

Online Booking and Payment System

Request for Quotation (RFQ)

February 2016

Ref. 2016/HPS/029/HLT

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1. **Introduction**
   1. **Purpose**

Hackney Learning Trust (the education department of London Borough of Hackney) wishes to appoint an experienced provider to set up and host an online booking system that will allow automated booking of CPD, holiday play schemes, early year’s training and conference bookings. This brief sets out the background to this project, its aims, requirements, timescales and management arrangements. The contract will commence in April 2016 with the final deliverable due by the end of July 2016. Maintenance of the system will be required for 3 years from the implementation of the system.

The purpose of this document is to describe the requirements for the online booking and payment system.

## Background

Hackney Learning Trust (HLT) runs a range of activities across the organisation that require external people to book places and in some instances pay fees to attend.

The activities offered are diverse and range from professional conferences to holiday play schemes for children. Some activities are for private individuals and some are for organisations or businesses, such as schools.

Each department that offers activities uses their own staff and systems to administer and run these schemes. This can range from receiving handwritten forms to online bookings for conferences using software such as Formstack.

Courses are currently listed on the Services for Schools website (which is built using the Shopfront e-commerce platform, www.hackneyservicesforschools.co.uk) or in printed publications. In all cases there is no facility to easily collect payment from attendees, and fee collection ranges from collecting cash and cheques to creating customers in Sage 200 and sending invoices after attendance.

The current processes used to collect attendee names, manage attendance, and record attendance and charges can be time consuming, largely paper based, prone to error and not an effective use of staff time. From a customer point of view it is also unsatisfactory, with little or no ability to manage bookings, change dates or attendee names without making a phone call or sending an email. There is also sometimes a significant time delay between attending an event and invoice.

## Vision

The online booking and payment system is required to manage HLT bookings and payments. The vision of the system is to achieve the following business goals:

* An intuitive and easy to use online booking system that customers can access from anywhere online on any device (computer, tablet, smart phone).
* A system that enables payment methods to be defined based on the user’s relationship with HLT (e.g. whether they are an organisation or an individual) – such as card payment, payment by invoice or non-payment due to a subscription already paid.
* Customers can manage their own bookings (changing course date, attendees, cancel a booking, go on a waiting list etc).
* HLT staff have easy access to reports and live data on attendance numbers, individual customer history (individuals & school), and courses with vacancies, next available course and/or vacancies.
* Integration with the Sage 200 sales order processing system to recognise customers who already have a subscription (and therefore whose courses are effectively free) and to feed new orders into Sage 200. A school (organisation) will purchase a product/package/subscription via the booking system or via the Services for Schools website /Sage 200. A subscription will have a start and end date and allow the customer to make unlimited bookings on certain products within these dates range.
* Flexible regular and ad hoc reporting at service and senior management level (including metrics reporting against KPIs) and by individual customers and courses.
* A database of detailed contact information and account history.
* A system that can be used for Business to Business (B2B) and Business to Consumer (B2C) seamlessly.
* Organisations can choose to pay via invoice or by card. All individuals must pay by card online.
* Order data will be pushed manually to Sage200 via an ‘export’ from the booking system (this will typically occur weekly). HLT will then run an export from Sage200 into CedAr (Council invoice system) which sends a batch invoice to the organisation for all the bookings made in that timeframe. If the customer has paid for the service online the booking system should show these orders as complete and paid, so the Sage system recognises payment has already been received. If there are any changes (e.g. a booking cancels after it has been invoiced) HLT will manually update Sage200 and the order within the booking system.

# Scope

## In scope

The following areas are in scope for online booking:

* CPD for external customers – B2B and B2C
* Holiday play schemes – B2C
* Early Years training – B2B & B2C (Early years settings and childminders)
* HLT Conferences – B2B & B2C

## Number of Users and Transactions

* Approximately 15-20 HLT users
* Approximately 300-400 “products” e.g. First Aid Training
* Approximately 900-1,200 “events” e.g. First Aid Training on 2 June 2016, First Aid Training on 1 August 2016
* Approximately 4,500-8,000 individual bookings per annum
* Approximately 500-1,000 customers

# Overview - System Interactions

## High level booking interactions and user settings

* Orders information from Sage 200 to feed into the booking system
* Export payment information for upload into Sage 200 (and subsequently CedAr). CedAr is the Council Invoicing System. The booking system must have the option to import customers from Sage 200 including a customer reference number
* Integrate with third party payment gateway (London Borough of Hackney currently use Northgate Paris – see Appendix B).
* Customers can place an order for a “subscription” CPD order via the Services for Schools website or booking system
* Customer booking for events would all be via booking system





# Requirements

## General Requirements

| **Req. No.** | **Description** | **Priority** |
| --- | --- | --- |
|  | Must be able to book and pay using pc/tablet/phone | H |
|  | The customer must be able to amend the attendance date of course booking online (within pre-determined parameters/limits which HLT will define) depending on availability | H |
|  | Must be able to cancel course booking online (within pre-determined parameters/limitations) | H |
|  | Must be able to pay online using debit or credit card | H |
|  | Must be able to pay online using a voucher which is set for a particular product. HLT would issue these vouchers to customers. | H |
|  | Organisations/businesses must be able to choose to pay by card or receive an invoice | H |
|  | Individuals must pay by debit or credit card (no option for invoices) | H |
|  | Available dates must be shown | H |
|  | Available places must be shown | H |
|  | HLT admin staff can add course | H |
|  | HLT staff can amend a course booking on behalf of a customer | H |
|  | Customers can be wait listed for fully booked event. | H |
|  | HLT staff can make amendments to courses once they have been set up and bookings have taken place which should include the event capacity and description. If an event is cancelled the Admin user could move the bookings manually onto other events and then cancel the event in the booking system. | H |
|  | Maximum number of places must be able to be set | H |
|  | Minimum number of places must be able to be set which can then be shown in a report alongside total bookings to allow the admin to determine whether or not an event should go ahead. | H |
|  | Customers must be able to re-set their own passwords | H |
|  | Schools must be able to set up staff members to book onto courses (to save having to enter details each time and to stop duplicate bookings with different name spelling) | H |
|  | All data held must comply with the data protection act | H |
|  | The system must be intuitive and easy to use | H |
|  | Payment gateway must be able to take full payment, process refunds, take part payment. | H |
|  | Customers should be able to search/filter courses and events by type | H |

## Holiday Play Schemes Booking Requirements

| **Req. No.** | **Description** | **Priority** |
| --- | --- | --- |
|  | Must be able to book multiple children on one course | H |
|  | Must to be able to book additional days once scheme has started – add days to existing booking. This can be achieved by creating a new booking for that customer. | H |
|  | Must be able to capture date of birth and automatically check the child is booked on age appropriate course | H |
|  | Must be able to choose eligibility for concessionary or free places (types: Concessionary Fee, Concessionary Fee with Sibling discount, Full Fee, Full Fee with Sibling discount, Other In Need and Out of borough)  Note: Eligibility will be checked on day 1 of scheme – this message must be displayed when booking a discounted place | H |
|  | Need to be able to limit the number of Out Of Borough (OOB) bookings and display total number available and booked.In Borough bookings should include a confirmation tickbox eg “I confirm that I am in the Hackney borough” and on attendance they will be required to bring proof. Note that this is only required for Holiday Play Schemes. | H |
|  | Need to be able to set attendance limits for three categories – free/OOB/LBH resident and set limit at the start – but amend as needed, and waitlist by category. This could be achieved by creating different products for each category with the responsibility on the user to select the correct product. | H |
|  | Need to be able to split into free and chargeable – free places not visible to the public For free places – booking will be made by HLT staff only. “Free” bookings could potentially be set up by using a promocode on a normal order to reduce cost to zero. | H |
|  | Receipt/confirmation email must contain Ofsted registration number of the provider (Ofsted number should not be on invoice – only after payment on receipt) | H |
|  | Must be able to create multiple sessions at once (without the need to re-enter required information) | H |
|  | Must be able to set up play schemes at multiple locations HLT will provide further figures on the number of locations, products, and expected bookings | H |
|  | Staggered payments must be available - proportion when booking and remainder prior to start of course with these figures being set on a per product basis. Reminder payment due must be able to be sent out. | H |
|  | HLT staff must be able to make bookings on behalf of parent/carer | H |
|  | Parent/carer must be able cancel place – and HLT need to be able to set cancellation fees and parameters | H |
|  | Refunds must go back to payment card | H |
|  | Need way to record cash transactions – booked by HLT staff and paid for in cash by customer | H |
|  | Must be able to produce daily registers with the names of the children by site and age range (sorted alphabetically by the child’s first name) | H |
|  | Age ranges are 4-7 and 8-12 (must be able to add additional ranges in the future) | M |
|  | Must be able to “pay by voucher”. Note: actually means no payment by parent – payment collected outside booking process (note: payments are made by BACS to LBH by the voucher company and we receive e-mail notifications of the payments –usually only a very small number of these) | M |
|  | Non-payment of balance before course starts. HLT administrative staff should be able to produce a report on outstanding balances. | H |
|  | HLT must be able to move participants from one course to another | H |
|  | Need to be able to move people to different days easily – with no financial impact if using same number of days | H |
|  | Once block of days has started parent can’t change days – but can add days by creating a new booking. Changes to days booked can only done by HLT admin once a block has started | H |
|  | Must have online registration form (e.g. allergies, contact, emergency contact, permissions etc) | H |

## Conference Requirements

| **Req. No.** | **Description** | **Priority** |
| --- | --- | --- |
|  | Automatic confirmation emails and/or SMS messages must be able to be sent on booking, with the option to opt in/out for SMS reminders during the booking process. | H |
|  | Email bounce backs must be notified and reportable | H |
|  | Multiple attendees can be booked on same booking | H |
|  | Participants must be able to book workshops. The person booking will book a primary item, e.g. a conference with a capacity of 100 people. Then one of several ‘workshops’ which would have smaller capacity e.g. 20. The person should be able to choose one or many workshops as part of their booking. | H |
|  | Maximum attendees by workshop must be able to be set | H |
|  | Attendees must be able to see number of places by session and places available | H |
|  | Promotional codes to be able to automatically give discounts E.g. Time based discounts (such as early bird) applied by code | H |
|  | Only one discount code can apply per booking. | H |
|  | Click here to accept terms and conditions prior to confirming booking | H |
|  | Content of confirmation email needs to be bespoke by conference | H |
|  | Reminders by email notifying when bookings open and the event becomes open for bookings | M |
|  | Cancellation fees – structure of fees can be set by HLT administrator | H |
|  | Delegate badges sent with booking with option to print. This can simply be placed at the bottom of the confirmation email so that the customer just needs to print this off and present to staff upon arrival. | L |
|  | “Add to calendar” link on the confirmation screen which would add the event/s to the person’s calendar of choice (google, outlook etc.) – with google map reference | M |
|  | Purchaser must be able to view bookings made | H |
|  | Registration list printable | H |
|  | Attendees can be recorded on tablet on arrival – welcome email can be scheduled to go after specified time after start of conference) | L |
|  | Post event evaluation can be sent to attendees, allowing attendees to complete a series of pre-defined questions, rating those questions out of 5 and leave overall comments, which HLT can view, edit and reply to within the system, with an option to approve the feedback to display online. | H |
|  | Reminders can be sent by email or text – with embedded map link | H |
|  | Conference handouts must be available before and after to all attendees as attachments on the order Confirmation Email. HLT should also have the option to send emails with attachments to all attendees on a specific event. | H |

## CPD Requirements

| **Req. No.** | **Description** | **Priority** |
| --- | --- | --- |
|  | Must be recognised if school has already purchased CPD annual package and allow booking of approved courses at no cost | H |
|  | Repeat courses must have individual course code for each date offered (E.g. first aid course offered in Jan, May, Jul & Dec will all have different course codes) | H |
|  | HLT staff must be able to print registration lists by course | H |
|  | Must be able to report on attendance by course (total number v capacity) | H |
|  | Must be able to do online evaluation of each course - either by attendees or can be entered by HLT admin (transfer of content from paper evaluations) | H |
|  | Must be able to produce attendance certificates (format and content can be customised by course) but only for those people who have been confirmed as having attended. Should be automatically generated based on booking system information and sent automatically. | H |
|  | Must be able to send attendees evaluation form to complete online and issue certificate of completion only after evaluation is completed | H |
|  | Must be able to generate management reporting on evaluation and qualitative comments – by course and overall | H |
|  | Must be able to change name of attendees after booking | H |
|  | Schools must be able to book multiple staff on one course | H |
|  | HLT must be able to specify a maximum number of staff from one school by course | H |
|  | Must be able to set minimum attendance required for the course to go ahead - set by individual course (no blanket policy) | H |
|  | Schools must have a Headteacher and Bursar log in at launch, schools can add users if they wish. | H |
|  | Need to be able to specify if course is included in CPD package | H |
|  | Schools must be able to see who from their school is already on courses | H |
|  | Schools and attendees must receive a confirmation email when place booked | H |
|  | Reminder emails must be able to be sent out one week prior to the course (date of reminders can be adjusted) | H |
|  | Must be able to have option of multiple reminders | H |
|  | Schools must be able to have some kind of dashboard showing course attended and upcoming courses | H |
|  | Courses should be able to have reminder dates for refresher training (e.g. safeguarding training every 2 years) | M |
|  | Must be able to have template reminder email | H |
|  | Must be able to attach course handouts for participants to access before and after the course | H |

## IT Requirements

| **Req. No.** | **Description** | **Priority** |
| --- | --- | --- |
|  | The product must be PCI Compliant | H |
|  | The need for HLT staff need to take customer credit card details must be minimised. Both MOTO and PDQ payment options should be available to HLT staff when making bookings for customers. | H |
|  | Customer card information must be housed outside HLT network | H |
|  | Must be a fully hosted cloud solution | H |
|  | No client software required | H |
|  | Must be web based | H |
|  | Emails to customer from booking software not HLT mail server | H |
|  | Data is backed up to European data centre and appropriate security in place | H |

## Web Requirements

| **Req. No.** | **Description** | **Priority** |
| --- | --- | --- |
|  | Must be skinned to look like HLT site (HLT branded) | H |
|  | Must be standalone website e.g. bookings.hackneyservicesforschools.co.uk | H |
|  | Must be able to modify the design (look and feel) of products and service areas within the booking site (e.g. holiday play schemes and conference sites) | H |

## Reference data transfers & maintenance

| **Req. No.** | **Description** | **Priority** |
| --- | --- | --- |
|  | Must be able to interface with CedAr to allow for revenue allocation/reconciliation by cost code and subjective (potentially by csv file) | H |
|  | Must be able to interface with Sage 200 to transfer orders from online system to Sage 200 and be able to differentiate between those that have been paid for (by card) and those that need to be raised as invoices in Sage 200 (potentially CSV files) | H |
|  | Customer information must be able to be fed and updated from Sage 200 | H |
|  | Customers must be able to maintain their own list of users (e.g. school maintains a list of teachers) | H |
|  | In addition to the usual customer fields (name address etc.) must include: Sector (primary, secondary etc.), Establishment Type (LA maintained etc.), Local Authority/Borough, Status (In/Out Borough), | H |
|  | In addition to the usual product/courses fields must include: Cedar cost code, Cedar subjective, service area, product code, product description, | H |
|  | Must be able to export into Microsoft excel and word and PDF documents | H |
|  | A range of standard reports must be available online as well as the ability to create custom reports using all fields from within the system. | H |

## Security Requirements

| **Req. No.** | **Description** | **Priority** |
| --- | --- | --- |
|  | The system must provide appropriate access mechanisms.  • The system must provide individual user authentication.  • Each authenticated user must have role based access. (e.g. authenticated users can only access the information necessary to perform their roles.)  • The system must have controls to prevent unauthorised modification or software configuration. (E.g. the configuration screens must only be accessible to the administrator role.)  • The system must audit authenticated users. (e.g. changes, updates and deletes must be recorded by the system.) | H |
|  | Internal and external systems must be secure.  • The supplier must include evidence of external penetration testing and / or a statement of security testing.  • The system must be updated at regular intervals to provide protection against security vulnerabilities. The supplier must state the procedures that are in place to apply patches or new software releases. | H |
|  | The Booking System must be secure  The supplier must;  • Confirm the devices and operating systems that are supported. (e.g. Iphone 4s / ios6 and / or Samsung S3 / Android 4.2)  • Confirm if containerisation is used. (e.g. data within the application cannot be sent to external applications, such as dropbox or googlemail)  • Confirm what encryption algorithms are used to store and send / receive information (if any). (e.g. Data at rest is stored at 256bit AES encryption. Data in transit is also encrypted to 256bit AES)  • Confirm if the encryption is provided by the application or the operating system. (e.g. the data at rest encryption is provide by underlying operating system)  • Confirm that the operating system is supported by the vendor. (i.e. Microsoft no longer support CE. Devices that use Windows CE will not be accepted as appropriate architecture) | H |
|  | The solution must be PCI compliant | H |

# Proposed Project timeline

The following table shows the key milestones for the project:

| **Milestone** | **Date** |
| --- | --- |
| RFQ | 23 February 2016 |
| RFQ submission date | Midday, 18 March 2016 |
| RFQ evaluations | w/c 21 March 2016 |
| Supplier presentations | w/c 29 March 2016 |
| Business case approval | w/c 4 April 2016 |
| Confirmation of contract award | By 8 April 2016 |
| Dev/configuration completed | Early June 2016 |
| User acceptance testing completed | Early July 2016 |
| HLT staff training completed | Late July 2016 |
| Go live | August 2016 |
| Implementation complete | August 2016 |
| Maintenance provision | August 2016 – August 2019 |

# The Selection Panel

All proposals will be evaluated by a panel with representation from various functions across the Trust.

Evaluation Weightings

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Key Aspects** | **Weighting** |
| 1. Quality of Technical Solution | - Number of requirements met (10%)  - Understanding of the project requirements and context (5%)  - Security settings that can be configured by user type (5%)  - Payment options that can be differentiated by customer type (5%)  - Ability to interface easily with payment gateway (5%)  - Ease of integration with Sage 200 (5%)  - PCI compliant (5%) | 40% |
| 2. Project Delivery and Experience | - Qualifications and experience of the project lead and delivery team (5%)  - Approach to the project, how you will set up and support the project based on previous experience (5%)  - Outline of planned approach with proposed timelines and allocated resources (5%)  - At least 2 references from previous customers with similar requirements (5%) | 20% |
| 3. Cost | Cost will be scored on the basis that the cheapest bid will score the highest. Other bids will be scored in relation to how their price compares with the cheapest bid. | 40% |

The following scoring mechanism will be used to score the qualitative responses:

|  |  |  |
| --- | --- | --- |
| **Score** | **Rationale** | **Definition** |
| 0 | Response contains insufficient information to make a judgement, or is otherwise wholly unsatisfactory | Wholly unsatisfactory |
| 1 | Response contains significant omissions, weaknesses or concerns, or is otherwise unsatisfactory | Unsatisfactory |
| 2 | Response contains some omissions, weaknesses or concerns | Cause for concern |
| 3 | Indicates an acceptable response | Acceptable |
| 4 | Indicates a very good response | Very good |
| 5 | Indicates an excellent response | Outstanding |

In order to ensure that the successful bidder has met minimum quality standards, any bidder whose score includes two or more answers that are awarded a score of 2 or less, or any awarded a score of 0, will be deemed to have failed minimum quality standards and will be rejected.

# RFQ response

All RFQ responses should be submitted by email to Tracey Caldwell ([tracey.caldwell@learningtrust.co.uk](mailto:tracey.caldwell@learningtrust.co.uk)) by no later than **midday, 18th March 2016** (see details in section 9).

**Responses must include:**

1. A completed pricing schedule (Appendix A)
2. Quality of Technical Solution –
   1. Indicate which of the requirements outlined above will be met.
   2. What specialist knowledge, skills and experience are available within your organisation that makes you ideally suited to delivering this work.
   3. How you will ensure PCI compliance.
   4. What support arrangements will you put in place post launch.
   5. Please provide full details of your proposed technical solution for the build of the online booking solution.
3. Project Delivery and Experience
   1. Please detail your relevant experience, giving at least 2 examples of projects of a similar type and scale, providing evidence of successful roll-out. You must provide references with contact details for each example.
   2. Please detail your ability to set up and support the project and overcome any potential obstacles to the programme roll-out.
   3. Outline the organisation and management structure of this project, detailing the qualifications and experience of the Project Manager and delivery team.

**Security** – explain how the data will be hosted and protected. How will secure access to the website be provided? Please confirm that the website adheres with the security requirements outlined in Section 4.5 & 4.8. You should explain how these requirements will be met.

**Data Protection –** Explain how you will ensure compliance with the Data Protection Act 1998 and how you will prevent any personal data being shared or published without the consent of the user.

1. **Payment Terms**

Payment shall be made to the contractor upon completion of each of the agreed phases of the project that will be determined at an initial conception meeting. Bidders may submit a proposed payment plan with their RFQ submission.

1. **Terms and Conditions**

The terms and conditions that shall apply are embedded in the document below:

****

# Deadline & Contact Details

Quotes should be sent to Tracey Caldwell, Head of Business Operations via email by midday Friday 18 March 2016 (contact details below).

Enquires prior to March 14 should be sent to Joanna Flood, Traded Services Operations Manager at [Joanna.flood@learningtrust.co.uk](mailto:Joanna.flood@learningtrust.co.uk), Ph 0208 820 7378.

After 14 March all enquiries with regard to this brief should be directed to:

Name: Tracey Caldwell

Job title: Head of Business Operations

Address: Hackney Learning Trust, 1 Reading Lane, London E8 1GQ

Tel: 020 8820 7076

Email: [tracey.caldwell@learningtrust.co.uk](mailto:tracey.caldwell@learningtrust.co.uk)

Where any clarification is beneficial to all bidders, both the question and response will be sent to other bidders anonymously.

**Appendix A**

**Pricing Schedule**

* 1. Please complete the Pricing Schedule below.
  2. The work will be undertaken on a **fixed-fee basis**. The fees and rates quoted shall be the fully inclusive value of the work, **excluding VAT and including all costs and expenses** together with all general risks, liabilities and obligations set out in, or implied necessary to comply with, the Request for Quotation, the conditions of the Contract, the specification of service requirements, all schedules and appendices thereto and all other documents forming part of the Contract.
  3. Agree that this Tender shall constitute an irrevocable, unconditional offer which may not be withdrawn for a period of six (6) months from the date of this Request for Quotation.
  4. All prices must be in £ GBP.

|  |  |
| --- | --- |
| **Item** | **Cost** |
| Provision of platform / set-up development costs (including testing and user testing) | £ |
| Licences for 3 year term | £ |
| Support provision for 3 year term | £ |
| Training of HLT staff for launch of system | £ |
| Annual maintenance cost | £ |
| Hosting costs | £ |
| Any other fees (please specify) | £ |
| **TOTAL FEE (ex VAT)** | **£** |

**Appendix B**

**PARIS Payment Interface**

Webservices real-time integration with PARIS

When a card payment is to be made the application calls PARIS (the payment engine) which opens in a new window. The application will pass the following information to PARIS:-

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Type | Format | Notes |
| Reference Number | Char | See notes | The reference format needs to be unique to this system. Usually the reference is also unique to the transaction to help with reconciliation. The initial configuration of the reference format must be flexible to allow alpha numeric combinations or a prefix. No special characters to be used. |
| Amount | Number | 00.00 | Total Cash Amount the customer is to pay |
| Memo | Char | Free text no special Characters | This is optional and can be used to pass any txt appropriate to the transaction that may help reconciliation |
| Name | Char | Free text | This is optional and can be used to pass customers name which may be different from the card payment name |

PARIS has other optional text fields.

The customer will complete the card transaction using the PARIS payment page and if the payment is successful PARIS will close and the customer is returned to the application. At the same time PARIS will send a confirmation to the application. The PARIS payment engine and its hosting are PADSS and PCI DSS compliant.