



CASE STUDY : ABP

APPLICATION FOR BUILDING ONLINE PAYMENT GATEWAY SYSTEM

Client: ABP Ltd.	Country: India
Industry: Media & Publication	Status: Completed
Solution Area: Payment Gateway Integration	

Company Profile

ABP Pvt Ltd is one of the largest media & Publication houses out of India. It's headquarter is located at Kolkata with a wide network of branch offices and correspondents all over India and abroad. They have web editions of their news dailies – The Telegraph, Anandabazar Patrika and their business magazine-Business world. ABP, in association with NASCOM is also engaged in hosting one of the largest IT fairs in India since 2003 called Infocom.

Project Brief

ABP wanted to have a payment gateway site which would be used to accept payments online from their external web audience. ABP has many applications running on different websites e.g., Telegraph classifieds for the classified ad bookings in The Telegraph web edition Registrations for forthcoming Infocom 2004 event at the infocom website etc. ABP wanted WDC to develop and implement a payment gateway middleware solution which would enable their online users coming through several websites owned by ABP to pay online.

Key Issues

Challenges

- Seamless integration with the 3rd party payment gateway service
- Use of single merchant Id for transactions through different applications
- Payment gateway application can talk to multiple applications developed on different technologies

Solutions Overview

The system should also allow ABP to segregate the amounts received through online payment to help ascertain which payment has come from which application. WDC has developed this solution and integrated it with the 3rd party payment gateway service provider. At present, the payment gateway application is integrated successfully with Infocom 2004 site, wherein the registrants can pay their registration fees online. Later, the same payment gateway application would be integrated with other

applications and websites of ABP for online payment e.g., The Telegraph Classifieds, Business World magazine subscriptions, Ananda Utsav 2004 etc.

Technology Specifications

WDC has developed the using the following technology and services platforms.

Key Components	
Technology Details	Active Server Page
	MS SQL Server

For more information, visit our website at: www.wdc.in