbersome process to set this up because you'll need to meet a certain criteria to be approved, including providing proof of being active for at least six months and proof of income. You'll also need to complete tedious paperwork.

A benefit of choosing a payment gateway like Payfast is that you can sign up and start receiving payments without the need for a merchant bank account.

You will however need a merchant account to use our Paygate Switch solution, which you can find out more about in the table below as well as how it compares to the Payfast aggregation model.

What's the difference between aggregation and switch?

Aggregation

Custom as well as multiple shopping cart integrations

Onboarding between 24 to 48 hours dependent on verification ease

Net settlement every 48 hours

Alternate payment methods available immediately on a verified account

Caters for small to medium enterprises, however scalable solutions are offered for larger enterprises requiring unique integrations. i.e. Split Payments, tokenization

Switch

Customer integrations and non-redirect options available if PCI compliant

Onboarding between 1 to 3 weeks, which remains bank dependent

Real time gross settlement

Alternate payment methods direct with providers

Suited to enterprise and complex business applications - allowing you to process through your own banking relationship

Virtual Point of Sale

2 Make sure you're PCI Compliant

PCI DSS stands for Payment Card Industry Data Security Standard and is a PASA (Payment Association of South Africa) regulation in South Africa, meaning that any website that accepts credit card payments on their website needs to be compliant.

So as an online store owner you'll be required to work with a PCI Compliant PSP to process cardholder data in a secure environment.

★ Protip: PCI Compliance

Choose a PCI Compliant online payment gateway so that all of the above is taken care of to protect you and your customers information. Payfast is PCI-DSS Level 1 Compliant, so when a buyer makes a payment on your website they will be redirected to our payment page where they will enter their card details within a secure environment. Once payment has been made, your customer will be redirected back to your site. Payfast takes PCI Compliance very seriously and through the redirect payment procedure, you don't have to worry about being compliant because you'll never handle card details directly on your website.



**Payfast is a PCI
DSS Level 1
Service Provider**

💡 Tooltip: Steps to be PCI Compliance

- Continuously monitor firewalls and put in place intrusion detection systems and antivirus software.
- Ensure that security control failures are detected and fixed immediately when they occur.
- Build and maintain a separate and secure CardHolder Data network.
- Ensure centralised and tamper proof logging that is stored for at least five years.
- Go through yearly reviews of hardware and software being used.

3 Integrating a payment gateway

There are several ways websites can integrate into a payment gateway. Some require developers to be involved and are complex, while others work with pre-built shopping carts, that usually just require an ID and other basic information from the gateway, in order to be integrated.

Setting up your Payfast account and integrating it into your online store



Step 1

[Sign up for a Payfast account](#) and upload the required identity documents to get verified - this will enable you to receive card payments. It's important to submit your documents as soon as possible to ensure our Risk team can verify them for you before your online store goes live. For more information about the verification process, read this [knowledge base article](#).



Step 2

Integrate your Payfast account with your website to receive online payments. For instructions on how to do the integration with your specific ecommerce platform, visit the [Payfast shopping carts webpage](#) and search for your platform. Here you will find a link to the appropriate knowledge base article with step-by-step instructions.

For a custom integration, visit the comprehensive [Payfast Developer Docs](#) for instructions on how to quickly integrate Payfast into your custom website.

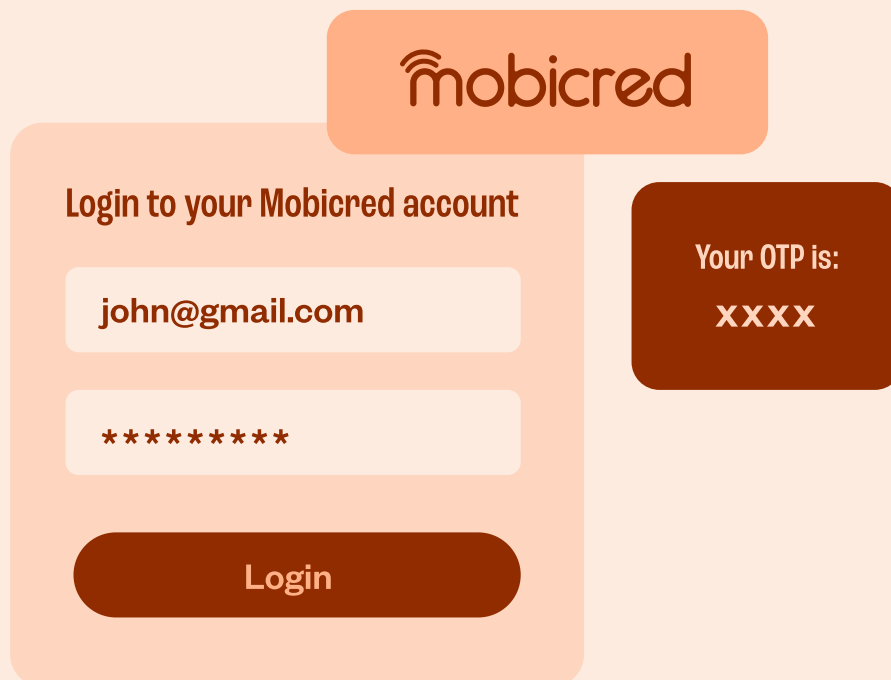


Step 3

Once the Payfast integration is complete, test it to ensure that your customers get redirected from your website to the Payfast payment page.

★ Protip: Activate a variety of payment options

Other than common payment methods like card and Instant EFT, **there are options like Mobicred, South Africa's largest digital credit product for customers purchasing online.** Whilst Mobicred is a regulated product, application to spend can be done in less than 15 minutes. Mobicred assumes full credit and fraud risk; so you are paid in full.



The diagram illustrates the Mobicred login process. At the top center is the Mobicred logo. Below it, on the left, is a light orange rounded rectangle representing the login form. It contains the text "Login to your Mobicred account" at the top. Below this are two input fields: the first contains the email address "john@gmail.com" and the second contains a series of asterisks "*****". At the bottom of this form is a dark orange rounded button labeled "Login". To the right of the login form is a dark orange rounded rectangle representing the OTP screen, containing the text "Your OTP is:" followed by "XXXX".

With Mobicred customers have up to R50,000 credit available to spend. At checkout, they simply select Mobicred, enter their username and password which triggers a one-time-pin to their phone. Once the OTP has been entered, the transaction is approved. Customers pay 10% of their outstanding balance per month. This can be paid back faster by the customer should they wish to do so, without incurring any penalties. This makes large purchases easier to manage.

Find out more about going online

To find out more about getting your business online, download the entire Payfast Guide to Going Online or any of the individual chapters that may be relevant to your online business.

[Download the entire Payfast Guide to Going Online](#)

Download the individual chapters:

[Chapter 1: Developing your business plan](#)

[Chapter 2: Managing logistics](#)

[Chapter 3: Building your online store](#)

[Chapter 5: Marketing your online store](#)

[Chapter 6: Converting visitors into customers](#)

[Chapter 7: Capitalising on shopper trends like Black Friday](#)

About Payfast

Payfast is a payments processing service that enables South African businesses to receive payments from local and international buyers. We offer a turnkey online payment processing solution that lets merchants accept multiple payment methods through a single integration.

Founded in 2007, Payfast has seen consistently strong year on year growth and currently provides payment services to over 80,000 merchants in South Africa. In 2019, Payfast became part of the DPO Group, spurring the growth of the largest African payment service provider. In 2021, DPO Group was acquired by Network International, a globally renowned enabler of digital commerce across the Middle East and Africa.

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